

CRI : 630 Advertising Theory and Practice • Winter 2017

Instructor:	Tori Laurence
Section/Time Classroom:	Mondays 3:00-6:00 Room ENGLO5
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Phone:	n/a
Office:	RCC 325A
Office Hours:	Mondays 12:00-2:45
Only Ryerson e-mail accounts to be used for communication between faculty and students. All news (announcements) posted on class D2L.	

Course Description

This course will present an overview of the advertising industry and its creative functions. It will examine the interrelationship of the institutions of advertising, the advertisers, the advertising agencies and the media, and will explore how advertisers are adjusting to and exploiting new digital technologies. It introduces research and details methods of determining advertising objectives, budgets, establishing target audiences, interpreting audience rating and circulation figures. Students will also gain an understanding of key ethical and legal issues particular to this creative field.

Course Objectives

By the end of the course, students will be able to:

- Understand the basic principles of Advertising (branding, creative messaging, target audience and channels)
- Understand and analyze different media channels (traditional, non-traditional and emerging) used for Advertising
- Understand how to use research in planning an advertising campaign.
- Understand the basic steps for developing an advertising campaign (budgeting, establishing KPI's (key performance indicators), creative development, measuring results)

Required Readings and Resources

- ❑ Ogilvy, David. (2013) *Ogilvy on Advertising*, Knopf Doubleday Publishing Group.
- ❑ Twitchell, James. (2000) *Twenty Ads That Shook the World*, Three Rivers Press.
- ❑ Recommended reading:
 - www.adage.com
 - www.strategyonline.ca
 - www.marketingmag.ca

Please note: We will refer to current topics in the industry from these sites as discussion points each week.

Weekly Schedule

*** subject to change ***

WEEK ONE		Monday January 16
 TOPICS	-Course outline and expectations -What is Advertising -Core Advertising Principals -The Advertising Agency (overview, types, roles) -The Advertiser -The Media	
 DISCUSS	Review readings, review “now trending”	
 READINGS	Twitchell, James. (2000) Chapters 1-3	

WEEK TWO		Monday January 23
 TOPICS	-Branding -Core principles of branding (platform and visual identity) -Applying branding to Advertising -The Creative Brief -Working with Creative and Design Teams	
 DISCUSS	Review readings, review “now trending”	
 READINGS	Twitchell, James. (2000) Chapters 4-7	

WEEK THREE Monday January 30

 TOPICS	Guest Speaker: Barry Avrich Entertainment Marketing
 READINGS	Twitchell, James. (2000) Chapters 8-12
 SCREENINGS	<i>POM Wonderful Presents: The Greatest Movie Ever Sold</i>

WEEK FOUR Monday February 6

 DUE:	In class Quiz (45 minutes)
 TOPICS	- <i>KUWTK</i> : -Integrated marketing and blurred lines (Social Media, Celebrity, Influencers and Product Placement)
 DISCUSS	Review readings, review “now trending” Review Essay Assignment
 READINGS	Twitchell, James. (2000) Chapters 9-12

WEEK FIVE Monday February 13

 TOPICS	- SWOT Analysis -Media Planning -Channel planning, budgeting, impressions and metrics, analytics and measurement -The Role of Research: Establishing Goals, different types of research and how to use.
 DISCUSS	Review readings, review “now trending”
 READINGS	Twitchell, James. (2000) Chapters 13-16

WEEK SIX: STUDY WEEK: NO CLASS Monday February 20

Reminder: Essay due the Monday after reading week

WEEK SEVEN: Monday February 27

 TOPICS	-Beyond the Media Plan: Ambient, Experiential, Promotions, Direct and Activation -Trends. How to lead and when to follow. -Review Group Project Assignment Outline
 DISCUSS	Review readings, review “now trending” Review Group Project Assignment Outline
 READINGS	Twitchell, James. (2000) Chapters 17-20
 DUE:	By start of class: Essay

WEEK EIGHT: Monday March 6

 TOPICS	-Advertising in Canada: knowing our market. -Marketing in a Global context. -Account Planning Connecting the Dots and putting the advertising campaign together. -A Day in the Life
 DISCUSS	Review readings, review “now trending” Group Project Assignment (address questions)
 READINGS	TBC

WEEK NINE: Monday March 13.

Independent Work on Group Project during class time

WEEK TEN: Monday March 20	
 TOPICS	-The Pitch: How agencies win business. -The role of procurement and accountability. -Different Types of Agencies and specialties.
 DISCUSS	Review Reading and Trends
 READINGS	TBC
 DUE:	By start of class: Group Project

WEEK ELEVEN: Monday March 27	
 TOPICS	-Ethics in Advertising - Rise of Corporate Social Responsibility as a marketing tool -Advertising to Children -Lifestyle Advertising -Legal and Compliance
 DISCUSS	Review Reading and Trends
 READINGS	TBC

WEEK TWELVE: Monday April 3	
 TOPICS	-Advertising by the Advertiser Guest Speaker: Steve Wallace CMO 2017 Toronto Invictus Games Sponsorship and Multi-Stakeholder Marketing -The Role of Public Relations and Connections to Advertising.
 DISCUSS	Readings and Trends
 READINGS	TBC

WEEK THIRTEEN: Monday April 10	
 TOPICS	Term Recap Complete overview of year.
 DISCUSS	Readings and Trends Discuss Exam format. Questions on exam

Assignments, Evaluation, Marking

Assignment	Description	Due Date	% of Final Grade
		Start of class unless noted	
Quiz	Ad Evaluation	Week 4	10
Essay	750 Word Essay based on topic provided	Week 7	30
Group Project	Advertising Campaign Strategy	Week 10	25
Exam	Final Exam	Exam Period	30
Participation	Quality, quantity, attendance	Throughout the term	5

Description of Assignments

Please note that additional details on assignments may be posted on the Course D2L.

- ❑ **Quiz:** Students will be given a Creative Brief and an Ad to evaluate based on information covered in first 3 lessons. Quiz will be multiple choice and some written answers. Students will need to evaluate if the Ad delivered on the creative brief and why (or why not).

- ❑ **Group Project:** Students in teams approximately 6 people will develop an advertising strategy for a product or service (from an established list). Presentation is to be delivered in a highly visual format (Powerpoint), with a maximum of two pages per dimension area.

Projects will be assessed equally on the following dimensions:

1. **Advertising Objectives;** what is the purpose of the campaign? What tactics should the team use to get the message to the public?
2. **Target Audience and reach;** who are we trying to reach? Validate your decision and provide insights on how you will reach this audience.
3. **Channel Mix;** establish what media channels (traditional and non-traditional) that you will use to reach your target audience.
4. **Research and results;** what research tools will you use to develop your campaign strategy? How will you know that your campaign was successful? How will you measure results against each objective?
5. **SWOT analysis;** establish a SWOT analysis for your campaign.

6. **Campaign Description;** describe the campaign that you would create (including example imagery, headlines, call to action).

- ❑ **Class Participation.** Determined in part by attendance and the **quality and quantity** of your participation in class and in groups. The class is structured around student involvement. As such, ensure to attend all classes having completed your readings before and prepared for active discussion. Attendance is also taken into account. However, simply attending classes, while expected, is not sufficient to earn participation marks.

Handing in Papers / Late Policy / Other Relevant Information

- Please provide two (2) hard copies of each assignment in addition to the assignment being submitted on D2L.
- It is the student's responsibility to contact the professor or Paula Rayson, Creative Industries Student Affairs Coordinator, promptly concerning any situation that may have an adverse impact upon his/her academic performance. Any considerations (e.g. medical or compassionate) must be requested well in advance;
- Grades are posted on the D2L. Not all materials submitted for marking will be returned, so make extra copies for your records.
- Assignments submitted late, without extension, will result in a penalty of (5% deducted per day, 10% for a weekend). Do not wait until the last moment to submit your paper. Allow for technical glitches.
- Students are required to retain a copy of all work undertaken as well as *all rough materials, references, sources, and notes* until the marked original has been returned;
- The professors reserves the right to modify the syllabus and assignments as required over the course of the term, but any changes to the course assignments, due dates, and/or grading scheme will be discussed with the class prior to being implemented;
- On occasion guest speakers may/will attend our class; students should refrain from contacting these guests after the class, unless invited to do so;
- Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. Students who do not want their work submitted to this service must, by the end of the second week, consult with the instructor to make alternate arrangements.

- **Show respect for your fellow students.**
 - ❑ Arrive on time (before 10 minutes after the hour). Be ready to roll.
 - ❑ Do not indulge in side conversations in class. Disruptive students will be asked to leave. We reserve the right to adjust a student's overall mark if he/she interferes with their colleagues' learning.
 - ❑ NO eating in class. Coffee or water are fine.

Computers and other electronic devices are allowed in class to take notes, mark up lecture slides and do quick internet searches of relevant materials. But students on Facebook or Youtube or watching the hockey game or texting distract not just themselves but also their colleagues. Any student who gratuitously "multitasks" will not be allowed to use electronic devices in the classroom.

One last piece of advice... **Do not procrastinate.**

University Policies

This course is conducted in accordance with all relevant University academic policies and procedures and students are expected to familiarize themselves with them and adhere to them. Students should refer online (ryersoncreative.ca) to the 2016/17 Creative Industries Student Handbook for specific information with respect to the following policies:

- Policy #60: Student Code of Academic Conduct
- Policy #61: Student Code of Non-Academic Conduct
- Policy #134: Undergraduate Academic Consideration and Appeals
- Policy #157: Ryerson's E-mail Accounts for Official Communication
- Policy #159: Academic Accommodation of Students with Disabilities