## 

## **1. COURSE NAME**

**Advertising**

* Course name and class schedule: ADVERTISING, Monday & Wednesday 9:00 – 11:00, ONLINE MODE
* Semester and year: OTOÑO 2021
* Name of the teacher and how to communicate: Lorenza Gabriela Palacio Hasson (Gaby)
  + Email: [gpalacio@iteso.mx](mailto:gpalacio@iteso.mx)
  + WhasApp:

## **2. COURSE ABSTRACT**

Advertising is a combination of traditional, interactive, digital and visual media, as well as events and experiences that seek to connect and involve the target audience with advertised brands and ideas. For the marketing, business or communication professional, to get acquainted with all these aspects of the advertising word is key to identify growth opportunities in an industry that has great influence over today`s economy and society.

In this course we will learn together how to generate an advertising campaign according to real company`s situations; as we analyze all the involved processes to create an effective communication between the company and its audience by transmitting a message through massive and interactive media, as a part of the integrated marketing communication effort and marketing plan.

## **3. MAIN GOAL OF THE COURSE**

At the end of the course the student will understand the goals and importance of advertising as a key tool in the promotional strategy, as part of the marketing effort of the company. The student will be capable of planning strategies and defining tactics to create, develop and evaluate advertising campaigns according to the promotional and communication objectives in the marketing plan of a company that produces goods or services.

## **4. SPECIFIC GOALS OF THE COURSE**

- To understand the concept of advertising, its roles and objectives in companies and society.

- To learn the types of advertising agencies, their activities, structure and ways of earning money.

- To learn the goals of advertising: its economic, ethical, social and legal impact.

- To understand how advertising works from the cognitive, affective and behavioral perspectives.

- To identify the way in which consumer´s behavior can be modified by advertising.

- To understand the importance of strategic research in advertising.

- To learn the elements of an advertising campaign.

- To identify the key elements that must be analyzed to create an effective media strategy to get to the target audience.

- To identify the key elements in the creative strategy to effectively communicate with the target audience and get the desired response from it.

- To learn the key elements and techniques to produce advertising for different communication media.

## **5. PREREQUISITES**

Written and verbal communication; Quantitative and qualitative marketing research; Consumer behavior analysis.

## **6. COURSE METHODOLOGY**

- Classes will consist of a combination of teacher´s and student´s contributions and ideas. To be able to contribute, students will have access to valuable sources related to the advertising world, previously chosen by the teacher and shared in the CANVAS platform: readings, articles, cases, ads, information about media, creativity and advertising campaigns. Online classes will be held through the MICROSOFT TEAMS platform.

- Students will work in projects with their teams, to develop abilities related to collaborative work. For as long as classes are online, this teamwork will be held through teams formed in the Microsoft Teams platform.

- We will have debates and forums about subjects related to advertising, creativity and media; students must prepare their contributions through reading, analyzing and understanding videos and written material selected by the teacher; this way the student may get acquainted with different perspectives about key subjects in advertising, and will be capable of establishing a critical and ethical position about them.

## **7. BIBLIOGRAPHY AND LEARNING RESOURCES**

|  |  |  |
| --- | --- | --- |
| **Title** | **Author** | **Publishing house / Year** |
| **Advertising** | Wells, William | Pearson, 7th edition, México, 2017. |
| Advertising, IMC | Treviño, Rubén | Ed. Mc Graw – Hill, 2015. |
| Introduction to Advertising | Billorou, Oscar | El Ateneo, 4th edition, Argentina, 2013 |
| Advertising, Promotion and Integrated Marketing Communication | Baack, Clow | Pearson, 4th edition, México 2010. |
| Marketing Direction | Kotler, Philip | Pearson, 12ª edition, México, 2016 |

## **8. GRADING CRITERIA**

Classwork projects and activities: 80%

Individual reflection on learning / self-evaluation: 20%

\* To have a grade in projects and activities, the student must be present in the session in which the activity or Project is performed.

## **9. CLASS NORMATIVE**

* Assistance will be checked every day.
* In order to get a grade in a CLASS ACTIVITY or PROJECT, the student must assist the day the activity is performed.
* Limit CANVAS upload date and hour for each activity or project is mandatory to obtain a grade in it. Any project or individual reflection of learning delivered by mail after indicated date or hour will not be graded.
* All bibliography or research resource must be reported using the APA style 6th edition. Please check the link in the corresponding page on the Canvas platform of the course.
* 80% assistance is mandatory to pass the course. Extraordinary exams don´t apply in this course.
* Written projects must match Iteso´s guidelines for projects; Check the link in the corresponding page of the Canvas platform of the course.
* Avoid unnecessary distractions, this is especially important for online classes.
* English must always be spoken; projects, activities and reflections will be written and presented in English.
* The course information and activities, important messages, delivery dates and links to upload projects are all in the Canvas page of the course.
* Institutional mail is the way to communicate with the teacher, and for students to check important messages concerning the course. Please check it in a regular basis.
* In addition to communication through institutional mail, we will form a group by each team in whatsapp to keep a better and faster communication. Please include the teacher in your group. This channel will be exclusive for messages related to the class, and data from students will not be used for other purposes. Here I share the link to the corresponding Notice of Privacy: <https://datospersonales.iteso.mx/documents/20566400/20566594/Aviso+Simplificado+Alumnos+a+Distancia/c27a25c0-1bc3-4011-a75e-df56faeb2e00>
* Dress code and behavior for online classes are the same that the established for in-person classes.
* For online sessions, students must have their cameras on when the teacher asks for it.

## **10. ITESO´S INSTITUTIONAL NORMATIVE**

Please refer to Iteso´s Institutional regulation manual to check rules for students, evaluation criteria, and academic honesty code in the next link:

<https://www.iteso.mx/documents/2624322/0/Reglamento+de+alumnos.pdf/99178436-f50d-46ea-b976-e305532664e3>

Check the page “Reglamento de Convivencia y Género” in the next link: <https://www.iteso.mx/web/general/detalle;jsessionid=e780459c3d173e3b2d0e011ccd88?group_id=15061080>

Check the pate “Reglamento de Asistencia y Conducta” in the next link: <https://www.iteso.mx/documents/2624322/0/Marco+de+la+docencia+en+el+ITESO.pdf/430b23d6-c330-42d1-b26d-8a08bd8a358e>

## **11. WORK SCHEDULE**

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| --- | --- | --- |
| **DATE** | **SUBJECT AND CONTENT** | **ACTIVITY** |
| **16 ago** | **Introduction to the course, work methodoloty. Homework: Video and research on the importance of contents in advertising.** |  |
| **18 ago** | **Discussion forum: The importance of contents in advertising. Homework: Tendencies research.** | **Individual presentations** |
| **23 ago** | **Actual tendencies in advertising.** | **Teamwork presentations: Preparing actual tendencies in advertising presentation.** |
| **25 ago** | **Presentations: Actual tendencies in advertising. Homework: Readings, video and webpage of an agency.** | **Presentation: Actual tendencies in advertising** |
| **30 ago** | **The advertising agency. Discussion forum. Teamwork the creation of an advertising agency.** |  |
| **1 sep** | **Teamwork: Tre creation of an advertising agency and its webpage** |  |
| **6 sep** | **Teamwork: The creation of an advertising agency and its webpage.** | **Teamwork: Creating an advertising agency and webpage** |
| **8 sep** | **Presentation of the Advertising agency and webpage. Homework: Readings and examples of advertising campaigns.** | **Presentations: The advertising agency** |
| **13 sep** | **The advertising campaign, transmedia advertising. Homework: Readings and videos on how to create "Buyer personas"** |  |
| **15 sep** | **Market segmentation and research in advertising. Teamwork: Situation analysis.** | **Teamwork: Situation analysis and buyer persona** |
| **20 sep** | **Teamwork: Situation analisis: Product, market situation, competitors, buyer persona.** | **Teamwork: Situation analysis and buyer persona** |
| **22 sep** | **Presentations: Situation analysis. Homework: Reading Strategic desitions in Media planning.** | **Presentation: Situation analysis and buyer persona** |
| **27 sep** | **Media strategy: Media plan goals, reach / frequency chart** |  |
| **29 sep** | **Teamwork: Media plan goals and reach/frequency chart.** | **Teamwork: Media plan goals and reach / frequency chart** |
| **4 oct** | **Media, vehicles and programs selection. CPM.** |  |
| **6 oct** | **Media, vehicles and programs selection. CMP.** |  |
| **11 oct** | **Media Charts** |  |
| **13 oct** | **Teamwork: Creating the media plan.** | **Teamwork: Media plan** |
| **18 oct** | **Teamwork: Creating the media plan.** | **Teamwork: Media plan** |
| **20 oct** | **Presentation of the Media Plan. Homework: Check info on Advertising creativity and Creative Brief.** | **Presentations: The media plan** |
| **25 oct** | **The Creative Brief. Teacher presentation and teamwork.** |  |
| **27 oct** | **Teamwork: The Creative Brief.** | **Teamwork: Preparing the Creative Brief** |
| **1 nov** | **Presentation: The Creative Brief. Outdoors advertising. Homework: Video and reading on outdoors advertising.** | **Presentation: The Creative Brief** |
| **3 nov** |  |  |
| **8 nov** | **Corrections: The Creative Brief. Outdoors advertising. Homework: Video and reading on outdoors advertising.** | **The Creative Brief corrections.** |
| **10 nov** | **Teamwork: Creating outdoor ads.** | **Teamwork: Preparing an outdoors strategy** |
| **15 nov** | **Presentation: Outdoor ads. Podcast / auditive production. Homework: Create a podcast script.** | **Presentation: Outdoors strategy** |
| **17 nov** | **Teamwork: Recording your podcasts.** | **Teamwork: Recording podcasts** |
| **22 nov** | **Presentation: Recorded podcasts. TV, cinema and digital videos production. Homework: Create a Storyboard.** | **Presentation: Podcast ads** |
| **24 nov** | **Day off** |  |
| **29 nov** | **Presentation: Storyboards for TV, cinema or digital videos. Homework: Digital strategy, check information and examples, start project.** | **Presentation: Storyboards** |
| **1 dic** |  |  |
| **6 dic** | **Presentations: Final productions FINAL GRADES.** | **Presentation: The Digital strategy Videos** |