

PROMOTION AND ADVERTISING MANAGEMENT MARK3410 (Spring 2019)

INSTRUCTOR

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COURSE OBJECTIVE

Marketing communications are the means by which marketers establish and build relationships with consumers through—directly or indirectly—informing, persuading, and reminding consumers about the brands they sell.

The course is designed to help students develop an integrated marketing communications plan and evaluate its effectiveness. The objective is to optimize the effectiveness of a given advertising budget while placing messages for mass or customized audiences by integrating several elements of a promotion mix—advertising, sales promotions, sponsorship, and interactive marketing—based on brand objectives. Whereas advertising is often seen as the central element of a marketing communications mix to build brand equity, it is usually not the only one, and very often not even the most important one.

The course is designed in three parts. Part 1 focuses on frameworks for brand management used to select target audiences and set communications objectives. Part 2 focuses on promotions, social media, and viral and event marketing. The final part of the course discusses the evaluation of creative messages, testing ad effectiveness, and assessing the effectiveness of the mix as a whole.

The specific objectives of this course are

- To discuss the communication process to the core customer by establishing points of parity and points of differentiation for the brand
- To present the important issues in planning and evaluating integrated marketing communications
- To apply the appropriate theories and tools to plan, develop, and evaluate marketing communications
- To give you hands-on experience with constructing a complete campaign

GENERAL INFORMATION

Course Website

The site is available through CANVAS at <https://canvas.ust.hk/>. You are required to access the website on a regular basis. The site will contain useful material including: announcements, syllabus, assignment guidelines, readings, sample exams, and PowerPoint slides from class lectures.

Course Materials

- ✓ PowerPoint slides from class lectures are the **core** materials.
- ✓ In addition, the **required textbook** is *Advertising and Promotion: An Integrated Marketing Communication Perspective (11th edition)* by Belch and Belch, McGraw-Hill International Edition. To maximize your classroom learning experience, I do expect you to read all the assigned chapters and readings before class.
- ✓ For the persuasion skit, your group will be randomly assigned to read one chapter from the best-selling book: *Influence: The Psychology of Persuasion* by Robert Cialdini. I reserve two copies of the book from the Marketing department office (LSK 4018). An electronic version can also be accessed at http://elibrary.bsu.az/books_400/N_232.pdf.
- ✓ We will discuss two Harvard Business School cases and one INSEAD Business School case in class: **1) Mountain Dew: Selecting New Creative (HBS)**, **2) Lay's Potato Chips in Hungary A & B1 (INSEAD)**, and **3) Coca-Cola on Facebook (HBS)**. Cases will be uploaded on Canvas.

Important Dates/Deadlines

Submit Personal Information	Feb 1
Group Formation	Feb 15
IMC Project Topic	Feb 20
Part I of IMC report	Feb 22
Quiz 1	Mar 1
Survey Questions	Mar 6
Case Study 1	Mar 15
Quiz 2	Mar 20
Case Study 2	Mar 27
Part II of IMC report	Mar 29
Persuasion Skit	Apr 10
Case Study 3	Apr 17
Group Presentations	Apr 24, 26
Final IMC Report	May 8
Quiz 3	May 8

Class Format and Preparation

Class meetings will revolve around lectures, video presentations, case discussions, and exercises. In order to get the most out of class sessions, it is important that you prepare for each class and actively participate in discussions and exercises.

In each class, the lecture and discussion will expand on concepts covered in the assigned reading, explore their implications, and examine how they affect us professionally and personally. It is required that you read the assigned book chapter(s) / article(s)/ case before coming to class. The lectures and case discussions are based on the assumption that you are familiar with the material from the reading and will serve to supplement the basic theory introduced in the text. Notes for each lecture will be posted on the class website before the class meeting.

Classroom Etiquette

Out of respect for the other students in our class, it is important that each of us focus our full attention on the class, for the entire class period. Please be mindful of the following guidelines:

arrive to class on time, being certain to leave yourself enough time to get situated before class begins.

Although you may believe that no one notices your arrival, some students find latecomers extremely distracting. Once you are in your seat, leave the class only when absolutely necessary. You will be penalized for late arrival or early leave; it will be reflected in your class participation score.

Do **NOT use your laptop/tablet** and **turn silence your cell phone** and any other communication devices.

Many HKUST students have mentioned that they are distracted by other students using laptops during class or sending and receiving SMS messages on their cell phones.

GRADE

The grade components and the associated weights are as follow:

1) Quizzes	25% each
2) Group Project Report	25%
3) Group Project Presentation	10%
4) Group Persuasion Skits	5%
5) In-Class Group Exercise	8%
6) Research Credit	2%
7) Class Participation	+/- 5%

Scores on each of the above components will be summed to arrive at an overall score for each student.

Based on this overall score, grades will be assigned as per a *relative grading system*.

In general, I do not like to give any 'F' grades in my course. However, *I will definitely fail a student for dishonest behavior*, such as cheating or plagiarism in the quizzes or assignments.

Quizzes

There will be 3 quizzes at various points during the semester. Each student's *best two out of three* quizzes will be considered for grading purposes. All the students' scores of each quiz will be standardized so that, when it comes to grade, the difficulty levels of the 3 quizzes are made to be equal. The quizzes will consist of a varying number of multiple-choice questions

and a few essay-type and/or analytical questions. **All the questions will be based exclusively on class lectures and sample quizzes.** Quizzes will be closed-book and closed notes and take less than one hour each. There will typically be no carryover of substantive topics for the quizzes. However, it should be kept in mind that most topics in the course are interrelated; thus, answering questions relating to a particular topic may require some knowledge of topics discussed earlier. Quizzes have been scheduled during the class time on the quiz dates. There will be no lectures on quiz dates.

Note 1: No separate make-up quiz will be scheduled. However, since only marks from your best two quizzes will be considered for your grade, you can afford to miss one of the three quizzes that will be held.

Note 2: Quiz dates cannot be changed! If you have schedule clashes later, it is up to you to resolve the clash and attend the quiz on time.

Group

Students are required to form groups consisting **four or five members each**. Each group has to *email* me a list of its members (members' names, student ID's and email addresses) by **February 15, 11:59pm**. It is recommended that the group be formed as soon as possible, as that will aid in choosing your group's project by February 20th. Then I will assign a group number and seat area to each group. ***Group members are required to sit together in the assigned seats in each class.***

Group IMC Project and Presentation

Teams will present their IMC report in class in addition to submitting written reports at the end of the semester. The project will help you apply marketing communication principles to real complex business situations. The team presentation will improve your professional skills of presentation and give you experience working in a team. In this semester-long project, your team will complete an integrated marketing communication (IMC) plan for an existing local company of your choice.

Expectations for Part I, II, and III: Throughout the whole semester, the marketing project is separated into three stages. Marketing communication plan Part I, Part II, and Part III will be integrated into a final report that will be presented in class. The presentation and the final report are graded but the separate Parts I and II are not. For them, the lecturer will provide feedback before and after the due date of each part.

In Part I, you are supposed to collect background information and define the communication problem you will be working on. In Part II, you are supposed to conduct a market analysis and design a research plan. You will collect data to study consumer demand and potential marketing communication opportunities, and analyze the data. In Part III, you develop marketing communication strategies.

Final Report: The final report will cover Part I, II and III. Limit your final report to 30 pages excluding appendices, with 1-inch border on all sides. This limit is to be strictly followed.

Presentation: Each group will make an oral presentation of the report in class. It is up to the group members to decide how many members to present and who they want to represent them—the same grade will be given to all members. Attendance is mandatory at all presentations, and every group may be required to comment on every presentation.

Presentation order: A list will be made available to indicate your preferred date for the presentation. Note that an early presentation will give you more time to accommodate feedback in your final report.

Persuasion Skit

Each group will be randomly assigned to read a chapter from the best-selling book: Influence: The Psychology of Persuasion by Robert Cialdini. Based on the assigned chapter, each group will prepare and perform a 5-minute skit in front of the class. The skit should be funny and informative. It should clearly convey the basic principles discussed in the assigned chapter (you should not assume that the audience has read the chapter covered by your group). The purpose of this exercise is to teach the class some basic concepts used in personal selling in a fun and memorable way.

Peer Evaluation

In the business world you live and die by the results of your team as a whole. We prefer to give a single grade to all members of a group, but understand that there may be substantial “outlier” behavior by

particular group members. When handing in the final report, you will also hand in two peer evaluation forms rating the contribution of each team member for the group work: one for the persuasion skit and the other one for the IMC project. Since a significant proportion of your grade depends on group work, the peer evaluations are taken very seriously. If there appears to be consensus that one group member did not pull his or her weight (or alternatively, that one member was crucial to the team's success) I will adjust an individual's project/group assignment grade up or down according to the peer evaluations. Please be fair in rating others. A copy of the peer evaluation form will be uploaded to the course website later.

Group Exercise

The classroom experience is very important in your learning process. In addition to lectures, time will be allocated to in-class group exercises. These exercises will be in the form of (a) discussing cases and (b) answering in-class questions.

For type (a), cases and assignment will be handed out in advance. We will do three case analyses throughout the course. Following this, I will assign one to two groups to provide the solution to the assignment. The other groups will be expected to add their comments and join in a discussion of the assignment. For type (b), each group of students will then get 3-15 minutes to discuss the assignment with one another). In order to facilitate group discussion, **each group of students is required to sit together for all classes during the semester**. Group participation points will only be given to members of the group who are present for the discussion – so if you know ahead of time that you are going to be absent for a class, let me know.

Individual Class Participation

There will also be individual class participation points – i.e., marks given to individual students for activities relevant to this class. To grade class participation, I will follow the “Ren (仁) ratio” principle (<http://greatergoodscience.blogspot.hk/2007/02/whats-your-jen-ratio.html>). “A person of *jen*, according to Confucius, “brings the good things of others to completion and does not bring the bad things of others to completion.” If you add to the classroom experience for the class as a whole, through comments, questions, answers, humor, or any other good things, you stand to score up to 5 extra points. On the other hand, if you serve as a negative influence, through late-coming, talking to your neighbors, missing deadlines, or any other such distracting actions, you may lose up to 5 points of your grade. If you never contribute in class and submit all your assignments in time, your score will simply be zero.

Since individual participation is important, I would like each student to hand in a **photo card** by **February 1 (hard copy)**. Please **download the photo card form from Canvas** (look under “Files”) and submit your completed card before the due date. There will be a penalty for late submission, except for students who are still on the waiting-list as of February 1. **If you happen to add the class after February 1, welcome, and please submit your photo card as soon as possible!**

Research Credit

Students enrolled in this class are expected to earn 2 research credits (worth 2% of the grade). This can be done through participation in 2 *marketing experiments* (of 1 hour each) OR by completing 2 *research assignments*.

Marketing experiments will be scheduled throughout the semester and students can sign up for these experiments. Instructions on how to sign up will be posted on your course website under “Files” – “markexpt student manual”. (It is your responsibility to familiarize yourself with the procedures so you are notified of experiments when they are posted). Note that all research experiments begin on time and if you are late, you

will miss your chance. If you sign up and then fail to show up (and this occurs several times), you might be blocked from further participation.

If you choose to do research *assignments*, please send email to markexpt@ust.hk.

Academic Integrity

Academic integrity is a critical value of the university community. Integrity violations destroy the fabric of a learning community and the spirit of inquiry that is vital to the effectiveness of the University. I have ***absolutely no tolerance for cheating or plagiarism*** and there are no acceptable excuses.

UST places a strong emphasis on academic integrity and has introduced regulations to back this up. To help students and staff to understand the policy, a website has been established that explains the regulations, provides assistance for students in avoiding plagiarism, and sets out the role of faculty and staff when a case of cheating or plagiarism comes to their attention. Please visit the KAIST BTM website for further information.

The penalty for cheating can range from failure of a quiz or assignment to failure of the course. Cheating entails offering or receiving assistance from other people or sources. Quizzes are to be written without the assistance of notes or other people, unless we explicitly tell you otherwise. For assignments identified as group work, it is expected that all members of the group will have contributed, and that only members of the group will have contributed. A group may not collaborate with a group from another section of the course. The penalty for plagiarism is course failure. Plagiarism is copying anything from another source without citing that source. You are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work.

Grade Rebuttals

If you feel that a calculation or judgment error has been made in the grading of a quiz, please write a note describing the error and give it to me **with the original graded document**. If it's a judgment issue, you should also include documentation in support of your opinion (e.g. a photocopied page from the textbook or lecture ppt with the relevant information highlighted). I will get back to you as quickly as possible with an answer (ideally, by the next class session). Please note that any request for reassessment of a grade usually results in a review of the ENTIRE quiz. This means that if errors are detected in the grading of other sections, they will also be corrected, whether they are in your favor or not. Students have one week from the date an assignment/exam is returned to submit a grade rebuttal—after one week, no rebuttals will be accepted.

PLEASE NOTE: I will not discuss or consider changing the grade on any assignment that has not first been submitted as a formal, written rebuttal. If you go through the rebuttal process, but are still unsatisfied with the outcome, you may then make an appointment to see me so that we can discuss the issue further. **There are absolutely no exceptions to this policy.**

PROMOTION AND ADVERTISING MANAGEMENT (MARK3410), Spring 2019
TENTATIVE SCHEDULE

Week	Date	Topic	Assignments & Particulars	Readings BEFORE class
1	Jan 30	L1: Introduction to class & IMC		Syllabus
	Feb 1	L2: IMC Plan and Situation Analysis	Photo card due (both hardcopy & softcopy)	Ch 1, 2
2	Feb 6	Holiday		
	Feb 8	L3: Target Market		Ch 2
3	Feb 13	L4: Understanding Consumers		Ch 4
	Feb 15	L5: Communication Process 1	Group formation due 11:59pm	Ch 5
4	Feb 20	L6: Communication Process 2	Project Topic due 11:59pm	Ch 5, 6
	Feb 22	Group project meeting*	Part I of IMC report due 11:59pm	
5	Feb 27	L7: Communication Process 3		Ch 6
	Mar 1	Quiz 1		
6	Mar 6	L8: Setting Objectives and Budgeting	Survey questions due 11:59pm	Ch 7
	Mar 8	L9: Creative Tactics 1		Ch 8, 9
7	Mar 13	L10: Creative Tactics 2		Ch 8, 9
	Mar 15	L11: Creative Tactics 3	Mountain Dew case	Mountain Dew case
8	Mar 20	Quiz 2		
	Mar 22	L12: Sales Promotion 1		Ch 16
9	Mar 27	L13: Sales Promotion 2	Lay's Potato Chip case	Lay's Potato Chip case
	Mar 29	L14: Media Strategy	Part II of IMC report due 11:59pm	Ch 10
10	April 3	Feedback session**		Ch 10
	April 5	Holiday		
11	April 10	L15: Personal Selling	Persuasion skits	Influence
	April 12	L16: Measuring Effectiveness		Ch 18
12	April 17	L17: WOM	Coca-Cola case	Coca-Cola case
13	April 24	Group Presentations I	Presentation slides due 9am	
	April 26	Group Presentations II		
14	May 1	Holiday		
	May 3	Final Review		
15	May 8	Quiz 3	Final IMC report due 11:59pm	

* No formal class in the day. Each group will be scheduled 5-10 minutes to meet the professor and discuss its idea for Part I of the IMC report.

** No formal class in that day. Each group will be scheduled 5-10 minutes to meet the professor and discuss its idea for the persuasion skit and the feedback on the Part II of the IMC report.