

Module Outline

Module Code : MKT3420/MKT3718
Module Title : Advertising and Promotion Management
Semester : Semester II, AY2122
Faculty : Ms Canley Yong
Department : Marketing
Email : bizymeimei@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
 - Internet/Digital Marketing
 - Direct Marketing
 - Personal Selling
 - Sales Promotion
 - 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.

<http://thinkbusiness.nus.edu>

<http://adage.com>

<http://www.campaignasia.com>

<http://www.marketingweek.com>

Assessment

| Assessment Components | Weightage |
|---|-----------|
| Class Participation and Discussion | 15% |
| Individual Assignment | 20% |
| Team Assignment | 25% |
| Group Project and Presentation (Content) | 25% |
| Individual Presentation for Group Project | 15% |

1. Class Participation and Discussion (15%)

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 (20%)

Select a charitable organization in Singapore and create a poster on behalf of this organization, together with a short intro write-up for submission as your Individual Assignment.

The communication objective of the poster should aim to garner support from the target audience to take a certain action in support of the organization. The action called for could be a donation, or to join the organization as a volunteer, or any form of action that you deem appropriate for the organization you selected. You will select and define the target audience in which your poster will be targeted at.

Your work should include and reflect a good understanding of the charitable organization you represent, an effective headline, an appropriate visual image that draws attention or is compelling, and a call to action element. You will determine what communication appeal strategy (i.e. rational, fear, etc.) would be appropriate for the purpose of your poster.

The separate short write-up should be a statement about who your target audience is and why you consider the communication appeal strategy (i.e. rational, fear, etc.) used in your poster to be effective towards your selected target audience.

3. Team Assignment (25%)

Review and analyse these video commercials (provided during term). Pay attention to their objectives, advertising strategies, slogans, appeals, executions, etc. Determine and understand their impact and effectiveness. Learn from their success and/or overlooks.

1. With the above research and analyses, provide a summary of your main learning points.
2. Applying these learnings, select a brand in Singapore and propose how you could help this brand improve its brand story, identity and appeal. Your recommendations should include your proposal on its objectives, selected target audience, strategy, slogan, appeal.
3. Describe how you would execute your ideas in a video commercial, including your main executional strategies, approach and highlights.

This is a team assignment completed with a team of 3 or 4 members. The assignment could be submitted in the form of a written report or a deck of slides, excluding references (use APA referencing format) and text-based appendices. For both the written report and slides deck, include any appropriate visual reference or appendix in your main report content or main slide content. For the written report, use font Calibri 12. You should also use appropriate headings, numberings, bolding, underlining, colouring, or any formatting style that would enhance the overall communication effectiveness of your report.

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 also include analytical reasoning, feasibility of recommendations, articulation and conviction of ideas, organization of thought processes, and overall communication effectiveness.

4. Group Project (25%) 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 penalized.

Assignment

- The assignment could be submitted in the form of a deck of slides, with references (use APA referencing format) and text-based appendices attached after the main slides for presentation. You should use visuals, tables, diagrams, appropriate headings, numberings, bolding, underlining, colouring, or any formatting style that would enhance the overall communication effectiveness of your slides.
- Include the names, matriculation numbers and student's serial number in class for all group members on the first page.

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 penalized.
- 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

- 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.
- 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 plagiarizing will be heavily penalized or sent for disciplinary actions. Please do NOT copy nor plagiarize 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’s 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:

- [Administrative Policies](#)
- <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 | Allocation of members for Team Assignment & Group Project |
| 4 | Advertising Appeal and Execution | 8,9 | |
| 5 | Media Strategy and Offline Media | 10-13 | |
| 6 | Guerrilla Marketing, Online/Digital Marketing I | 15 | Submission of Individual Assignment |
| | Recess week | | |
| 7 | Online/Digital Marketing II Online Testing Methodologies | 15 | |
| 8 | Direct Marketing, Personal Selling | 14, 22 | Submission of Team Assignment |
| 9 | Sales Promotion | 16 | |
| 10 | Public Relations, Publicity, Corporate Image Strategizing an Integrated Marketing Campaign | 17 | |
| 11 | Campaign Budgeting Measuring Campaign's Effectiveness | 7,18 | |
| 12 | Group Project Presentation and Q&A (Group 1,3,5,7,9) | | All Groups: Group Project Submission |
| 13 | Group Project Presentation and Q&A (Group 2,4,6,8,10) | | |