

UNIVERSITY OF SOUTHERN CALIFORNIA
ANNENBERG SCHOOL FOR COMMUNICATION
SCHOOL OF JOURNALISM
JOUR 340

SPRING 2008- 4 UNITS

LARRY STEVEN LONDRE
21183R
INTRODUCTION TO ADVERTISING

TUESDAY
06:45-10:05pm

SYLLABUS

Dear USC Student:

I have enjoyed teaching, since I volunteered at USC to teach fifth and six graders to read and do math. My full-time position is in strategic marketing, advertising, promotion and media with several clients and in advertising or promotional agencies. I'm also an expert witness, testifying in federal and state courts on marketing, advertising, the advertising agency business, clients and media matters.

I am pleased that you have enrolled in OUR class. Yours and mine.

I have taught marketing, advertising, media, IMC (integrated marketing communications), promotion, and communications to undergraduates and graduate students at USC (Annenberg School For Communication, Marshall School of Business and School of Journalism), at CSUN (School of Business), Loyola Marymount and at Pepperdine (School of Business).

I received teaching and mentoring awards from USC Parent's Association and the "Golden Apple" award from CSUN, both last year.

Success is staying ahead of the competition. In this economy, it is essential to have greater agility, better marketing, exceptional advertising, promotion and media savvy, plus the ability to innovate in the marketplace. Using "real-world" advertising, research, creative, production, media planning exercises and materials, we will study and discuss several different topics and industries:

- advertising practices, "real-world" actions, theories and concepts proving themselves as viable advertising activities and media actions for generating sales, customer traffic and revenue
- advertising, communication, promotion, and media's important role to the marketing department and to the overall organization---both profit-making and non-profit
- finding ways that agencies (people/departments/services) and clients can work better together
- analyzing the demands for segmentation, targeting, media and positioning
- creativity in all areas of advertising---from planning to production, media to billing
- developing strategies and tactics, including global advertising and communications
- the changing media environment
- the marketplace is complex and changing with new competitors, technological advances, pricing changes, new media mixes, marketing suppliers, new laws, distribution channels, strategic partnerships, and diminished customer loyalties.
- finding strategic information for decision makers
- developing products/services, and the elements of the marketing mix and the promotional mix
- looking at the availability, advantages and disadvantages of the promotion mix
- reviewing the importance of communications, selling, media and advertising
- exploring the many worlds of media and the Internet

The field of advertising is broad. Especially with different businesses and clients, I have found that I'm constantly learning in the fields of marketing, advertising and promotion. An exceptional group of guest speakers/experts in advertising and I will use many different methods to involve you. It's important to note that much can be learned by working and thinking "outside the box"---and outside your own background. We will explore many different industries--from retail to entertainment, and from food to technology.

Please come to class well prepared. The team project will be interesting, and if you and your team spend the appropriate time in the beginning and during class it makes it easier as we progress through the semester. Marketing, advertising and media concepts build on top of each other.

You will need to spend, on average, four to six hours a week to prepare for the classes, projects and exercises. There is a great deal to cover and on many subjects we will only explore the headlines, but on these topics, I want you to know there is more for you to find. We'll explore and search.

Knowledge is power. And can be fun.

I look forward to meeting and spending time with you. Please fill out the attached personal fact sheet and send to me today. Let's enjoy each other's company.

Spring 2008
JOUR 340: Introduction to Advertising
Tuesdays 6:45PM- 10:05PM

Larry Steven Londre
Telephone:

Purposes/Outcomes of the Class

Our class will be my 75th semester of teaching.

Course Objectives

- This class is for the undergraduate student interested in learning the fundamentals of today's advertising profession and its role as part of the overall marketing communications function.
- Advertising is one of the six primary parts of the marketing communications plan - the others are Sales Force/Personal Selling, Sales Promotion (both trade and consumer), Collateral Material, Public Relations and Direct Marketing/Response.
- Advertising will be the primary focus of this course, however, we will also address all aspects of the Marketing Mix and how they are integrated so that the "brand" speaks with one voice. Additional emphasis will be placed on interactive media, the Internet, and Buzz marketing.
- Introduction to Advertising is a practical course and the first class in USC's Advertising Minor curriculum between the Annenberg and Marshall schools.

Course Outcomes

- Journalism 340 is designed to provide students with the following outcomes:
 1. An understanding of the advertising industry and how advertising agencies operate.
 2. An understanding of how advertising campaigns are created and executed.
 3. An understanding of the development of strategic insight and the role it plays in successful advertising.
 4. An understanding of the media landscape including how media is planned, purchased and sold.
- Contemporary Advertising by Arens, Weigold, Arens, 11th Edition (2007), McGraw-Hill, publisher (Be sure it's the 11th edition, new in Fall '07. The tenth edition is not appropriate, and for our advertising class is outdated. No need for the CD-Rom. ISBN: 0073529915, to buy on line.
- My revised (every semester) course packet, with notes, cases and readings. Please look this over.
- Recommended additional readings: Adweek and Advertising Age magazines; Adweek.com and AdAge.com; The Wall Street Journal and The Los Angeles Times advertising/marketing columns
- Material and relevant web sites to review will be presented in class.

Course Schedule

| | | |
|-------------------|---------------------------------------|---|
| <u>January 15</u> | Topics & Discussion | Introduction, Discussion of Course Objectives and Assignments / Role of Advertising and Communication in the Marketplace <i>"Advertising is a financial investment in a brand or in a company."</i> |
| January 22 | Topics: Reading: | Advertising's Role in the Marketing Mix, Top Brands Branding, IMC, 4P's and 9P's, Marketing Planning Chapter 1/What is Advertising Today? Chapter 2/The Evolution of Advertising |

Definition of advertising: Advertising is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media.

January 29 **Topics:** Advertising Agencies, Marketing and Other Services,
Client Relationships
View: Agency Reels
Reading: Chapter 3/The Economic, Social and Regulatory
Aspects of Advertising
Chapter 4/The Scope of Advertising: Local to Global

Assignment #1: Effective Advertising from a Newspaper or Magazine. You'll want to show the ad to our class. (Due tonight):

Super Bowl XLII, Scottsdale, AZ 85258 -- Feb. 3, 2008 (FOX)

February 5 **Topics:** Marketing, Research, Targeting and Segmentation
Reading: Chapter 5/Marketing and Consumer Behavior
Chapter 6/Market Segmentation and the Marketing
Mix: Advertising Strategy

Assignment #2: By team, turn in team name and a black and white or color photo/output of your team with each teammate identified. Add your team's name. Add 90-100 words about your agency: Prospects ask you to define your agency's unique characteristics, explain your strategy for their brand, present creative, talk media and still leave enough time for a Q&A.

February 12 **Topics:** Account/Brand Planning and Research
Guest Speaker: Account and Brand Planner
Reading: Chapter 7/Research: Gathering Info for Advertising Planning
Chapter 8/Marketing and Advertising Planning/IMC

Assignment #3: Different Targets (Due tonight)

Be sure you've read the four previous chapters. Pick one other person in the class---On your team or not. Each student selects one ad each for a total of two, which are targeting two different audiences or market segments. In other words, select two print ads for two brands in the same product or service category that market to different target markets. Include where you found them. What is the target market for each brand? Who are they marketing to? How are they being advertised differently? Will present in class. Nothing written needs to be turned in, but will be checked in by TA.

February 19 **Topics:** **Media Planning and Strategies/Midterm Review**
Guest Speakers: Teriann Link, Media Planner/Buyer/Director, Partner, Davis-
Elen
Jamie Welker, Account Director, MediaCom
Reading: Chapter 9/Planning Media Strategy: Links to the Market
Chapter 15/Using Print Media

Assignment #4: (For Team) TEAM Meeting Update (Due tonight)

A detailed list of team assignments, individual assignments, timing (your schedules, individually and as a team), and responsibilities. Include deliverables (what is to be turned in). What is assigned should be discussed by the team and written down, including what's needed on the presentation night. Plus a draft of Team's Creative Brief/Creative Work Plan (can be called a strategy document, solution blueprint or brand plan.) Brand selection discussed in class. Use sample briefs, to refer to. Written in plain English. Not a research report. CB/CWP gives insights and can be "colorful." All of this is to help your team and you have an excellent class. Be prepared.

February 26 **MIDTERM EXAM**
(Readings and Chapters (Arens/Weigold/Arens): 1, 2, 3, 4, 5, 6, 7, 8, 9, 15
(To be fair to all the other students, sorry, no make-ups. Can not be rescheduled.)

March 4 **Topics:** Creative Strategy/Execution and Creative Process
Reading: Chapter 12/Creative Strategy and Creative Process
 Chapter 13/Creative Execution: Art and Copy
Guest Speaker: **Eric Hirschberg, President & Chief Creative Officer,**
 Deutsch Advertising

Assignment #5: Hand in revised draft of the Creative Brief or a Creative Work Plan, plus a list of assignments (your team and individual responsibilities). Brand selection discussed in class. Use sample brief handed out in class as your guide. Remember, you will concept ads from this brief for next assignment.

March 11 **Topics:** Creative and Media Planning and Strategies:
Readings: Chapter 16/ Using Electronic Media: Television & Radio
 Chapter 18/Using Out-of-Home, Exhibitivite and
 Supplemental Media

Assignment #6 (In class): After reading the chapters, and reviewing our materials, bring two or three “what you feel is a” good ads and two or three bad ads. You should bring an outline and be prepared to discuss your selections in class.

Attach your name to the back of the magazine or newspaper ads and hand-in. Bring the ad you featured in assignment #1. Please tell us which publications, and which issue each ad came from. No ads from Internet. Plus, please, no jewelry, fashion, alcohol, tobacco, or perfume ads. Please read the chapters first and refer to them. If you don’t, it will probably show in your output.

March 18 **Spring Recess**

March 25 **Topics:** Print and Broadcast Production
Reading: Chapter 14/Producing Ads

April 1 **Topics:** Interactive, Direct Marketing, Personal Selling, Promotion
Reading: Chapter 10/Relationship Building, Direct Marketing,
 Personal Selling and Sales Promotion

Quiz: either tonight or next week, let’s discuss.

Assignment #7: (Team) TEAM Meeting Update (Due tonight)
List of individual assignments, timing, and responsibilities. Plus include Team’s Creative Brief/Creative Work Plan. Brand selection discussed in class. Use sample brief.

April 8 **Topics:** Promotions
Reading: Chapter 11/Sponsorship and Corporate Advertising
 Supplemental Media
 Chapter 17/Digital Interactive Media

Assignment #8: (Team) Develop and write a print ad including headline, body copy and a tagline from the brief you wrote. Handwritten layouts must accompany a typed copy deck. Your brief or creative work plan must also be attached. (Due tonight)

April 15 **Topics: Campaigns/Advertising Sales**
Guest Speakers in Media Sales

April 22 **Topics:** Complete Campaigns

April 29 **FINAL PRESENTATIONS – 15-20 minutes (max. time per team)**
With our professional marketing and advertising guests. This is your final.

- Note: It may be necessary to make some adjustments in the syllabus during the semester, which you will know about.

Participation and Attendance

Students are expected to attend all classes and arrive promptly. Attendance will be taken and will impact your grade. When you miss concepts, they affect your grade. Course content is only supported, not directly drawn every week from readings. Lecture notes will not be posted or distributed. Class participation counts towards your grade. Mutual respect in the classroom is critical. There are no bad questions or ideas.

Assignments will be accepted one lecture day beyond the due date with one grade deducted. After that, assignments will not be accepted. Assignments must be typed. Importance will be placed on grammar, spelling and writing ability. Print ads referenced in the assignment must be attached (photocopies, printouts or tear sheets from a magazine/newspaper).

In the working world, if you are late, you don't get paid. If you are late too many times (three seems to be a good universal number) you may be terminated. Being tardy without a legitimate excuse is the ultimate sign of disrespect to others. It is not cool, it is not fashionable, and it is nothing less than unprofessional. People who work hard for a living and have pride in what they do simply will not tolerate unprofessional behavior. Being on time (being early is probably preferable) is the first indicator if someone has the foundation to be considered capable of working.

Assignments

Written assignments are due on the appropriate day. They will be accepted one lecture day beyond the due date with one grade level deducted. After that, assignments will not be accepted. Assignments must be **typed and the ads attached**. Importance will be placed on grammar, spelling and writing ability. Print ads referenced in the assignment must be attached (photocopies, printouts or tear sheets from a magazine/newspaper). TV, radio and outdoor advertising must be described in detail prior to the analysis of the ad. The magazine, television program, or web site in which the ad was found should be cited. The length is not as important. What matters is if the assignment requirements have been met. You should be prepared for class. You will be called on to discuss your assignments and thoughts in class.

Hard work spotlights the character of people: some turn up their sleeves, some turn up their noses and some don't turn up at all." Sam Ewing, American writer & humorist

Replacement Work

It is impossible to allow for extra work to count in lieu of low performance on a required quiz or assignment. To be fair to all, it is impossible to allow for extra work to count in lieu of low performance on a required assignment, or lack of attendance. Hence, it is imperative that you turn in your assignments regularly and work to improve course performance at the earliest sign of any concerns.

Quizzes

Quizzes will encompass lecture and reading materials. And support the objectives of class and your team presentation preparation. If the quiz is a take home do not just copy from the book. Understand the question and the answer. And how they will help in the team presentations.

Midterm

Our midterm will consist of a combination of definitions, comment and essay questions. Questions will cover reading materials, lectures and guest speaker discussions. No blue books are needed.

"Every morning in Africa a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death. It doesn't matter whether you are a lion or a gazelle -- when the sun comes up, you had better be running." Unknown

Class Participation

Each of you is expected to contribute to the discussion of the issues. You will be evaluated on the content of your comments, observations, and insights. Be prepared in class.

On selected nights, I will randomly call on you to participate. If you are prepared, the questions will not be difficult. The primary emphasis should be on your ability to make a substantial contribution that moves the discussion.

It is important that your comments fit into and build on previous discussion, so that we are maximizing a cumulative learning experience in the classroom.

Course content is only supported, not directly drawn from readings. There are no bad ideas and mutual respect in the classroom is expected.

Points, Tests/Quizzes, Grades and Assignments

All assignments will be given point values. The best grades will be given to the students with the most points. There will not be any true/false or multiple-choice tests. Each test may be a combination of definitions, essay, case and relationship questions. Questions will cover reading materials, lecture and guest speaker discussions. All tests are graded by Larry Londre. No blue books are needed. Missed tests, assignments and quizzes can not be made up.

Evaluation of Student Work

While extraordinary factors might affect your attendance, we expect you to be present for all class meetings and to arrive on time and stay for the entire class. Please do not schedule another assignment, meeting or date during class time. You are expected to attend each class. Your grade will be affected if you decide you have other things to do instead of being in class. Attendance will be maintained.

Missing one or two classes will affect your understanding of the materials, your involvement in the team project and your grade. To provide the best output, fairness and distribution of project work, you will help evaluate your other team members in the team/group exercises.

"An idea can turn to dust or magic, depending on the talent that rubs against it." William Bernbach, modern advertising pioneer, #1 on Advertising Age's 20th century honor roll of most influential people

"Example is not the main thing in influencing others. It is the only thing."

Albert Schweitzer (1875-1965) Medical missionary, Nobel Peace Prize winner

Grading

Final grade will be determined based on the following (This is an approximation.):

| | |
|---|-----|
| Class Participation/Attendance | 10% |
| Assignments | 35% |
| Midterm/Quiz | 25% |
| Final Project and Team Evaluation | 30% |

USC Policies

The following is the School of Journalism's policy on academic integrity that will be adhered to:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed as a major from the School of Journalism. There are no exceptions to this policy."

ADA Compliance Statement

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. B 5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

Academic Integrity

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 to report all violations of the code. Any serious violations or pattern of violations of the Academic Integrity Code will result in the student's expulsion from the Communication major or minor.

Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course who undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to one percent of the total available semester points for this course.

Final Project:

The Final Project will be a culmination of all that has been covered in the course. The class will be broken up into teams/groups who act as agencies all pitching the same piece of business. I will provide you with a brand for the pitch, and basic background information. We will not give you a budget for this project, but we will discuss budgets for clients during the semester. Because of variations, seasonality, competition and media I have found a “make-believe” budget to be a hindrance or stumbling block. We’ll talk about the details on several nights.

The team is expected to research the brand, create a strategy, conceptualize the ad campaign, determine what media to use and when, and present to the class an integrated campaign. Teams will be given 20 minutes to present their ideas. I will warn you at 15 minutes with five minutes to go.

Presentations will be judged by inviting other industry professionals. Your grade will be based on strategy, critical thinking, creativity, quality of the leave behind deck and the group presentation. 20% of an individual's Final Project grade will be based on the results of a team evaluation form — group members will evaluate each person's contribution to the project.

Team Project:

What is to be presented? (15-18 minutes should be planned for, as a maximum)

The class, students and professional guests are the Board of Directors. They know the business. Try to tell a “story” during your presentation.

- Be sure to rehearse, have good handoffs and timing.
- Develop a PowerPoint presentation
- Introduce team and project
- Main points from your research
(Give one, two or three salient, short points on what you learned and what influenced your marketing, advertising, creative or media thinking.)
- Main points from your Creative Work Plan or Brief
(Give one, two or three salient, short points on what you learned and what influenced your marketing, advertising, creative or media thinking.)

The following can be in any order that you feel is best in “selling” or presenting to the Board.

- Print ad –copy and layout with headline and body copy (1/2 page newspaper b/w)
- :30 TV script and key frame(s)
- Play produced :60 radio spot (on a DVD or CD) ---please bring the DVD/CD player to play on)
- Promotional, merchandising, packaging or media ideas (Simple statements with or without props.)
- “Close or Closing”: Ask for assignment from the “Board of Directors”
- Explore with your team and in the readings how to better differentiate your agency/team.
- Understand how it is difficult to *win* a pitch during Q&A but very easy to *lose* the pitch during Q&A.
- Discuss how to trim the fat out of your presentation allowing your core messages more opportunity to resonate with the audience.
- Discuss how to better relate to your client/prospect and the audience.
- Build enthusiasm for your agency.
- Understand the decision making process, and what to include and what not to include. Understand how to streamline the pitch process.

- Though the class you'll learn how to better establish and differentiate your agency with the prospect before and after the pitch. Some of these same tactics will be used in your job interviewing process.

What is to be turned in?

- **Individual team evaluations (for everyone but yourself---average of 20 points each---(I've given you a form to help your evaluations. Average of 20 for all members. If you give one person more points, you must give someone less. Remember to be fair. There's room for additional input or explanation.)**
- **Newspaper/Print ad**
- **:60 radio spot (produced)**
- **:30 TV script and key frame(s)**
- **Promotional/Merchandising/Internet/Web/Viral ideas**
- **Presentation deck (printed in Notes Form from PowerPoint, with DVD/CD-ROM of entire presentation**

"Tell me and I forget. Teach me and I remember. Involve me and I learn."

Benjamin Franklin, American statesman, writer, scientist & printer

Additional notes:

- I want your class and presentation to be an enjoyable, learning experience.
- I am here to help you understand the elements of planning, strategy, advertising, promotion, research, media and marketing execution/ evaluation.
- If you have any questions on the team project, please ask them, in class, in case another team needs this information.
- On many occasions and before class, I'm available to answer your questions.
- **Be sure to start early on the team project, develop a good team and an equitable distribution of work. Remember everyone evaluates each other.**

Good Luck. Let's have a great semester.

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