

# AD240 Advertising in a Digital World

Fall 2018

## COURSE BRIEF

### Course Description

Advertising in a Digital World explores the theory and practice of incorporating new technology into Integrated Marketing Communication (IMC) Campaigns. There will be an emphasis on branding strategy and message delivery utilizing traditional and digital media platforms.



### Rationale

Technology has radically changed the way IMC campaigns are created, implemented, and evaluated. From work teams that only meet in virtual space, to electronic presentations that include audio and video elements, to new forms of electronic media, the business of advertising is undergoing nothing short of a revolution. This course emphasizes the understanding and development of advertising/branding/promotions research, strategy, and campaign planning. Effective in Fall 2015, Advertising in a Digital World replaced AD341 Principles of Advertising. Advertising in a Digital World is required for all Advertising Majors and Minors.

**Professor**

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**Office Hours F18**

JRH #312

MWF 7:30 - 9:05 am, 10:10 -11:20 am,

12:30 - 1:00 pm.

other times by appointment

**Specific Learning Objectives**

*After completing this course, students should be able to:*

- 1) Outline technological and consumer trends shaping today's world;
  - 2) Define Personal Branding and build a professional brand network;
  - 3) Explain the history and legal foundations of Advertising;
  - 4) Contrast how today's advertising is changing from the past due to new technologies;
  - 5) Define and discuss the 5 elements of the Brand Spiral;
  - 6) Discuss advertising and integrated brand promotion and demonstrate what they can do;
  - 7) Identify and apply techniques to classify audiences through research and
  - 8) Recognize branding techniques being used today by major companies.
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**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, 8<sup>th</sup> 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:** The Art of Social Media: Power Tips for Power Users

**Authors:** Guy Kawasaki & Peg Fitzpatrick

ISBN-978-1-59184-807-3 *Suggest getting the Kindle version so you have all the links included the book.*

c) **Optional 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

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**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. 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.

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## COURSE OUTLINE

Advertising in a Digital World is a 16-week class, with eight sections. Each week will have a Learning Module for you to complete. Weekly modules include:

### I. OBJECTIVES FOR WEEKLY MODULE

### II. CONTENT (specific topics with readings, slides, videos, websites)

### III. ASSESSMENT (self-assessments, activities, quizzes, papers, posts and projects)

#### WEEKLY CONTENT

#### WEEK 8/27

##### I. Welcome to a Digital World

- Key Technological and Consumer Trends
- A Branding Mindset
- Reimagining Advertising in a Digital World
- The Brand Spiral and the Branding Blueprint

##### II. Personal Branding

#### WEEK 9/3 *(Read pgs. 1-69 in ASM)*

- Basics of Brand-You
- Art of Social Media

#### WEEK 9/10 *(Read pgs. 70-184 in ASM)*

- Building a NetVibes Dashboard
- Building your own website and connecting your Social Graph
- Introduce Case Brief Assignments

##### III. Advertising & Integrated Brand Promotion

#### WEEK 9/17 *(Read pgs. 3-50 in IBP)*

Chapter 1 The World of Advertising & Integrated Brand Promotion

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Chapter 2 The Structure of the Advertising & Promotion Industry

**WEEK 9/24** *(Read pgs. 52-102 in IBP)*

Chapter 3 The History of Advertising & Brand Promotion

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

#### **IV. Analyzing the Environment For Advertising and Integrated Brand Promotion**

**WEEK 10/1** *(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 (25 pts)**

**WEEK 10/8** *(Read pgs. 142-182 in IBP)*

Chapter 7 Advertising Research

Planning 8 Advertising & Integrated Brand Promotion

#### **V. The Creative Process**

**WEEK 10/15** *(Read pgs. 185-226 in IBP)*

Chapter 9 Managing Creativity in Advertising and IMP

Chapter 10 Creative Message Strategy

**WEEK 10/22** *(Read pgs. 228-249 in IBP)*

Chapter 11 Executing the Creative

• **Case Brief #2 is Due (25 pts)**

#### **VI. The Media Process**

**WEEK 10/29** *(Read pgs. 251-289 in IBP)*

Chapter 12 Media Planning Essentials

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

**WEEK 11/5** *(Read pgs. 290-310 in IBP)*

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

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**VII. Integrated Brand Promotion****WEEK 11/12** (Read pgs. 313-355 in IBP)

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

Chapter 16 Event Sponsorship, Product Placements, and Branded Entertainment

**•Case Brief #3 is Due (25 pts)****WEEK 11/19** (Read pgs. 356-377 in IBP)

Chapter 17 Integrating Direct Marketing and Personal Selling

**WEEK 11/26** (Read pgs. 378-401 in IBP)

Chapter 18 Public Relations, Influencer Marketing, and Corporate Advertising

**WEEK 12/3**

Wrap-Up and a Look at the Future of Advertising

**WEEK 12/10**

Final Quiz

**GRADING**

5 pts Building NetVibes Dashboard

20 pts Building a Personal Website &amp; Your Own Social Media Brand

50 pts Various Assignments &amp; Blog Posts @ 5 each. 300 words min.

150 pts 6 Online Quizzes @ 25 pts each

75 pts 3 Case Briefs @ 25 pts each\*

**300/3 Total Possible Points**

*\*Case briefs will involve summarizing how today's top brands have moved beyond 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 10/17/18. See the course website for more details.*

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**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](mailto: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

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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.