

AD240 Advertising in a Digital World

Fall 2019

COURSE BRIEF

Course Description

Advertising in a Digital World explores the theory and practice of incorporating digital technology into global advertising communication campaigns. Core topics include consumer research, modern branding strategy, and message delivery utilizing traditional and digital media platforms. Students will not only learn the nuances of international digital advertising, they will better understand the legal and ethical challenges of managing personal privacy in a digital world where consumer information is a commodity.



Rationale

Technology has radically changed the way advertising 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 advertising campaign, with a focus on how digital behavior drives the entire online advertising ecosystem.

Professor

Cliff Shaluta, Professor of Advertising, Department of Communication, WKU

E: cliff.shaluta@wku.edu

ALT E: cliff.shaluta@gmail.com

Cell: 270-991.6966

URL: www.adthinktank.com

Office Hours F19

FAC #233

MWF 7:30 - 8:00 am, 10:10 -11:00 am,

Other times by appointment

Colonnade Local to Global Connections Learning Objectives

After completing this course, students 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.

AD 240 Learning Objectives

After completing this course, students should be able to:

- 1) Contrast how today's local and global advertising is changing due to new technologies;
 - 2) Define personal branding and build a professional brand network;
 - 3) Identify and apply techniques to segment audiences through local and global research;
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- 4) Define and discuss the 5 elements of the Brand Spiral;
- 5) Discuss advertising and integrated brand promotion and demonstrate what they can do.

Methodology

Advertising in a Digital World Online incorporates discussion forums, quizzes, blog posts, and project work. The unique nature of an online class means that you are responsible for scheduling your reading and making assignment deadlines. This can be an amazing benefit when compared to a more traditional "real-time" class. But, it is also easier to put-off your work. Keep in mind that I'm your "coach," not your mom. Let's all be professional.

Course Prerequisites

None

Books & Other Resources

You'll need several resources for this class.

1) Books

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

Title: Advertising & Integrated Brand Promotion, 8th edition, 2018

Authors: O'Guinn, Scheinbaum, Allen, & Semenik, Publisher: Cengage Learning

ISBN: 978-1337110211 *Consider "renting" this book for the semester from Amazon.*

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

Title: Social Media Marketing and Advertising for Your Personal Brand in 2019: How To Avoid Beginner Mistakes

Author: A. Steel

ISBN-13: 978-1092445153

c) Recommended text *(great reference book for case brief assignments)*

Title: The Participation Game - How the Top 100 Brands Build Loyalty

Author: Norty Cohen

ISBN-978-1-59184-807-3

2) A free online "listening dashboard from [Netvibes](http://netvibes.com). <http://netvibes.com>

A listening dashboard is a central location to aggregate "RSS Feeds" from a number of websites and social media platforms. Since people, media companies and brands are now generating their own content, it's wise to track what they have to say.

3) A personal website. This may be a professional, hosted website with your personal domain or a free Wordpress blog.

Like many things in life, you get what you pay for. A paid, hosted website means that you are "renting" space on a computer from a virtual host for your website. This is what most businesses do. Hosts, like [Webhostingpad](http://webhostingpad.com) <http://webhostingpad.com>, offer inexpensive plans and they also offer tech help. While not required for this class, Advertising in a Digital World is a great opportunity to start building a personal brand with a hosted plan. Personal branding is a terrific way to understand and apply the concept of product branding. You know "you" better than any other product. Whether paid or free, your website will be used as a "content hub" to post class assignments as you move through the class.

Expectations

Your work should be of a high quality and suitable for inclusion into your personal website. Ideally, you may want to build a portfolio website showcasing your work, from a variety of classes, to potential employers. Given the potential communication problems in an online class, please contact me with any issues that may be keeping you from doing your best work. I want this course to be both an educational and pleasant experience for you.

COURSE OUTLINE

Advertising in a Digital World is a 15-week class. Each week will have a Learning Module for you to complete. Weekly modules include:

- I. **OBJECTIVES FOR WEEKLY MODULE** (learning goals for the week)
 - II. **CONTENT** (specific topics with readings, slides, videos, websites)
 - III. **ASSESSMENT** (self-assessments, activities, quizzes, papers, posts and projects)
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WEEKLY PLANNER

WEEK 8/26 (*Read Blackboard notes*)

INTRODUCTION

Welcome to a Digital World

-Key Technological and Consumer Trends

-Is it reasonable for us to receive free services like Facebook and Google in exchange for sharing our data? How does this exchange affect local to global brand communication?

-A Branding Mindset - *Branding in a global marketplace*

-Advertising in a Digital World

-Is privacy even possible in a digital world? And if not, what level of control should we reasonably expect as consumers? How are other countries dealing with this issue?

-The Brand Spiral and the Branding Blueprint

Personal Branding

WEEK 9/2 (*Read pgs. 8-55 in SMM&A*)

-Basics of Brand-You: What is your personal brand?

-Art of Social Media: Communicating your brand to right people

WEEK 9/9 (*Read pgs. 56-153 in SMM&A*)

-Building your own website

-Choosing your media channels and communities

-Introduce Case Brief Assignments (*showcasing global brand communications*)

PART ONE Advertising & Integrated Brand Promotion

WEEK 9/16 (*Read pgs. 3-50 in IBP*)

Chapter 1 The World of Advertising & Integrated Brand Promotion

Chapter 2 The Structure of the Advertising & Promotion Industry

WEEK 9/23 *(Read pgs. 52-102 in IBP)*

Chapter 3 The History of Advertising & Brand Promotion

Chapter 4 Social, Ethical, and regulatory Aspects of Advertising & Promotion

Case Brief #1 is Due before Monday, 10/7/19 (25 pts)

PART TWO - Analyzing the Environment For Advertising and Integrated Brand Promotion

WEEK 9/30 *(Read pgs.105-141 in IBP)*

Chapter 5 Advertising, Integrated Brand Promotion, and Consumer Behavior

Chapter 6 Market Segmentation, Positioning, and the Value Proposition

Case Brief #1 is Due before Monday, 10/7/19 (25 pts)

WEEK 10/7 *(Read pgs.142-182 in IBP)*

Chapter 7 Advertising Research

Planning 8 Advertising & Integrated Brand Promotion

PART THREE The Creative Process

WEEK 10/14 *(Read pgs.185-226 in IBP)*

Chapter 9 Managing Creativity in Advertising and IMP

Chapter 10 Creative Message Strategy

WEEK 10/21 *(Read pgs. 228-249 in IBP)*

Chapter 11 Executing the Creative

PART FOUR The Media Process

WEEK 10/28 *(Read pgs. 251-289 in IBP)*

Chapter 12 Media Planning Essentials

Chapter 13 Media Planning: Newspapers, Magazines, TV and Radio

Case Brief #2 is is Due Before M 11/11/19 (25pts)

WEEK 11/4 *(Read pgs. 290-310 in IBP)*

Chapter 14 Media Planning: Advertising & IBP in Digital & Social Media

Case Brief #2 is due before M 11/11/19 (25pts)**PART FIVE Integrated Brand Promotion****WEEK 11/11** *(Read pgs. 313-355 in IBP)*

Chapter 15 Sales Promotion, Point-Of-Purchase Advertising & Support Media

Chapter 16 Event Sponsorship, Product Placements, and Branded Entertainment

WEEK 11/18Chapter 17 Integrating Direct Marketing and Personal Selling *(Read pgs. 356-377 in IBP)*Chapter 18 Public Relations, Influencer Marketing, and Corporate Advertising *(Read pgs. 378-401 in IBP)***WRAP-UP****WEEK 12/2**

Wrap-Up with look at the Future of Advertising

Final Quiz due before noon Wednesday, 12/11/19**GRADING**

25 pts - Building a Personal Website & Social Media Graph

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

150 pts - 6x Online Quizzes @ 25 pts each

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

250/2.50 Total Possible Points

**Case briefs will involve summarizing how today's global brands have moved beyond traditional advertising to engage consumers in new and different ways. Due dates are noted in this playbook. Details will follow.*

Grade Scale:

91 - 100 = A

81 - 90 = B

71 - 80 = C

61 - 70 = D

Unless otherwise negotiated, late work will result in penalty points. Last day to drop this class with a W is Friday, 10/18/19. See the course website for more details.

Cultural Diversity

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 cultural 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).

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

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.
