
ADVERTISING in Fall 2020 (CM3067)

Course Code	CM3067	Professor(s)	Michael Behnke
Prerequisites	None	Office Number	G-401
Class Schedule	W: 12:40-16:05 in C-102	Office Hours	By email appointment
Credits	4	Email	mbehnke@aup.edu
Semester	Fall 2020	Office Tel. Ext.	N/A

Course Description

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.

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

[PLEASE REMOVE THIS SECTION IF THE COURSE DOES NOT FULFILL ANY GLACC REQUIREMENT]

GLACC

The Global Liberal Arts Core Curriculum (GLACC) degree requirements include the following categories of courses:

- Integrative Inquiry (coded CCI)
- Experiential learning (coded CCX)
- Research, Interpretation, and Writing (coded CCE)
- Digital Literacy and Communication (coded CCD)
- Disciplinary Research Methods and Writing (coded CCR)
- Quantitative Reasoning (coded CCM)
- Experimental Reasoning Course with Lab (coded CCS)
- Expression Française (coded FR)
- AUP Capstone (coded CCC)

This course can be used to fulfill the [INDICATE THE REQUIREMENT(S) FULFILLED BY THE COURSE] requirement and as such has the following learning outcomes:

[INDICATE THE GENERAL EDUCATION LEARNING OUTCOMES]

Course Outline

OUTLINE CM3067 ADVERTISING AND THE CONSUMER FALL 2020

CLASS PLANNING

Sep. 23 - Introduction to the universe of communications & advertising. Home assignment.

Sep. 30 - Student assignment presentation. Building blocks for effective advertising. Home assignment.

Oct. 7 - Student assignment presentations. Development of an effective copy strategy (Part 1). Home assignment.

Oct. 14 - Student assignment presentations. Development of an effective copy strategy (Part 2). Home assignment. Brief mid-term paper (team work campaign analysis).

Oct. 21 - Student assignment presentations. Understanding the value of a creative idea and how to build it. Brief mid-term assignment (team work - advertising campaign analysis). Home assignment.

Oct. 28 - Mid-term team presentations (ppt)

Nov. 4 - Student assignment presentations. Target audience definition, data sources, targeting strategy. Competitive Analysis. Home assignment.

Nov. 11 - Fall Break

Nov. 18 - Student assignment presentations. Media planning and media strategy (analog & digital). Home assignment.

Nov. 25 - Part 1: Student assignment presentations. Advertising techniques in different medias: TV, radio, press, magazines, outdoors, direct mail, direct response, telemarketing, digital, etc.. Home assignment.

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

Dec. 9. - Part 3 & 4: Student assignment presentations. Social Media Communication principles - The Red Bull Case. Viral advertising techniques and success stories. **Final Exam brief (Team Project: simulated new business pitch).**

Dec. 16 - Final Exams (Team Project Presentations)

Please note: the exact sequencing of course content may vary according to speed of progress in class and Covid-19 regulations, which might evolve during the semester.

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.

Covid-19 temporary amendments:

Students studying at The American University of Paris are STILL EXPECTED TO ATTEND ALL scheduled classes. Due to the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances apply. For example when students are placed under quarantine by the French authorities or by their doctor, or when students present symptoms of Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, Students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners. 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 STUDENTS:

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.

ENGLISH LANGUAGE PROFICIENCY STATEMENT: As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the undergraduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are

expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses.

Grading Policy

ATTENDANCE: Active participation of students is central to success in this class. Attendance will follow AUP guidelines.

GRADING:

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 class final will include a role model new business pitch for a struggling fmcg brand that needs a fresh approach to advertising to regain its former market position.

Other

LEARNING OUTCOMES OBJECTIVES:

Ad 1. Understand the principles of how to approach and create effective advertising. Analyze and understand market dynamics, brands and consumer behavior. Understand and recognize the concept of creative ideas and key visuals. Synthesize complex brand realities into simple, single minded and operational communication strategies. Learn and apply time tested methods and tools to evaluate and develop effective advertising. Create a major advertising campaign as a part of a team effort, modeling the operational set-up of an advertising agency (new business pitch).

Ad 2. Introduction to copy strategy templates and agency briefing formats both through theory and practical exercise.

Ad 3. Introduction to the most popular advertising research methodologies and their usage. Students will also learn about key targeting techniques and how to approach targeting strategically. Learn how to do a competitive Advertising overview and analysis.

Ad 4. The course will teach the basics of media planning (tools and measurement KPIs) and will introduce students to the principles of media strategy, both analog and digital.

Ad 5. Understand the working mechanisms of the advertising industry. Learn about the structure and operational dynamics of an advertising agency. Understand the core rules on working with an agency.

Ad 6. Students will learn the fundamental rules of creating performing advertising copy for TV, Print, Outdoors, Radio, Digital Content Strategy, Social Media and Buzz advertising.

Ad 7. Learn how to work effectively as a team. Work on several team exercises throughout the course followed by team presentations.

Ad 7. Understand how to articulate and present in a captive and persuasive manner, including the use of information technology. Learn how to structure, format and animate effective power point presentations using text, animations, images and video to captivate and persuade an audience.

