

**CMGT 599: Influential Communication in Marketing & Advertising**  
**Annenberg School of Communication**  
**Spring 2008**

**Class & Instructor**

Class: CMGT 599: Influential Communication in Marketing & Advertising

Class Time:

Classroom: TBD

Instructor: Kelton Rhoads, PhD

Office Phone: 310 533 9470

Office & Hours: ASC 277, 5:30-6:30 & by appointment

**Course Description**

This course examines persuasive communication strategies and influence tactics that may be employed in marketing and advertising. Typically, persuasive messages in these fields are considered artistic endeavors, with most practitioners and advertising texts treating the generation of messages as a creative exercise. This class seeks to infuse promotional messaging with what is known from the social sciences. It draws on a multidisciplinary literature from advertising, marketing, and social marketing, but is grounded in the social science of communications and psychology. The course concentrates on persuasion and compliance tactics discovered in the social sciences that may be communicated in both interpersonal and mass-media venues, with the “sale” of a product, idea, or behavior as the goal. The course will locate and leverage commonly effective strategies and appropriate tactic selection.

Specific objectives of this course include:

- Concepts and a language for understanding influence in the marketplace;
- Skills to create persuasive messages in marketing and advertising communications;
- Knowledge about what separates non-persuasive from persuasive appeals;
- Ability to locate influence tactics along a continuum of social desirability;
- Knowledge of common ethical considerations about influence tactics as they relate to marketing;
- Analytical tools to engage influence strategies most appropriate to a particular situation, product, idea, and time.

## Required Course Readings:

Because of the multidisciplinary nature of this course, a reader that draws from various disciplines will be used as our text. Of course, students are welcome to purchase any or all of the books from which the reader is drawn:

- Kleppner's Advertising Procedures, 16th Edition, Lang, King, Russell – (Pearson) Prentice Hall. ISBN: 9780131404120.
- Contemporary Advertising, 10th Edition, by William F. Arens - McGraw-Hill/Irwin; 10 edition (2005). ISBN: 0072964723
- Power of Persuasion. Robert Levine. Wiley. ISBN 0471266345
- Ogilvy on Advertising, David Ogilvy. Vintage Books. ISBN: 039472903
- Pfau & Parrot, 1992. Persuasive Communication Campaigns. Allyn & Bacon. ISBN 0205139779
- Ansolabehere & Iyengar, Going Negative. Free Press. ISBN 0684837110.
- Gass & Seiter (2003). Persuasion, social influence, and compliance gaining. [PSICG] Allyn & Bacon. ISBN 0205462162
- Fogg, BJ. Persuasive Technology. Morgan Kaufman. ISBN 1558606432.
- Andreasen (1995). Marking Social Change. Jossey Bass. ISBN 0787901377.
- Weisberg, Krosnick, and Bowen. (1996). Intro to Survey Research, Polling, and Data Analysis. Sage Publications. ISBN 0803974027.

## Class Schedule

1	<p><b>History of Ad &amp; Marketing Campaigns.</b>          Study of Influence throughout history.          Origins and effects of advertising.  <u>Read:</u> Kleppner's, Ch 1 – History of Advertising  <u>Read:</u> Persuasive Comm Campaigns, Ch 2 – History  <i>Start your Advertising Journal.</i></p>
2	<p><b>Approaches to Influence.</b>          Art vs. science approaches. Creativity.          Human biases &amp; their intimate relationship with influence.          The bell curve &amp; “normal” behavior.          Causality in marketing and advertising.  <u>Read:</u> Contemporary Ad Ch 12 – Creative Process  <u>Read:</u> Myers, Ch 1 – Social Psychology</p>
3	<p><b>Relationship-based tactics &amp; Peer-to-peer marketing.</b>          Liking. Similarity. Cooperation. Exchange.          Ingrouping Tactics. P2P. Buzz Marketing.  <u>Read:</u> Contemporary Ad Ch 10 – Relationship building.  <u>Read:</u> Social Marketing Ch 1 – Customer First.  <i>Schedule for presentations is posted.</i></p>
4	<p><b>Who Says? Credibility-based Tactics.</b>          Expertise. Trustworthiness. Goodwill.  <u>Read:</u> PSICG Ch 4 – Credibility  <u>Read:</u> Power of Persuasion Ch 2 – Who We Trust</p>
5	<p><b>Thoughtful and Thoughtless Approaches.</b>          Reason &amp; Logic. Evidence. Strong Arguments. Dual Processing Theory. Heuristics &amp; “Thinking Shortcuts”.  <u>Read:</u> Contemporary Ad Ch 13 – (partial) Art &amp; Copy  <u>Read:</u> Persuasive Comm Campaigns Ch 5 – Passive  <u>Read:</u> PSICG Ch 14 (partial) – Images in Advertising</p>
6	<p><b>Stealthy Influence: Cognitive Manipulation</b>          Priming &amp; Salience. Narratives. Framing. Inoculation.  <u>Read:</u> Siegel &amp; Doner Ch 7 – Framing Health &amp; Tobacco  <u>Read:</u> PSICG Ch 9 – Structure &amp; Ordering of Messages  <i>Presentations begin.</i></p>

	<i>Paper Teams Vote.</i>
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7	<p><b>Appeals: The Advertiser's Staple.</b>          Politeness. Morality. Reciprocity. Pity. Underdog. Values.          Consistency. Conformity.  <u>Read:</u> Kleppner's Ch 16 – Ad Appeals  <u>Read:</u> PSICG Ch 13 – Motivational Appeals  <i>Paper Teams are Posted</i></p>
8	<p><b>Midterm.</b>  <i>Teams Meet in Person.</i></p>
9	<p><b>High Pressure: Emotional Manipulation.</b>          Cyclical Attempts. Behaviorism. Reactance &amp; Loss. Power &amp;          Authority. Fear. Negative Campaigns  <u>Read:</u> Going Negative, Chapter 2 – The Studies  <u>Read:</u> Going Negative, Chapter 7 – The Conclusion</p>
10	<p><b>Environmental Manipulation.</b>          Arranging the Environment. Proximity. "Subliminals." Persuasive          Architecture. Music. Aroma. Computerized Persuasion.  <u>Read:</u> PSICG Ch 15 – Esoteric Persuasion.  <u>Read:</u> Persuasive Technology, Ch 3 – Persuasive Tools</p>
	<p><b>Spring Break.</b></p>
11	<p><b>Media &amp; Venue: Broadcast.</b>  <u>Read</u> Kleppner's Ch 8 -- TV  <u>Read</u> Kleppner's Ch 9 – Radio  <i>Outline of Team Paper Submitted.</i></p>
12	<p><b>Media &amp; Venue: Print.</b>  <u>Read</u> Kleppner's Ch 10 – Newspaper  <u>Read</u> Ogilvy Ch 7 – Renaissance in Print Advertising.</p>
13	<p><b>Segmentation.</b>          Demographic. Geographic. Usage. Psychosegmentation. Depth          Segmentation.  <u>Read:</u> Contemporary Ad Ch 6 – Segmentation  <u>Read:</u> Persuasive Communication Campaigns Ch 4 (partial) –          Segmentation.</p>

14	<b>Research Methods: Sampling &amp; Design.</b> <u>Read:</u> Contemporary Ad Ch 7 – Research.
15	<b>Collecting Data: Questionnaire &amp; Focus Group.</b> <u>Read:</u> Weisberg et al – Questionnaire Construction, Ch 4.
16	<b>Final Exam.</b> <b>Paper &amp; Advertising Journal Due.</b>

## Grades

Grades are calculated on these weights:

- Participation: Ad Journal, 20%.
- Participation: Other, 10%.
- Exam 1, 20%.
- Exam 2, 20%.
- Final Team Project, 30%.

Grades are assigned based on these scores:

93-100 = A  
90-92 = A-  
87-89 = B+  
83-87 = B  
80-82 = B-  
77-79 = C+  
73-77 = C  
70-72 = C-  
67-69 = D+  
63-67 = D  
60-62 = D-  
0-59 = F

## Participation

To obtain high participation scores in this class, you need to:

- (1) Show up on time and attend class regularly.

(2) Participate during planned discussions and exercises. High-quality comments are requested of students that:

- Offer a unique and relevant perspective
- Contribute to moving the analysis forward
- Include logic or evidence. Good comments go beyond “I liked...” and “I didn’t like...”
- Avoid tangents (such as, discussions of popular Hollywood gossip when examining ad campaigns, discussions of political policy, etc.).

(3) Students are required to develop an Advertising Journal, which should focus on your interest and understanding of various advertising and promotion issues, strategies, tactics, etc. Be creative, yet rigorous with your journal. Have fun, but make sure your understanding of advertising and marketing shines through. Be sure to present your journal in a professional manner in a binder or folder (so the pages don't get lost). You are expected to have about an equal number of critiques and analyses of various promotional materials, trends, etc. For example, you see a billboard on the side of the 405 that you think is either extremely effective or ineffective. Take a picture of it, paste it in your journal, and then write a detailed analysis of your thoughts about the ad. (See a sample [here](#).) You will be graded on the timely completion of assignments, the level of understanding of each topic, the creativity of the journal, your ability to specify and explain influence themes, and your analytical and writing abilities. In particular, your in-depth knowledge regarding the influence strategies and tactics that make the ad work, will be especially important. For the journal entry that you present, try your best to discover whether the campaign you plan to discuss was/is successful or not. It’s a waste of time to analyze and discuss campaigns for which we have no idea if they were successes or failures. All elements of the journal must be word-processed (ie, nothing hand written). Once or twice during the semester (depending on class size) students will be called upon to discuss, in an oral presentations before small groups within the class, their responses to a specific homework assignment from their Advertising Journal. A schedule for presentations will be published [here](#) about the third week of class. The time at which you are requested to present is chosen by the prof, but you are required to present on the date chosen. Grading will be based on the student's preparation, professionalism, presentation skills, and 2-page single-spaced handout that will accompany your oral presentation(s) (see an example [here](#)). Weight for participation: 30% of grade (20% Advertising Journal, 10% other)

## Exams

There will be two open-note exams at midterm and final. Please note these are open note, not open book—you may bring in your written and/or word-processed notes, which should not exceed a reasonable amount—(certainly under 100 pages per test, and why would you need that many?). The exams will concentrate on your knowledge of the material we've covered and your ability to apply the principles we've learned. You should be familiar with the material assigned as reading, the material presented in lectures, and the material given in the student presentations, to do well on the tests. Some of the standardized test questions that come with the textbooks will be used in the construction of tests. See the extensive online exam review page link at top left of this page for more info, titled "About Tests." (see [http://www.workingpsychology.com/teach/abt\\_tests.html](http://www.workingpsychology.com/teach/abt_tests.html)) Weight: 40% of grade (20% each).

## Project

In the latter half of the class, teams will create a written advertising plan, approximately 10 single-spaced pages in length. For this project, imagine that your team has been assigned the development of an advertising campaign strategy for a client organization.

The client may be:

- A for-profit business that has a relatively new good or service to market.
- A firm with an existing good or service they wish to reposition/remarket.
- A firm that has had a recent “public relations nightmare” and is trying to regain the confidence of consumers.
- A person (e.g., a political candidate) or a place (e.g., a state promoting tourism within its borders).
- Your own original product or service that you dream up.

One way to do this is to think about your own unmet needs and wants or unsatisfied desires you've heard others express, and then visualize goods or services that can satisfy them. Your strategy paper will address:

- the client organization,
- the competition,
- the product or idea,
- customer research,
- advertising copy,
- influence tactics,
- rough ad/commercial,
- media strategy, and
- evaluation.

Regarding grading, you will be asked to rate each other's input and output as part of your grade. The prof will assign an overall grade to the group project, and individual grades will be adjusted up or down by up to 5 points based on team-member feedback. See the "About Project" link at the top left of this page for a thorough description of this assignment. (See attached document, "Advertising Assignment.") Weight: 30% of grade.

## **USC Policies**

### **Academic Integrity Policy:**

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the SCampus Guide. It is the policy of the School of Communication to report all violations of the code. Any serious violation or pattern of violations of the Academic Integrity Code will result in the student's expulsion from the Communication degree program.

It is particularly important that you are aware of and avoid plagiarism, cheating on exams, fabricating data for a project, submitting a paper to more than one professor, or submitting a paper authored by anyone other than yourself. If you have doubts about any of these practices, confer with a faculty member.

Resources on academic dishonesty can be found on the Student Judicial Affairs Web site (<http://www.usc.edu/student-affairs/SJACS>.)

"Guide to Avoiding Plagiarism" addresses issues of paraphrasing, quotations, and citation in written assignments, drawing heavily upon materials used in the university's writing program; "Understanding and avoiding academic dishonesty" addresses more general issues of academic integrity, including guidelines for adhering to standards concerning examinations and unauthorized collaboration.

The "2005-2006 SCampus" (<http://www.usc.edu/scampus>) contains the university's student conduct code and other student-related policies.

### **Disabilities Policy:**

Students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure the letter is delivered to me as early in the semester as possible. DSP is open Monday-Friday, 8:30-5:00. The office is in Student Union 301 and their phone number is (213) 740-0776.