

AD240 Advertising in a Digital World

WINTER 2021

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 WINTER 21

Online via Zoom with 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.

AD 240 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, and case studies. 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. Try not to. This class is fast-paced. Plan ahead.

Course Prerequisites

None

Books & Other Resources

You'll need a book for this class.

Books

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. *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 to purchase the book in another form using the Course Materials link in Blackboard. You will have a grace period to decline Day One Access.*

ISBN: 978-1337110211

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

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.

COURSE OUTLINE

The Winter 2021 edition of Advertising in a Digital World is a 5-week class, organized into **5 Weekly Lessons**. This organization follows your textbook, making it easy for you to stay on track. Each Weekly Lesson contains **5 Daily Lessons**. It's a good idea to complete the lessons in sequence to get the most from the class.

Daily Lessons include:

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

WEEKLY PLANNER

WEEK 12/14

INTRODUCTION

Welcome to a Digital World

-Key Technological and Consumer Trends – *Future 100 Report*

-The PESO Model of Brand Communications

PART ONE Advertising & Integrated Brand Promotion

Chapter 1 The World of Advertising & Integrated Brand Promotion

Chapter 2 The Structure of the Advertising & Promotion Industry

Chapter 3 The History of Advertising & Brand Promotion

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

QUIZ #1 – DUE BY END-OF-DAY SUNDAY 12/20

PART TWO Analyzing the Environment For Advertising and Integrated Brand Promotion

WEEK 12/21

Chapter 5 Advertising, IBP, and Consumer Behavior

Chapter 6 Market Segmentation, Positioning, and the Value Proposition

Chapter 7 Advertising Research Planning

Chapter 8 Advertising & Integrated Brand Promotion

Introduce Case Brief Assignments: CB #1 due 12/30/20 & CB #2 due 1/13/21

QUIZ #2 – DUE BY END-OF-DAY SUNDAY, 12/27

PART THREE The Creative Process

WEEK 12/28

Chapter 9 Managing Creativity in Advertising and IMP

Chapter 10 Creative Message Strategy

Chapter 11 Executing the Creative

CASE BRIEF #1 is is Due by noon Wednesday, 12/30 (25pts)

QUIZ #3 – DUE BY END-OF-DAY SUNDAY, 1/3/21

PART FOUR The Media Process

WEEK 1/4

Chapter 12 Media Planning Essentials

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

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

QUIZ #4 – DUE BY END-OF-DAY SUNDAY, 1/10/21

PART FIVE Integrated Brand Promotion

WEEK 1/11

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

Chapter 16 Event Sponsorship, Placement, & Branded Entertainment

Chapter 17 Integrating Direct Marketing and Personal Selling

Chapter 18 Public Relations, Influencer Marketing, Corporate Advertising

CASE BRIEF #2 is is Due by noon Wednesday, 1/13/21 (25pts)

QUIZ #5 – DUE BY END-OF-DAY SATURDAY, 1/16/21**GRADING**

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

125 pts - 5x Online Quizzes @ 25 pts each

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

200/2.00 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. 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.
