

Module Outline

Module Code : MKT3420/MKT3718
Module Title : Advertising and Promotion Management
Semester : Semester I, AY2021/2022
Faculty : Ms Canley Yong Yong Mei
Department : Marketing
Email : bizyme@nus.edu.sg
URL : <https://bschool.nus.edu.sg/marketing/faculty/>

Overview

There has been a shake-up in the game rules of how advertising and promotions can be carried out in the market with the rapid growth of communications through digital media, particularly the internet, search engine, social media, and mobile devices, together with the rise of online communities and user-generated word-of-mouth content.

Advertising and Promotion, being the pivotal 4th 'P' of Marketing, is about developing, integrating, and executing communications programs effectively, in shaping consumers' brand preferences, upholding brand and corporate reputation, as well as achieving marketing and promotion goals.

The dynamic changes in how consumers interact and communicate today through the revolutionary advances in technology and digital media, exploring and learning Advertising and Promotion has never been more exciting!

Come join us in learning and equipping yourself with the necessary knowledge, techniques and strategies on how you could effectively reach out and engage your target audiences, what tools and media to use and leverage on for a coherent Integrated Marketing Communications Campaign.

Module Objectives

This course aims to accomplish the following:

- Equip students with the knowledge, techniques and strategies in planning, developing and executing communication programs using the following tools:
 - Advertising
 - Sales Promotion
 - Personal Selling
 - Direct Marketing
 - Internet/Digital Marketing
 - Public Relations and Publicity
- Understand the importance of effectively integrating and leveraging on all communication and promotion tools to achieve a coherent movement for product launches, to shape consumers' brand preferences, and to achieve marketing and promotion goals.
- Explore how IMC could be applied in influencing consumer behaviour, consumer's brand choice, consumer's decision process, product diffusion; as well as which IMC tools would be more effective during the different stages of a product life cycle.

General Guide & Reading

George E. Belch & Michael A. Belch, *Advertising & Promotion: An Integrated Marketing Communications Perspective*, 12th Edition, McGraw-Hill Education.

William Arens, Michael Weigold, Christian Arens, *Contemporary Advertising and Integrated Marketing Communications*, 16th edition, McGraw-Hill Education.

Philip Kotler, Gary Armstrong, Swee Hoon Ang, and Chin Tiong Tan (2017), *Principles of Marketing: An Asian Perspective*, 4th Edition, Pearson Education.

- <http://thinkbusiness.nus.edu>
- <http://adage.com>
- <http://www.campaignasia.com>
- <http://www.marketingweek.com>

Assessment

Assessment Components	Weightage
Class Participation and Discussion	20%
Individual Assignment	20%
Team Assignment	15%
Group Project and Presentation (Content)	30%
Individual Presentation for Group Project	15%

1. Class Participation and Discussion (20%)

For enhanced learning and practical applications pertaining to real-life marketing practices and executions, students are encouraged to contribute ideas, share opinions, and value-add to each other’s comments and analysis during class discussions, video and case analysis, as well as presentations’ Q&A.

Regular attendance and clarification questions do not constitute as class participation.

2. Individual Assignment 1 (20%)

Analyse a video commercial of a brand. The commercial/ad will be shown and provided by your Lecturer in Lecture 3.

Provide your analysis and critique on this commercial/ad.

Your analysis should include discussion pertaining to its tagline/slogan, its communication objectives, target audiences, creative strategy, advertising appeals, etc; its effectiveness and provide suggestions or recommendations for improvements, if any.

The report should be typewritten (Calibri 12, use 1.5 line spacing, margin 2.5cm all around, not more than 3 pages, inclusive of in-text citations but excluding appendices and references). Use APA referencing format.

You will be graded both on content as well as writing. Hence, beyond knowing your concepts and applications, you will also need to demonstrate convincing arguments and clear thought processing. The criteria for evaluation are analytical reasoning, feasibility of recommendations, articulation and conviction of ideas, organization of ideas/thought processes. Please organise your writing process to reflect critical thinking and analysis when attempting the assignment.

Submit and upload your Individual Assignment 1 to File Folder Workbin “Assignment 1” on LumiNUS by 11.59pm on 12th Sep 2021.

Please adhere to the submission deadline for your assignment. There will be a penalty of 50% of marks deducted for any submission after the deadline, and within 24 hours of that. Submissions thereafter will carry no marks.

3. Team Assignment (15%)

In a team of 2 or 3 members, create a poster or an infographic for an organization to achieve its communications objectives, together with a short intro write-up for submission as your Team Assignment.

Team members will be randomly assigned. The topic will be provided by your Lecturer in class, an example could be as follow.

Imagine you are working with the Ministry of Health. You are tasked to raise awareness to a certain health risk the nation will be potentially facing, or to encourage a change of lifestyle to reduce the potential risk of this particular health concern.

Your work should include and reflect a good research about the topic, an effective tagline or slogan, the communications objectives, your target audiences, and the communications approaches, for example, rational, logical, fear, etc.

The assignment should consist of a one page poster or infographic, and a typewritten short intro write-up on the communications objectives, the target audiences, and the communications approaches (Calibri 12, use 1.5 line spacing, margin of 2.5cm all around, maximum 200 words, exclude appendices and references pages). Use APA referencing format.

Submit and upload your Team Assignment to File Folder Workbin "Team Assignment" on LumiNUS by 11.59pm on 3rd Oct 2021.

Please adhere to the submission deadline for your assignment. There will be a penalty of 50% of marks deducted for any submission after the deadline, and within 24 hours of that. Submissions thereafter will carry no marks.

4. Group Project (30%) and Individual Presentation (15%)

A group of 5 to 6 members will be randomly assigned to a group to work on the Group Project with a 15 minutes group presentation in class. Every member in the group will need to present. Each member should be allocated with approximately similar presentation time and weightage.

Each group will select a brand within a specific industry and propose an IMC campaign to reposition the brand in the market to achieve its new positioning, marketing and communication objectives. The industry will be provided by the Lecturer.

The group will research, plan, strategize and design an IMC campaign with supportive propositions and detailed action plans. Your work should include, but not limited to, repositioning strategy, communication objectives, message concepts, promotional elements and techniques, media and timeline strategy, etc.

The group will present its IMC Campaign Proposal with a 15 minutes presentation time limit in class, followed by approximately 10 minutes of Q&A and lecturer's feedback. All feedback should be taken constructively for reviews and improvements.

You will be graded both on content as well as articulation. Hence, beyond knowing your concepts and applications, you will also need to demonstrate convincing arguments and clear thought processing. The criteria for evaluation are analytical reasoning, feasibility of recommendations, articulation and conviction of ideas, organization of ideas/thought processes.

To encourage students to hone their presentation skills, individual presentation marks will be awarded to each member for his/her presentation performance. "Reading" from scripts are not allowed and will be penalised.

Submit and upload your Report and Presentation Slides to File Folder Workbin "Group Assignment" on LumiNUS by 11.59pm on 31st Oct 2021.

Report

- The report should be typewritten (Calibri 12, use 1.5 line spacing, margin of 2.5cm all round, maximum 8 pages (inclusive of in-text citations, proposed visual materials, but excluding appendices and references pages). Use APA referencing format.
- Include the names, matriculation numbers and student's serial number in class for all group members.

Presentation

- The group will present its IMC Campaign Proposal with a 15 minutes presentation time limit in class, followed by approximately 10 minutes of Q&A and lecturer's feedback. Please adhere to the time limit as the presentation will be terminated when it reaches the 15-minute mark.
- Every member in the group will need to present. Each member should be allocated with approximately similar presentation time and weightage.
- To encourage students to hone their presentation skills, individual presentation marks will be awarded to each member for his/her presentation performance. "Reading" from scripts are not allowed and will be penalised.
- Presentations will take place during Lecture sessions 12-13.

Teamwork

- Please note that, when attempting the group project, it is a concerted effort of ALL team members. It is NOT a collection of individual members' attempts to a specific question and then combined to form the group report.
- Please ensure there is team effort and you need to help give ideas and proof read each other's work. You will learn better that way. A good team effort will enhance the learning process and the quality of your final project and presentation.

5. Important notes applicable to all assignments

- When attempting the assignments, you are advised to read beyond the textbook and research widely. Please organise your writing process to reflect critical thinking and analysis when attempting the assignments.
- When you submit and upload your assignments to LumiNUS, they will go through a Turnitin software that will verify your work for plagiarism.

- NUS takes plagiarism seriously and students found plagiarising will be heavily penalised or sent for disciplinary actions. Please do NOT copy nor plagiarise your answers from another student, or copy from your readings and/or external sources. You are expected to write your answers in your own words.
- You are expected to cite your sources and adopt a proper referencing format (APA or end notes) to avoid plagiarism. Failure to reference and format adequately will lead to a penalty of marks.
- Refer to the Purdue University's Online Writing Lab (Purdue OWL) which is an excellent resource for referencing format (<https://owl.english.purdue.edu/>).

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’ own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

About the Lecturer

Canley has years of experience in Cross-Functional Business Management and Operations, Entrepreneurship, Marketing and Communications across multiple industries.

Her ability to think strategically, strong analytical skills, and intuitive business insights have consistently brought positive results to the business units she has led.

Canley has a track record of taking up challenges in different industries where she has no prior experience on, and delivering record performances with her dedication and leadership.

Some of her achievements include successfully reviving a company that has suffered long-term net loss into good profitability within 6 months. The company was said to be in a sunset industry where few other previous General Managers have failed to turn around the business before Canley was tasked with the challenge, and succeeded.

In another new start-up business, Canley has drastically shortened the company’s learning curve by successfully turning a major competitor into a business partner, where they share expertise and business models for a quick jump start of the company, saving it much costs and resources.

She has also managed companies with a team of more than 600 employees across all departments, and with a total annual revenue turnover of SGD 50 million.

Canley has experience in managing government projects, including restructuring departments and teams in fulfilment of projects' deliveries. By heading the Marketing and Business Development Departments in various companies, Canley is proficient in budgeting, devising marketing plans and promotional strategies, administering corporate communications and publicity, client acquisition and contract negotiation.

Over the years, Canley has found much joy in being able to give back by inspiring and sharing her knowledge and experience with students in universities when she teaches in the subjects of Marketing, Business Statistics and Market Research. Her teaching philosophy is to cultivate critical thinking with strategic applications of concepts to solve real world business issues, especially in situations where there are limited resources.

Schedule and Outline

Lesson	Topic	Chapter	Activity
1	Advertising and Promotion - The 4 th 'P' -An Overview of Integrated Marketing Communications (IMC)	1,2,4	General briefing on Course Requirements
2	Communication Objectives and Target Audience	5,7	
3	Advertising and Creative Strategy	6,8	Briefing and release of video for Assignment 1
4	Advertising Execution and Implementation	8,9	Briefing and allocation of members for Team Assignment & Group Project
5	Sales Promotion	16	
6	Personal Selling	22	Upload Assignment 1 onto LumiNUS by 12 th Sep.
Recess Week			
7	Direct Marketing, Internet/Digital Marketing	14,15	
8	Public Relations, Publicity, Corporate Image Strategizing an Integrated Marketing Campaign	17	Upload Team Assignment onto LumiNUS by 3 rd Oct.
9	Media Strategy	10-13	
10	Measuring Campaign's Effectiveness Case Study Discussion	18	
11	Campaign Budgeting Common Misjudgement: Lead Time and Hidden Costs	7	
12	Group Project Presentation and Q&A (Group 1,3,5,7,9)		All Groups: upload Group Project Report and Slides onto LumiNUS by 31 st Oct.
13	Group Project Presentation and Q&A (Group 2,4,6,8,10)		