

Advertising Sports and Popular Culture in Britain

Cooperative Center for Study Abroad (CCSA London Winter 2023-24 Program)
(Check with your own university for course number)
(UK: ISC 583)

This course will meet in London, England from 12-26-2023 to 1-8-2024. Students are expected to complete work (readings and assignments) before, during and after the overseas portion of the course

Instructor:

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About the instructor

Prof. Eckman is faculty member in the Department of Integrated Strategic Communication at the University of Kentucky in Lexington. Dr. Eckman teaches a variety of ISC courses, including strategic planning and writing, research methods, media planning, publications production, direct response and interactive marketing, traditional advertising, visual communication, and ISC in American and international cultures. Her professional background prior to her teaching career includes print journalism, public relations and media marketing. She has taught study abroad courses in Great Britain, Ireland, Italy and Mexico.

About the course

Sports, brands, advertising and popular culture are increasingly intertwined in the global marketplace. This course will examine how advertising, sponsorships, events, public relations, and other promotional practices construct brand identities through linkages to popular culture in the United Kingdom. We will view branding in many cultural contexts such as sports, music, design, fashion, art, theatre and film. Through visits to advertising and public relations agencies and to museums like the Museum of Brands and the fashion exhibits at the Victoria and Albert Museum as well as to sports facilities such as Wimbledon, Twickenham Rugby Museum and Olympic Park, students will gain insights that lead to comparison with US practice and enable them to create integrated strategic communication executions.

Course objectives:

- Develop an understanding of consumer culture and consumer behavior from an international perspective. We will view branding in many cultural contexts such as art, music, design, fashion, sport, theatre and film.

- Learn to critically compare and contrast brand-building efforts across borders
- Identify the intersections between popular culture and brand identities
- Learn to critically analyze the different means used to promote brand identities, such as product placements, online and interactive promotions, place-based advertising in cultural and entertainment venues, sponsorships, media relations, and traditional advertising methods.
- Gain understanding of culture industries (mass media, fine arts, sport, etc.)
- Examine how brands have influenced and been influenced by cultural elements such as art, design, music, fashion, sport, and entertainment in an international context.
- Develop a portfolio of rough or “thumbnail” executions such as headlines & body copy, print ads, posters, scripts, transit advertising, native advertising, social media posts, etc.

Required texts.

All readings will be available as downloadable pdfs. There is no text to purchase. You may need access to these readings while in England. You may bring electronic versions with you on a device that facilitates reading on screen or you can print out hard copies before departure to make yourself a reading packet.

- The Role of Sports Marketing in the Global Marketplace (Chapter 17 from the textbook *Strategies in Sports Marketing*, 2014, by M.A. Dos Santos, p. 279-298)
- Harry Potter’s Brand Magic, (Chapters 1 & 2 from the book, *Wizard: Harry Potter’s Brand Magic* by Stephen Brown, 2005.)
- Intro to fashion brand communication by Emily Huggard (from the textbook *Communicating Fashion Brands: Theoretical and practical perspectives*, 2020.)
- Legacies of hosting the Olympic Games by Larissa Davies (chapter 14 from the textbook, *When Sports Meets Business*, 2017)
- The creative aspect of advertising (Chapter 9 from textbook *Principles of Advertising: A global perspective* by Lee & Johnson, 2005).
- Narrative Advertisements (Chapt. 17 from the textbook *Advertising Theory*, 2019, by Chang, p. 275-292.
- Review of Native Advertising (Chapt. 16 from the textbook *Advertising Theory*, 2019, p.259-274).

Other resource requirements

You must travel with a bound notebook with removeable pages and writing instruments to write and hand in assignments while in England. A spiral notebook is fine, but you would also want to carry a folder to collect assignments returned to you. This notebook will go with you on all class excursions. I do recommend full sized sheets of paper for this purpose as we will also design rough sketches of advertising messages and executions. You will complete your journal entries and class activities projects on these pages, hand them in as hard copies for grading and then have them returned to you.

You should also have a means of taking notes while standing (ie. while at a museum exhibit). You can use a smaller notebook, or keep these electronically (if you are a good juggler). A small notebook is usually a great option. You will hate yourself later if you don't write things down while on class excursions. You are NOT required or expected to have a laptop, tablet, etc., while in England but most students do bring them along for use in hotel rooms and public wifi areas like coffee shops.

If you have access to a digital camera (including the one on your smart phone), it is worthwhile to bring it along to take photos of marketing messages that can be added to your journal and/or papers digitally. Please allow for plenty of memory/storage for your devices/image files to avoid disappointment over lost files.

Course-related expenditures

While the CCSA program fee will cover much of the incidental expenditures for required course activities on field trips, it is possible that additional costs will accrue to participants. Therefore, participants need to budget \$100 for such extra class-oriented expenditures.

Assignments and Grading

There are several components to your course grade:

Pre-departure Reading Reactions (35 points total): The instructor will provide you with reading prompts centered around the terminology and theories/insights from each of the assigned readings. These should be completed prior to departure. Print out hard copies and bring to submit in London. These then serve as reading notes to help you make meaningful connections to the readings in your journal entries.

Reading Chapter Presentation. 30 points total. You are expected to read all 7 chapters assigned above and be prepared to participate in open class discussion. This reading must be completed prior to leaving the U.S. You will each team with one or two partners to present an assigned chapter to the class and to lead discussion for 20-30 minutes. (Subjects to be assigned prior to departure). Your team will communicate with the instructor prior to your presentation to make sure you cover all the key elements of the reading. I'm here to help you prepare and get a great score. This will be unlike most discussions/presentations you may have led in a classroom while in school. First, you cannot depend on electronic support – no powerpoints. Your entire discussion must be led orally; you really can't rely much on visual aids. We do not always have a "classroom" while in England. Class meetings may transpire within the venues we visit, in parks, open outdoor spaces, etc. One of my previous classes gave presentations in a jungle at the foot of Mayan ruins in Mexico, which was awesome! Just be flexible. The big goal is to get people to talk about the reading and corresponding class activity. Yes, you can choose your own partner/s, or I can help you team up. I prefer you work with at least one person NOT from your home university. You will be assessed on how well your team covers the assigned reading and on how well you engage us in meaningful discussion with links to our experiences in London. You are also expected to support all your classmates by participating in class discussion. 20 points is a shared score with your

team on the actual presentation and 10 points is your personal score for participation during other presentations and class discussions.

Daily strategic communication journal. 100 points. 10 entries, 10 points each,. (We will have 11 journal entries on our posted schedule, but you can skip any one you choose). The instructor will provide you with daily journal prompts tied to course content and class activities. You'll also want to note ads and other persuasive communication you see each day to highlight messages that have an impact on you. Start by describing the execution using terms from our readings. Explain the message content and context. Note what you think the brand strategy behind the message might be, and whether or not you find the message effective. Would it work in the U.S. or is this purely for a British audience? Examples discussed in journal should represent multiple modes of message distribution. These journals can be handwritten with hard copies submitted to the instructor. The first three entries will be reviewed by the instructor prior to the midpoint of our trip to give you feedback and make sure you are doing good work to earn top scores. My advice: Set a goal to do one a day while we are in England. Do not let yourself fall behind and ruin your last day by having leftover homework to complete. Grammar, spelling and punctuation will affect your score, so write in complete sentences and follow the examples provided by the instructor. Models from prior class journals will be provided for you to follow.

Class Activities/Executions. 10 points each, approximately 80 points total (*we may have fewer than 8, but won't have more than 8*).

The instructor will provide you with exercises for our daily class activities related to the sites we will visit as a group. Most of these daily exercises will have you focused on creating marketing messages that meet a campaign goal or gathering information to use on your final project. You'll need to take notes during those class visits (to sports venues, museums, marketing presentations, historic spaces, etc.) and then address the topics and/or complete an exercise as assigned. Many times we will "pitch" or discuss our execution ideas in a class meeting to share your work with classmates. These assignments will usually be handwritten, so you'll need that larger notebook. Some of these may be completed with a partner or a small group as assigned. We will also do some posting to our Facebook site. Grammar, spelling and punctuation do count! For those of you building a portfolio, these "roughs" can later be completed upon your return to the U.S. for inclusion with your collection of creative executions. Here is a Tentative Short List possible Class Activities (We will generally have at least one to two class excursions daily, so this list will grow as we finalize logistics)

- London Museum of Brands
- London Stadium Tour (former Olympics venue now home to West Ham United football, and host to other events.
- Wimbledon Tour; branding the lawn tennis and planned public park project
- Twickenham Stadium and World Rugby Museum
- London Lions pro basketball (we will try to attend a game if schedule permits)
- Victoria & Albert Museum (for fashion and creative arts)
- Tate Modern

- The Design Museum of London (30 years of London Fashion)
- CCSA group excursion: Warner Bros. Studio (Harry Potter)
- Free Choice (you work with instructor to pick location directly related to your advertising topics of interest)

Narrative Native Advertisement. 50 points. *(final project due after return to U.S.)*

You will individually consult with the instructor to pick a focus for this assignment, which is due on Wednesday, Jan. 17, which is about a week after we return from England. You will submit it electronically via email to the instructor. You will create a long-form native advertisement to market an aspect of British sports or popular culture to a member of your target audience. These native advertisements should use a narrative approach and will “mimic” blog entries or magazine articles that would appear as paid placement on a travel website or in a travel magazine. We will each select a platform that you would recommend the client use for paid distribution. You must promote at least 2 of the destinations or “places” visited while in England, most students feature 3-4. Your “client” is visitbritain.com, which is funded by the Department for Digital, Culture, Media and Sport. Your native ad must feature 3-5 still images (with captions) and 500-600 words of body copy. You will confirm your topic, your plan and approach with the instructor no later than the day prior to departure.

Attendance/Discussion/Participation. There will be many, many things to discuss each day. You’re required to participate in all class sessions, including scheduled events/trips, and to take part in all discussions. If you miss a class session or activity without an excused absence (such as a verifiable illness), you will automatically lose one letter grade (10%) from your overall course grade. Each subsequent unexcused absence will reduce your overall course grade by an additional 5%. It is very rare for anyone to lose participation points because our class becomes a community and we all work together to assure good participation. Note that CCSA policies related to expulsion from the program may also be invoked due to unexcused absences. Please do not be late to class or activities. If we leave on time without you, then you are absent. You should be prepared with all materials in hand at the scheduled start times of class meetings. This includes everything you will need to take with you for our days out. Multiple tardies (2) may result in deductions to your overall course grade of 5%, with penalty increase by additional 5% for subsequent tardies. “Tardy” is defined as one minute late for any scheduled meeting or activity. So, plan to arrive 5-10 minutes early to avoid risking being late. Please set multiple alarms and have a buddy make sure you are on time. If you are late, you will get left behind and counted absent.

Course Grading Scale:

Generally, an A=100-90%; B=89-80%; C=79-70%; D=69-65%. This scale will never be raised, but could be lowered/curved at the instructor’s discretion. For ALL written assignments, 90% of your grade will be based on the content of your assignment and 10% of your grade will be based on correct grammar, spelling, punctuation and organization.

Grade components

Pre-departure reading reactions	40 points
Reading Presentation & participation	30 points
Strategic Communication Journal	100 points
Daily Class Activity Exercises	80 points
Narrative Native Advertisement	50 points

Late work: Any assignment turned in late will receive a 10% reduction in overall score (one letter grade). Any assignment turned more than 24 hours late will receive a 20% reduction in overall score (two letter grades). Any assignment turned in more than 48 hours days late may earn zero or a failing grade (at the discretion of the instructor). Please keep up with course requirements and submit your work on time. Keeping up with daily class requirements will require you to set aside time to do your coursework on a daily basis. The instructor is happy to help you keep on track and provide advice on how to manage your time so that you have the best overall London experience possible.

Students with documented disabilities or need of accommodation

If you have a documented disability that requires academic accommodations, please contact your instructor and the CCSA staff as soon as possible (prior to departure). In order to receive accommodations in this course, you must provide appropriate documentation from your healthcare provider or your campus' disability resource providers. The instructor will then work with you to make appropriate accommodations, to the extent possible, bearing in mind the nature of this study abroad course.

Please note: It is almost impossible to avoid walking. We will sometimes cover long distances by foot in all kinds of unsavory weather. Comfortable, functional footwear is highly recommended. Some Londoners forgo umbrellas; others never leave home without one, so that choice is up to you. Plan for rain and maybe even some freezing fog.

Plagiarism/Cheating

All students, regardless of your home institution, will be held to the University of Kentucky's policies related to academic dishonesty. The material below is taken from the University of Kentucky's Code of Student Conduct, Student Rights and Responsibilities, available on-line: <http://www.uky.edu/StudentAffairs/Code/part2.html>. These expectations will apply to all students enrolled in the course.

6.3.1 PLAGIARISM

All academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission. When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work, whether it be published article, chapter of a book, a paper from a friend or some file, or whatever. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work that a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these *Rules* shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain.

6.3.2 CHEATING

Cheating is defined by its general usage. It includes, but is not limited to, the wrongfully giving, taking, or presenting any information or material by a student with the intent of aiding himself/herself or another on any academic work which is considered in any way in the determination of the final grade. **Note:** *If you have questions about a potential plagiarism violation on your part or about how to properly cite outside sources, please consult your instructors. We are happy to help you learn more about sourcing issues.*

Inclusion and respect for diverse viewpoints

The instructor is committed to her home college's statement on diversity and inclusion:

The College of Communication and Information is committed to fostering a diverse, welcoming, empowering, and inclusive community. We believe that diversity and inclusion are drivers of excellence, collaboration, creativity, and success. We strongly support intellectual freedom and the right to hold diverse perspectives, while at the same time condemning all forms of hatred and oppression.

For more information, please visit the following link:

<https://ci.uky.edu/ci/diversity-and-inclusion>

We will conduct this CCSA London Winter class with respect for each individual and with an appreciation of diverse points of view. It is vitally important to promote a diverse educational environment and society. People of all ages, ethnicities, races, religions, gender orientations, sexual identities, socio-economic circumstances, abilities, talents, occupations, political persuasions, and beliefs have much to share with us, and we have much to share with them. We believe that our lives are fuller, and that our society is stronger and more just, from such diverse and mutually beneficial encounters. Protecting our diversity is at the very core of our country's ideals, as expressed in Constitution of the United States of America, starting with the five freedoms of religion, speech, press, assembly and petition. Everyone's voice is important, and we will treat one another with respect and understanding. You should incorporate this level of understanding into all message strategies you may develop and deploy to communicate with classmates, the instructor or a wider audience.

Tentative Class Activity Schedule

Advertising Sports and Popular Culture in Britain, London Winter 2023-24.

***** This schedule is extremely tentative and likely will change as we approach departure.**

Tues. , Dec. 26	Departure day.
Wed., Dec. 27	Arrive in London CCSA Orientation at hotel Class orientation: Pre-departure reading reactions due
Thur., Dec. 28	Morning: London sightseeing by coach Reading: The creative aspect of advertising (discussion led by instructor) Afternoon: Class activity at London Museum of Brands https://museumofbrands.com/ Journal entry 1: Reflection on London tour/advertising encountered Exercise 1: Social media image ads
Fri., Dec. 29	Morning class meeting: Reading: Fashion brand communication by Huggard Activity: Design Museum: Rebel: 30 years of London fashion Journal entry 2: Selling Fashion Exercise 2: Print or content mkt. image ad for fashion brand
Sat., Dec. 30	Morning class meeting Discussion Group 1: Fashion branding Morning class activity: London Transport Museum Afternoon: Free choice, explore Journal entry 3: Transit advertising Exercise 3: Tube/Public transport Poster
Sun., Dec. 31	Morning Class meeting Reading: Harry Potter's Brand Magic Afternoon: Class excursion to Warner Bros. Studio Tour, Watford
Junction	Note: Our goal will be to return to central London by 6 p.m. so that you have plenty of time to prepare for midnight News Year's Eve celebration. https://www.wbstudiotour.co.uk/ Journal check-in: Submit first three journal entries for instructor review Journal entry 4: Creating advertising/products for film marketing
Mon., Jan. 1	No class meeting Afternoon: Free choice day to explore London Journal entry 5: Persuasive messages encountered on free choice day
Tues., Jan. 2	Morning Class meeting Discussion Group 2: Harry Potter & Branding

	<p>Reading: Role of Sports Marketing in Global Marketplace</p> <p>Class Activity: Twickenham Stadium & World Rugby Museum</p> <p>Journal entry 6: Marketing rugby in Britain</p> <p>Exercise 5: Relationship marketing with sports fans</p>
Wed., Jan. 3	<p>Morning class meeting</p> <p>Reading: Legacy of hosting the Olympic Games</p> <p>Discussion Group 3: Sports marketing</p> <p>Class Activity: Wimbledon</p> <p>Journal entry 7: Creating legacies for sports brands</p>
Thurs., Jan. 4	<p>Morning Class Meeting</p> <p>Readings: Narrative Advertising and Native advertising</p> <p>Class activity TBA: (possibly Wembley, London Stadium, ad agency)</p> <p>Journal Entry 8: Examples of brand storytelling in British Ads</p> <p>Exercise 6: Subject TBA (based on class activity)</p>
Friday, Jan. 5	<p>Morning Class meeting</p> <p>Class activity TBA : (possibly Wembley, London Stadium, ad agency)</p> <p>Afternoon: Free Choice, explore</p> <p>Journal Entry 9: TBA based on class activity/free choice</p>
Sat., Jan. 6:	<p>Morning Class meeting: (discuss final project)</p> <p>Class activity TBA : (Based on student input/requests)</p> <p>Journal entry 10: TBA based on class activity</p> <p>Exercise 7: Video ad script</p>
Sun., Jan. 7	<p>Course evaluations and pre-U.S. return meeting with CCSA</p> <p>Individual meetings with instructor (finalize final project plans)</p> <p>Afternoon: Free Choice activity</p> <p>Leave plenty of time to pack for departure; have fun last day in London</p> <p>Journal Entry 11: Subject TBA</p> <p>Exercise 8: Final project plan for native ad</p>
Mon. Jan 8	<p>Travel Day: Schedule TBA by CCSA</p>
Fri., Jan. 12	<p>Final submission of 10 journal entries (<i>or you can submit all or some of these as handwritten entries before we depart London- recommended</i>)</p>
Wed., Jan. 17	<p>Final deadline for narrative ad project submission</p>