

Leavey School of Business
Santa Clara University
Winter Quarter, 1998
T/TH 5: 30 - 6:45 p.m
Rm: KENNA 306

Professor: Edward F. McQuarrie
Telephone: 408) 554-6960
Fax: (408) 554-5056; 551-1831
Office:: 225 Kenna Hall
Office Hrs M/W 4:00-5:00 pm & by appt.t
E-MAIL: EMCQUARRIE@mail.scu.edu
Home Page <http://LSB.SCU.EDU/~emcquarrie>

ADVERTISING AND PROMOTION MKTG 584

Texts: Advertising 584, Custom Published Text from Irwin.

Burton & Purvis, "Which Ad Pulled Best, 8th edition, Chicago: NTC, 1996.

Readings Packet (available from **Copy-Craft**, 341 Lafayette St., Santa Clara 408/247-4692.)

I. Course Objectives

- A. To provide you with valid and workable strategies for guiding advertising and promotion efforts, and to acquaint you with the theoretical basis for these strategies.
- B. To give you experience in designing an advertising campaign for a real client.
- C. To stimulate your thinking about ethical and social issues related to advertising.
- D. To improve your ability to assess the merits of individual advertisements.
- E. To enhance your awareness of how advertising and other promotional efforts affect you as a consumer.

II. Course Philosophy

This is an elective course. Since you do not have to be here, my expectation is that you *want* to be here. I will assume that you have an interest in the subject matter, over and above your interest in completing your degree.

One caveat: this is not a course for copy-writers. You will have an opportunity to dream up headlines, etc., but the emphasis is on advertising strategy and management--the business rather than the artistic side of advertising.

III. Course Format

- A. The course will be about evenly divided between lecture and discussion. We will make heavy use of cases and exercises in class.

- B. My goal in the lectures is to highlight theoretical and conceptual issues, to reinforce your understanding of models presented in the text, and to consider in depth particular research issues and strategies.
- C. Your goal in the discussions is to question what you are told, to integrate the knowledge you encounter, and to relate what you read to what you do.
- D. I strive to be prepared when I lecture; I expect you to be prepared when you discuss. From time to time, I may call upon individual students to discuss points in the text or in a case. Your performance when called upon becomes part of the discussion component of your grade.

IV. Course Requirements

- A. Your grade will be figured as follows:

60%	Advertising Plan, broken out as:	
	15%	Key Facts/Problems and Opportunities
	20%	Objectives, Audience, Message Strategy
	25%	Complete Plan
25%	Final Exam	
15%	Class Participation	

100%		

- B. Working in teams (of any size), you will prepare an advertising plan for a real client. The plan can be for any product or service, subject to one stipulation: you must have access to the person/organization with the power to implement your plan. In other words, there must be some realistic prospect that your plan, if sufficiently meritorious, will be put to use. A separate handout will describe the specifics of the assignment in more detail.

You must meet an aggressive series of deadlines on this project, as follows:

Wednesday, January 21:	Statement of team membership and proposed client (handwritten OK).
Wednesday, February 4:	First draft of Key Facts/Problems & Opportunities
Wednesday, February 25:	First draft of Objectives, Audience, and Message Strategy Sections.
Wednesday, March 11:	Complete Plans Due.

- C. The final exam will largely consist of a small number of multiple choice questions (≤ 20) combined with short and long essay questions on major points covered in the course. A memo will be distributed during the last week of class to guide your study efforts.

- D. Homework. Homework will take the form of brief write-ups of cases and ad comparisons to be discussed in class. Case homework will be collected and forms part of your class participation grade.
- E. Lastly, you may be asked to participate in one or two research projects which I and other faculty will be conducting this quarter. Participation in this research (or equivalent alternative service) is a condition for completing the course.

IV. Late Work

- A. Assignments are due at the beginning of class on the day indicated in the syllabus. None will be accepted late. If for some reason no group member will be in town on that day, please arrange to mail the report so that the postmark meets the due date.

V. Getting in touch with me

- A. Try me at school first; while I am in and out of the office on a typical day, I have voice mail and I am good about returning calls. It is perfectly all right to call me at home, provided you have a good reason. Good reasons include: 1) you were not able to reach me at school; 2) you are stuck on a project and getting nowhere.

Note on voicemail vs. e-mail: voicemail is best for conceptually complicated matters where a 2-minute speech may convey your point more effectively than a lengthy e-mail (while taking much less of your time to deliver). But voicemail can be disruptive -- I might answer, and then we must both pursue a mutually satisfactory social interaction.

Hence, please do not use voicemail for simple factual matters -- e-mail is better. E-mail is also better when you have a factually or numerically complex question. If I have to write down much more than your phone number while listening to your voicemail, then you probably should have sent me e-mail instead.

A final plea: about 10% of my voicemails contain an inaudible name or phone number. You know your phone number by heart and may be prone to rattling it off; but I don't know it, so please say it clearly and slowly. It is particularly frustrating not to be able to return a student's phone call because the phone number was incomprehensible.

Schedule of Assignments

<u>Week/Date</u>	<u>Assignment</u>	<u>Source</u>
1 1/5, 1/7	Introduction Advertising Theory	BB: 3 Ehrenberg article
2 1/12, 1/14	Consumer Insight Advertising Planning	BB: 5 Fortini-Campbell reading (Sweet Spot)
3 1/19, 1/21	HOLIDAY Objectives (Jefferson Savings)	BB: 7, pp. 196-215 only
4 1/26, 1/28	Audiences (Southwest Pharmaceutical) Message (1)	Pulled Best, pp. 1-39 Briggs & Hollis article
5 2/2, 2/4	Message (2) Budgets (1)	BB: 6 BB: 7, pp. 215-236
6 2/9, 2/11	Budgets (2) (Boat case) Media (1)	Naples & Wolfsberg article BB: 10
7 2/16, 2/18	HOLIDAY Media Planning (2)	BB: 11, 12
8 2/23, 2/25	Media Planning (3) Web Advertising	BB: 14 Dreze and Zufryden article
9 3/2, 3/4	Advertising Research Legal/Ethical Aspects	Maddox et al article BB: 18 Lodish article
10. 3/9, 3/11	Legal/Ethical Aspects (2) Course Summary	BB: 21