The Lee Kong Chian School of Business
Academic Year 2024/25
Term 1

MKTG205   **ADVERTISING**

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COURSE DESCRIPTION

Advertising has been a powerful marketing tool deployed around the world for decades by companies and organizations of all sizes and types. Over the years, consumers and audiences have become more media and advertising savvy. The rise of the "Information Society" and the perspective of media convergence is revolutionizing the whole communication environment. And Advertisers are now more aware regarding accountability, cost efficiency and R.O.M.I. (Return On Marketing Investment). The result is a dramatic evolution in Advertising and the industry has to face new and challenging scenarios.

This course aims to prepare students to develop and implement state-of-the-art Advertising strategies that engage, influence and persuade target audiences employing a sustainable balance of creativity, effectiveness and efficiency. The course will be a "hands-on" learning experience where students work as teams doing research, target analysis, media evaluation and creative development.

LEARNING OBJECTIVES

By the end of this course, students will be able to:
- Reach strategic decisions via research, analysis, thought and informed judgment.
- Create, analyze, and apply basic forms of consumer research.
- Demonstrate basic market segmentation, target audience profiling, and brand positioning skills.
- Create a basic advertising strategy statement, creative brief and positioning statement.
- Analyze and discuss the communication strengths and weaknesses of major media and the concept of a "media neutral" approach.
- Evaluate, present, and discuss the strengths and weaknesses of various advertising strategies and plans in a professional manner.

PRE-REQUISITE/ CO-REQUISITE/ MUTUALLY EXCLUSIVE COURSE(S)

Please refer to the Course Catalogue on OASIS for the most updated list of pre-requisites / co-requisites for this particular course. Do note that if this course has a co-requisite, it means that the course has to be taken together with another course. Dropping one course during BOSS bidding would result in both courses being dropped at the same time.

ASSESSMENT METHODS

Class Participation	15 %	(Throughout the term)
Assignment 1 - Individual Presentation	15 %	(Throughout the term)
Assignment 2 - Test	30 %	
Assignment 3 - Group Presentation	40 %	
(No final exam)		
Total:	**100%**	

INSTRUCTIONAL METHODS AND EXPECTATIONS

Class will be delivered in a seminar format. In-class activities and assignments are designed to actively engage students allowing them to put into practice their learning.

1. Class Participation

This course is intended to be interactive in nature, and successful class participation comes through engagement with the course material and with classmates. A student's participation grade reflects his or her contribution. This consists of attendance, full preparation prior to class including reading assigned materials, and active participation in discussions, non-graded exercises and activities.

2. Assignment 1 - Individual Presentation (Show and Tell)

Students will be asked to choose an advertising campaign case study and evaluate it, using tools learnt in class. The TA will have a list of media channels and dates where slots can be booked on a 'first come, first served' basis.

3. Assignment 2 - In-Class Test

There will be a test after midway through the course – those who have attended all sessions and paid attention, should have no problem answering the questions. The test is closed-book, closed-notes and will focus on materials covered in class as well from course text.

4. Assignment 3 - Group Project and Presentation

The objective of the project is for students to develop an Advertising Strategy from an actual brief. All groups will present their campaigns during the last weeks of the course. Information about the presentation requirements, materials and formats will be delivered in class during the project's briefing session.

Groupings and Group Size

Groups of students will be formed no later than Week 4. You are free to form your own team (minimum 3 maximum 5 students). If you have difficulties in forming a team, instructor will randomly assign you into a group.

CONSULTATIONS AND TEACHING ASSISTANTS

Consultation with the lecturer or TA can be done before and after class – alternatively, time slots can be booked by email. To communicate with the instructor or TA, students are to use their SMU email only. No Gmail, Yahoo, etc. accounts please.

CLASS TIMINGS

This course will be taught in one 3-hour session weekly over thirteen weeks.

RECOMMENDED TEXT AND READINGS

- Up-to-date Advertising Industry's resources, such as reports, videos, etc., publicly available online. Titles and web links will be embedded in the lectures' slides. Please feel free to report any broken link. Thank you.
- Lecture slides and notes.

NOTE: On PowerPoint slides there will be information not available in the textbook. Therefore, attending class every week and studying textbook chapters in advance is highly recommended.

USEFUL WEB RESOURCES

www.mumbrella.asia
www.adforum.com
www.bluefocusgroup.com
www.campaignasia.com
www.canneslions.com
www.eaca-inspire.eu
www.effie.org

www.ias.org.sg
www.ipa.co.uk
www.omnicomgroup.com
www.spikes.asia

UNIVERSITY POLICIES

Academic Integrity

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at https://smu.sharepoint.com/sites/oasis/SitePages/DOS-WKLSWC/UCSC.aspx.

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Accessibility

SMU strives to make learning experiences accessible for all. If you anticipate or experience physical or academic barriers due to disability, please let me know immediately. You are also welcome to contact the university's disability services team if you have questions or concerns about academic provisions: DSS@smu.edu.sg. Please be aware that the accessible tables in our seminar room should remain available for students who require them.

Digital Readiness for Teaching and Learning (DRTL)

As part of emergency preparedness, instructors may conduct lessons online via the Zoom platform during the term, to prepare students for online learning. During an actual emergency, students will be notified to access the Zoom platform for their online lessons. The class schedule will mirror the current face-to-face class timetable unless otherwise stated.

SESSION OUTLINE

Week	Topics	Activity
01 to 04	Introduction to the course • Evolution of contemporary Advertising – from the Mad Men Era to the Big Data Age • From the client brief to the Big Idea – developing the Advertising Strategy • The Media environment – How, where, when to reach and engage your target audience	• Groups formation • Development of an Advertising Strategy • Assignment 3 – briefing session • Evaluating and judging advertising campaigns – case studies
05 to 07	• Advertising and Society – Self regulation and Ethical issues, The client-agency relationship	• Industry's Guest Speakers (TBC) • Assignment 2 – Test (individual)
08	• Recess - No lectures	
09 to 11	• Advertising companies – from local to global	• Self-Branding – Positioning in the mind of the recruiters
12 to 13	• Planning a career in advertising • Advertising – a look at future issues	• Assignment 3 – Group

Note:

Schedule and content might be altered to allow for guest speakers, holidays, etc. Any change will be communicated in class and/or via email by the instructor or TA. ● Students are encouraged to bring to class their own laptops, phablets, tablets or smartphones but all devices must be silenced and not connected to the Internet until the instructor asks to connect them.

This course will be taught from a practitioner's perspective (both agency- and client-side).

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