

AD240 Advertising in a Digital World

SPRING 2023-01

COURSE BRIEF

Course Description

Advertising in a Digital World explores the theory and practice of incorporating digital technology into global communication campaigns. Core topics include consumer research, modern branding strategy, and message delivery utilizing traditional and digital media platforms. You'll not only learn the nuances of digital advertising, you'll become more familiar the legal and ethical challenges of managing personal privacy in a digital world.



Rationale

Technology has radically changed the way communication campaigns are created, implemented, and evaluated. From work teams that only meet in virtual space to new forms of electronic media, the business of advertising is undergoing nothing short of a revolution. This course emphasizes the process of developing a modern communications campaign, with a focus on how consumer data drives the entire online advertising ecosystem.

Professor

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Office Hours Spring 2023

FAC #233: MW 8:00 - 9:00 am + 11:15 -12:00 pm · Zoom by Appointment

Colonnade Local to Global Connections Learning Objectives

After completing this course, you should be able to:

- 1) Demonstrate knowledge of the technological and consumer trends shaping today's digital world;
- 2) Explain the legal and ethical challenges of managing personal privacy in a digital world, where personal information is a commodity;
- 3) Analyze issues of digital technology and privacy on local and global scales;
- 4) Examine the local and global interrelationships of these issues and the resulting impact on society,
- 5) Apply course concepts to real-world case studies of global brands, and
- 6) Evaluate the consequences of decision-making on local and global scales.

AD240 Learning Objectives

After completing this course, you should be able to:

- 1) Contrast how today's local and global advertising is changing due to new technologies & communication platforms;
 - 2) Define the PESO Model of brand communications;
 - 3) Identify and apply techniques to segment audiences through local and global research;
 - 4) Understand the importance of a brand communications plan;
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5) Apply current advertising and branding strategies to real-world businesses.

Methodology

Advertising in a Digital World online incorporates discussion forums, quizzes, deep dives and case studies. The nature of an online class means that you are responsible for scheduling your coursework and meeting assignment deadlines. This flexibility can be an amazing benefit when compared to more traditional "real-time" classes. But it is also easier to put-off your work. Try not to.

Course Prerequisites

None

Books & Other Resources

You'll need one book for this class.

Books

Required text (*all students should have this book*)

Title: Advertising & Integrated Brand Promotion, 9th edition, 2022

Authors: O'Guinn, Scheinbaum, Allen, & Semenik, Publisher: Cengage Learning. *This textbook is available through WKU's Day One Access in a digital form, at a reduced cost. To get the best deal, WKU wants all students to use Day One. But, you can opt out during the grace period and purchase the book in another form using the Course Materials link in Blackboard.*

ISBN: 978-0357721407

Expectations

Your experience in this class is important to me. Be sure to read over this Course Playbook for the gritty details. Feel free e-mail me at WKU cliff.shaluta@wku.edu or Gmail at cliff.shaluta@gmail.com with any questions. You can also call or text me on my cell phone at 270-991-6966 if necessary.

COURSE OUTLINE

Advertising in a Digital World is a 15-week class, organized into 5 parts. This organization follows the textbook, making it easy for you to stay on track. **Unless stated otherwise, the course runs Monday-Sunday. New material is available on Mondays. Assignments are due by end-of-day Sundays.**

WEEKLY LESSONS INCLUDE:

- I. **TOPICS FOR THE WEEK**
- II. **CONTENT** (*textbook, presentation notes, videos, and/or websites*)
- III. **ACTIVITIES** (*posts, quizzes, case studies or other assignments*)

WEEKLY PLANNER**PART 1: INTRODUCTION**

WEEK	TOPIC	COURSEWORK	READING
1/17	Course Introduction Technological and Consumer Trends CH. 1 World of Advertising & IBP	• Review Blackboard Notes • Future 100 • PESO Model	CH. 1, 2 & 3
1/23	CH. 2: Structure of the AD & IBP Industry CH. 3: History of AD & IBP		CH. 4
1/30	CH. 4: Social, Ethical, & Regulatory Issues		CH. 5
2/1 W	DEEP DIVE #1	• DUE END OF DAY WEDS.	
2/5 SUN.	QUIZ PART ONE (CHP'S 1-4)	• DUE END OF DAY SUN.	

PART 2: ANALYZING THE ENVIRONMENT

WEEK	TOPIC	COURSEWORK	READING
2/6	CH. 5: Consumer Behavior		CH 6
2/13	CH. 6: Segmentation & Positioning		CH. 7
2/20	CH. 7 Advertising Research		CH. 8
2/27	CH. 8: Strategy Development		CH. 9
3/1 W	CASE BRIEF #1	• DUE END OF DAY WEDS.	
3/5 SUN.	QUIZ PART TWO (CHP'S 5-8)	• DUE END OF DAY SUN.	

PART 3: THE CREATIVE PROCESS

WEEK	TOPIC	COURSEWORK	READING
3/6	CH. 9: Managing Creativity		CH. 10 & 11

3/13	SPRING BREAK M - F		
3/20	CH. 10: Creative Message Strategy CH. 11: Executing the Creative		CH. 12 & 13
3/26	QUIZ PART THREE (CHP'S 9-11)	• DUE END OF DAY SUN.	

PART 4: THE MEDIA PROCESS

WEEK	TOPIC	COURSEWORK	READING
3/27	CH. 12 Media Planning Essentials CH. 13 Traditional Media Planning		CH. 14 & 15
3/29	DEEP DIVE #2	• DUE END OF DAY WEDS.	
4/3	CH. 14 Digital Media Planning		CH. 15 & 16
4/9	QUIZ PART FOUR (CHP'S 12-14)	• DUE END OF DAY SUN.	

PART 5: INTEGRATED BRAND PROMOTION

WEEK	TOPIC	COURSEWORK	READING
4/10	CH. 15 Sales Promo & POP CH. 16 Events, Placement & Content		CH. 17 & 18
4/17	CH. 17 Direct Marketing & Personal Selling CH. 18 Public Relations & Influencer Mkt.		BB Notes
4/19 W	CASE BRIEF #2	• DUE END OF DAY WEDS.	
4/23	QUIZ PART FIVE (CHP'S 15-18)	• DUE END OF DAY SUN.	
4/24	The Future of AD & IBP	Blackboard Notes	
5/3	FINAL EXAM	• DUE END OF DAY WEDS.	

GRADING

25 pts - 5x BB Forum Posts @ 5 each. 300 words minimum.

125 pts - 5x Online Quizzes @ 25 pts each

50 pts - 2x Deep Dives @ 25 pts each*

50 pts - 2x Case Briefs @ 25 pts each*

50 pts - Final Exam

Total Possible Points = 300

**Case Briefs require summarizing how today's global brands have moved beyond traditional advertising to engage consumers in new and different ways. Deep Dives are research papers focused on key course concepts. Due dates are noted in this playbook. You'll find details in Blackboard.*

Grade Scale:

91 - 100 = A

81 - 90 = B

71 - 80 = C

61 - 70 = D

Unless otherwise negotiated, late work will result in penalty points. See the course website for more details.

Diversity & Inclusion

WKU and the AD Program are committed to providing an atmosphere of learning representing a variety of perspectives. In Advertising in a Digital World, you will have the opportunity to express and experience diversity as we focus our research on issues such as: ethnicity and brand communications, gender stereotypes in the media, and cross-cultural communications. In addition, assignments are designed to encourage individuality and creative expression. You are encouraged to learn from the information and ideas shared by others.

University Plagiarism Policy

To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense! The academic work of a student must be his or her own. Students must give the author(s) credit for any source material used. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism. Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal. The faculty member may also present the case to the University Disciplinary Committee through the Office of the Vice President for Student Affairs for disciplinary sanctions.

From the Office of Student Disability Services

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or

via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX Misconduct/Assault Statement

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) and Discrimination and Harassment Policy (#0.2040).

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

Special COVID Statement

All students are strongly encouraged to [get the COVID-19 vaccine](#). In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill
