

Course Outline

Course Code : MKT3718
Course Title : Advertising and Promotion Management
Semester : Semester I, AY 2023/2024
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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.

Course 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%
Group Assignment 1 and Presentation (Content)	25%
Group Assignment 2	25%
Individual Presentation for Group Assignment 1	15%

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:

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

Course Schedule and Outline

Lesson	Topic	Note
1	Advertising and Promotion - The 4 th 'P' -An Overview of Integrated Marketing Communications (IMC)	Briefing on Course Requirements
2	Communication Process Framework Noise Mitigation Strategy Message Structure Poster Strategy and Case Discussion	
3	Communication Objectives DAGMAR Hierarchical vs Alternative Response Model High/Low Involvement Products & FCB Grid	
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	
6	The Power of Emotional Appeal Part2 -Destination Marketing & Emotional Appeal Case Discussion Brand Differentiation & Identity Over Time Case Discussion	All Groups: Group Assignment 1 Submission
	Recess week	

Lesson	Topic	Note
7	Group Assignment 1 Presentation and Q&A (Group 1,3,5,7,9)	
8	Group Assignment 1 Presentation and Q&A (Group 2,4,6,8,10)	Individual Assignment Submission
9	Media Strategies Case Discussion Guest Speaker (to be confirmed)	
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