
ADVERTISING in Fall 2019 (CM3067)

Course Code	CM3067	Professor(s)	Michael Behnke
Prerequisites	None	Office Number	+33.1.40.62.0826
Class Schedule	W: 13:45-16:40 in SD-1	Office Hours	Wednesdays prior or after class in the respective class rooms
Credits	4	Email	mbehnke@aup.edu
Semester	Fall 2019	Office Tel. Ext.	826

Course Description

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1. Students will learn the most relevant techniques to judge and to develop effective advertising. In a balanced mix of theory and practical cases, classes will provide critical insights into the successful development of copy strategies, creative briefs, creative ideas, media strategies and targeting techniques. The course uses many benchmarks of successful campaigns that have written advertising history and still do so.

Course Learning Outcomes

Understand the principles of how to approach and create effective advertising (offline, online, SN).

Learn how to write effective copy strategies and creative briefs

Learn about key targeting and research methods

Understand the basics of Media Planning and Media Strategy and their application on real brand cases

Understand the working mechanisms of the advertising industry

Learn how to develop great advertising in traditional media, digital media and social networks

Learn how to work effectively as a team

Understand how to articulate and present in a captive and persuasive manner, including the use of information technology

General Education

The general education program at AUP consists of four requirements: Speaking the World,

Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

This course can be used to fulfill the MODELING THE WORLD requirement and as such has the following learning outcomes:

1. Learning and understanding the principles of effective mass communication in traditional and digital media
2. Developing skills for message focus and clarity
3. Understanding the role and benefits of communication effectiveness measurement tools

Course Outline

Sept 04 - Introduction to the universe of communications & advertising. Home assignment.

Sept 11 - Student assignment presentation. Building blocks for effective advertising. Home assignment.

Sept 19 - Student assignment presentations. Development of an effective copy strategy (Part 1). Home assignment.

Sept 25 - Student assignment presentations. Development of an effective copy strategy (Part 2). Home assignment. Brief mid-term assignment (team work campaign analysis).

Oct 02 - Student assignment presentations. Understanding the value of a creative idea and how to build it. Brief mid-term assignment (team work campaign analysis). Home assignment.

Oct 09 - Student assignment presentations. Target audience definition, data sources, targeting strategy. Competitive Analysis. Home assignment.

Oct 16 - Mid-term team presentations (ppt)

Oct. 23 - Student assignment presentations. Media planning and media strategy (analog & digital). Home assignment.

Oct 30 - Fall Break

Nov 06 - Consumer research tools and methodology (quantitative/qualitative), advertising production principles. Home assignment.

Nov 13 - Part 1: Student assignment presentations. Advertising techniques in different medias: TV, radio, press, magazines, outdoors, direct mail, direct response, telemarketing, digital, etc.. Home assignment.

Nov 20 - Part 2: Student assignment presentations. Advertising techniques in different medias: TV, radio, press, magazines, outdoors, direct mail, direct response, telemarketing, digital, etc..
Home assignment.

Nov 27 - Part 3: Student assignment presentations. Advertising techniques in different medias: TV, radio, press, magazines, outdoors, direct mail, direct response, telemarketing, digital, etc..
Home assignment. Final Exam brief (Team Project: simulated new business pitch).

Dec 4 - Student assignment presentations. Social Media Communication principles - The Red Bull Case. Viral advertising techniques and success stories.

Dec 12 - Reading period

Dec 18 - Final Exams (Team Project Presentations) - **timing tbd**

Please note: the exact sequencing of course content may vary according to speed of progress in class

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case

of excessive absences, it is up to the professor or the department to decide if the student will receive an “F” for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Classroom participation: 20%

Home exercises and analysis: 20%

Mid term team presentations: 25%

Class Final - New Business Pitch 35%

The mid-term presentation will require students to analyze an advertising campaign using techniques and tools learned in class. The exercise will cover such disciplines as research, target definition, copy strategy analysis and evaluation of the creative idea and execution.

The final exam will include a role model new business pitch for an fmcg brand that needs an effective communication strategy and approach to advertising to enter a new market.

Both, mid-term and final exams are team assignments and require a presentation format.

Other
