

## Course Outline

**Course Code** : MKT3718  
**Course Title** : Advertising and Promotion Management  
**Semester** : Semester I, AY 2024/2025  
**Faculty** : Ms Canley Yong Yoon 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.

### 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.

## Assessment

Assessment Component	Percentage
Class Participation and Discussion	20%
Individual Assignment	20%
Group Assignment 1 and Presentation (Content)	25%
Group Assignment 2	20%
Individual Presentation for Group Assignment 1	15%

### **General Guide & Reading**

George E. Belch & Michael A. Belch, *Advertising & Promotion: An Integrated Marketing Communications Perspective*, 13<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.

### **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>

### **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.

## Course Schedule

<b>Lesson</b>	<b>Topic</b>	<b>Note</b>
1	Advertising and Promotion - The 4 <sup>th</sup> '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	Individual Assignment Submission
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	

<b>Lesson</b>	<b>Topic</b>	<b>Note</b>
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)	
9	Media Strategies Case Discussion Online/Digital Marketing I	
10	Guerrilla Marketing Strategic Business Applications Case Discussion	
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