
ADVERTISING in Spring 2021 (CM3067)

Course Code	CM3067	Professor(s)	Michael Behnke
Prerequisites	None	Office Number	G-4th floor
Class Schedule	W: 13:45-16:40 in C-102	Office Hours	Appointment by email
Credits	4	Email	mbehnke@aup.edu
Semester	Spring 2021	Office Tel. Ext.	N/A

Course Description

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

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

Course Outline

OUTLINE CM3067

ADVERTISING AND THE CONSUMER

SPRING 2021

CLASS PLANNING

Jan 20 Introduction to the universe of communications & advertising.
Home assignment.

Jan 27 Student assignment presentation. Building blocks for effective advertising. Home assignment.

Feb 3 Student assignment presentations. Development of an effective copy strategy (Part 1). Home assignment.

Feb 10 Mini Break

Feb 17 Student assignment presentations. Development of an effective copy strategy (Part 2). Home assignment.

Feb 24 Mini Break

Mar 3 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.

Mar 10 Student assignment presentations. Target audience definition, data sources, targeting strategy. Competitive Analysis. Home assignment.

Mar 17 Mid-term team presentations (ppt)

Mar 24 Student assignment presentations. Media planning and media strategy (analog & digital). Home assignment.

Mar 31 Development of a creative Brief and its implication on the creative process, advertising agency organisational structure

Apr 7 Part 1: Student assignment presentations. Advertising techniques in different medias: TV, radio, press, magazines, outdoors, direct mail, direct response, telemarketing, digital, etc.. Home assignment.

Apr 14 Part 2: Student assignment presentations. Advertising techniques in different medias: TV, radio, press, magazines, outdoors, direct mail, direct response, telemarketing, digital, etc.. Home assignment.

Apr 21 Part 3: Student assignment presentations. Social Media Communication principles - The Red Bull Case. Final Exam brief (Team Project: simulated new business pitch).

April 28 Part 4: Student assignment presentations. Viral advertising techniques and success stories.

May 5

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

BIBLIOGRAPHY: see above

Textbooks

This course doesn't have any textbook.

Attendance Policy

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

ATTENDANCE POLICY:

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and should contact their professors to explain the situation. It is the student's responsibility to be aware of any policy that a faculty member might have set in the course syllabus. The French Department, for example, has an attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for 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. During the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances arise, when students are placed under quarantine by the French authorities or by their doctor, or when students

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 part, students attending remotely from distant Time Zones should check with their professors about the specific attendance policies for all 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 STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Excessive absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student who has 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 Spring and Summer 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 reading and formal written and oral presentations in English, and AUP students are expected to strive to achieve proficiency in English in all domains as part of their course work. To that end, professors include English proficiency among the criteria for course evaluation, often referring students to the university Writing Lab where they may obtain help on specific assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during 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

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
