

## Module Outline

**Module Code** : MKT3718  
**Module Title** : Advertising and Promotion Management  
**Semester** : Semester II, AY 2022/2023  
**Faculty** : Ms Canley Yong  
**Department** : Marketing  
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### 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*, 12<sup>th</sup> Edition, McGraw-Hill Education.

William Arens, Michael Weigold, Christian Arens, *Contemporary Advertising and Integrated Marketing Communications*, 16<sup>th</sup> 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%
Group Assignment 1 and Presentation (Content)	25%
Group Assignment 2	25%
Individual Presentation for Group Assignment 1	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.

The purpose of having class participation as an assessment component, among other things, is to elevate students' confidence, ability and experience in articulating their thoughts, as well as to practise thinking/speaking "fast on their feet" which is a valuable trait in the real working world.

Clarification questions do not constitute as class participation.

#### **2. Individual Assignment (20%)**

The organization and topic details will be provided by the Lecturer during term.

In support of the selected organization's said objective, create a poster to achieve this objective. Together with your poster, include a short write-up as submission for your Individual Assignment.

You will select an appropriate target audience for your poster based on your research and provide justification(s) for selecting your choice of target audience(s).

The communication objective of the poster should aim to effect a change in your selected target audience to take certain action. Explain and justify your proposed communication objective in the short write-up.

Your work should include and reflect a good understanding of the problem and cause. The poster should include, but not limited to having an effective headline, an appropriate visual image that is compelling, and a call to action element. You will determine what communication appeal strategy (i.e. rational, emotional, etc.) would be appropriate for the purpose of your poster.

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

### **3. Group Assignment 1 (25%) and Individual Presentation (15%)**

The brand and topic details will be provided by the Lecturer during term.

Refer to the commercial provided by your Lecturer. Review and analyse the video commercial.

1. Who do you think this ad attempts to appeal to? Do you think this is a good target segment(s) the brand should be targeting at?
2. Provide your views and analysis on the advertising strategies used in this commercial, do you think they are well executed?
3. Now, with the objective of positioning and extending the brand's outreach, you are tasked to create a video commercial for the brand in Singapore. Identify your target audience(s), propose and present your storyline with a storyboard, explaining in detail your proposed advertising strategies and execution approaches. Justify your rationales on why you deem these strategies effective on your potential target audience(s).  
[Note: the storyboard should not be hand-drawn. You could select appropriate images or videos online or from other sources to represent and depict the situation and mood of your ideas].

This is a Group Assignment 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.

The group will present its Assignment 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 have to stop when it reaches the 15-minute mark.

You will need to demonstrate convincing arguments and clear thought processing. The criteria for evaluations are:

- Analytical reasoning
- Creativity and feasibility of recommendations
- Articulation and conviction of ideas
- Organization of thought processes
- Overall communication effectiveness

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 strongly discouraged and will be penalised.

#### 4. Group Assignment 2 (25%)

The brand/company will be provided by the Lecturer during term.

Propose and develop an IMC plan for the brand for a 6 months promotional period (specify which are the months) to achieve its new marketing and communication objectives.

The group will research, plan, strategize and design an IMC campaign with supportive propositions and detailed strategic plans and ideas.

Your work should include, but not limited to identifying an appropriate target segment(s), new campaign idea and/or positioning strategies, new communication objectives, campaign message and tagline, promotional elements and techniques, media and timeline strategy, etc.

Other than enhancing brand identity and popularity, the proposed IMC campaign strategies should also play a contributive role to the overall goal of achieving sales performance eventually.

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.

#### 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

<b>Lesson</b>	<b>Topic</b>	<b>Activity</b>
1	Advertising and Promotion - The 4 <sup>th</sup> 'P' -An Overview of Integrated Marketing Communications (IMC)	General briefing on Course Requirements
2	Communication Process Framework Communication Objectives DAGMAR	
3	Hierarchical vs Alternative Response Model High/Low Involvement Products & FCB Grid Poster Strategy Discussion Message Structure	Individual Assignment Briefing  Allocation of members for Group Assignments
4	Advertising Strategy and The Creative Process The Big Idea (Key Benefit) Advertising Slogan Case Discussion Advertising Appeal	
5	Advertising Appeal (cont'd) Advertising Execution Strategies Case Discussion Advertising Peripheral Cues The Power of Emotional Appeal Part1 Case Discussion	Group Assignment 1 Briefing
6	The Power of Emotional Appeal Part2 -Destination Marketing & Emotional Appeal Case Discussion Brand Differentiation & Identity Over Time Case Discussion	Individual Assignment Submission
	Recess week	

7	Media Strategies Case Discussion Guest Speaker (to be confirmed)	
8	Group Assignment 1 Presentation and Q&A (Group 1,3,5,7,9)	All Groups: Group Assignment 1 Submission
9	Group Assignment 1 Presentation and Q&A (Group 2,4,6,8,10)	Group Assignment 2 Briefing
10	Guerrilla Marketing Case Discussion Online/Digital Marketing I	
11	Online/Digital Marketing II Case Discussion Online Testing Methodologies	
12	Direct Marketing Personal Selling Case Discussion	
13	Sales Promotion Public Relations, Publicity, Corporate Image Campaign Budgeting Measuring Campaign's Effectiveness	Group Assignment 2 Submission