

SYLLABUS

ARE 136:

UC Davis, Department of Agricultural and Resource Economics
Spring Quarter 2021
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Managerial Marketing

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Covid 19 Update: I am here to support your learning throughout this quarter and help in any way I can during these challenging times! Please read all the information provided here carefully and reach out with any additional questions and concerns.

Course overview:

“Advertising is a lot of things. It’s democratic pop culture, capitalist tools, oppressor, liberator, art, and theater, all rolled into one. It’s free speech, it’s creative flow, it’s information, and it helps businesses get things sold. Above all, it’s fun.”

(O’Guinn et al, 2015: p. vi)

“Consumers have fallen out of love with advertising. What once was celebrated as an art form became a relationship of passive tolerance before moving to annoyance, irritability, and eventual disengagement”

(Watkins, Advertising Age, August 24th 2015: p. 10)

We will apply economic theory and introduce econometrics to the world of advertising, focusing on the *why* and *how*, the conducting of marketing and consumer research. Along the way, we will also cover the *what* by familiarizing ourselves with the structure of the industry, the history and regulatory aspects, positioning, product design and pricing, placing your message in the media environment, and integrated brand promotion. We will talk about social media marketing but not as a separate and new way of marketing but as one example of capturing consumer attention and striving for consumer engagement. *4 units.*

Learning Objectives:

By the end of this quarter you will have a basic understanding of the

1. **fundamentals of advertising and promotion.**
2. role of technology as an example of the ever changing nature of the industry.
3. challenges in marketing research and research on consumer behavior.
4. application of economic theory and econometrics to the world of advertising.

How this course works:

The course material is designed to support the above stated learning objectives. All required readings as well as additional resources are made available on Canvas. **Please familiarize yourself with assigned readings prior to attending live Zoom lectures** (or watching Zoom videos). I will discuss important points and add context in lectures, and you will be able to further apply and discuss the material in sections (I facilitate sections). **Engagement with the material is essential to your success and learning outcome in this course.** How much you chose to engage will influence what you learn. The following scenario provides some guidance regarding the engagement level the course design is based on:

Desired level of engagement (deep learning): You read the required chapters prior to attending or watching Zoom lectures (and taking quizzes). You also read the posted material and case studies prior to attending your sections. You consistently attend/watch lectures and sections, reflect on the material, and are actively engaged in group discussions, exercises and the completion of the final project throughout the quarter. You are continuously responding to questions posed throughout lectures and sections and ask your own questions to complement your learning.

Live Zoom lectures, sections, and student hours:

I will teach lectures and sections live via Zoom. I will post lecture slides prior to lectures each week (including a note taking version) and I encourage you to print them and take notes throughout lectures. While you will have the option to briefly check in with after each lecture, I will also hold additional student (office) hours on Zoom during which you can ask me questions. Videos of held lectures will be made available via the Zoom tab after each lecture as well in case you cannot attend lectures live or want to review the material. Sections are mandatory and an essential part of this course and your learning of the material. I rather than a TA will facilitate those sections. They will not be recorded due to the format and structure of the sections but I will make section slides available on Canvas after each section for your reference. **Please be aware of the copyright protection of all my materials shared and also refer to Zoom Etiquette page on Canvas.**

Graded Assignments, Projects, and Exams:

We all procrastinate. Incentives serve as commitment devices to keep up and stay engaged with the material throughout the quarter. It is the main reason, I am continuing to teach live in this remote learning environment. **The below assignments and grade distribution are designed to further support your continuous engagement with the material and learning in this environment.**

Quizzes:

We will have two weekly quizzes posted on the Quizzes tab on Canvas. You will have to complete the first of these quizzes before each Tuesday lecture (it will be available 24 hours prior) and the second quiz after each lecture on Thursday (it will be available for 48 hours after).¹ The first quiz tests whether you read the required textbook chapters for each week, while the second quiz tests your familiarity with the material discussed in lectures. **There will be a total of 17 quizzes and I will drop your three lowest quiz scores in computing your final grade.**

Zoom participation (iClicker Reef App):

In addition, you will be able to actively participate and test your understanding by responding to questions using the iClicker Reef App during live Zoom lectures and sections. In order to do so, please make sure you are registered (using your UC Davis information) with iclicker Reef App. I will ask questions throughout live lectures (and sometimes in sections) and **randomly choose one question to assign up to two participation points for each lecture (or section). You will receive one point if you submitted an answer and an additional point if you submitted the correct answer.** While you can receive more participation points by the end of the quarter, 40 points will count as a 100% participation score towards your final grade. This censured scoring allows you to learn from answering questions incorrectly, miss a few lectures, or encounter technical difficulties. **No additional adjustments are made to your participation score.**²

Journal entries:

I want you to keep a *journal* or regularly reflect on the material covered each week and ask you to submit select journal entries (or short reflections) as an assignment each week. These assignments give you an opportunity to **reflect on your learning and provide feedback on the assigned readings, lectures, sections, and additional information posted from each week.** You can also discuss **ideas related to each week's material** in preparation for your final project. You can also share additional examples or sources that relate to the material covered each week, **and submit your reflections in alternative formats (e.g. upload a picture of hand-written notes, draw a diagram, record yourself or relevant content).** Journal entries will be graded on effort and I (and my TA's) will do our best to provide comments and feedback. I will also incorporate select entries during lectures the following weeks. **You have to turn in at least six weekly journal entries electronically by midnight each Friday (see**

¹ We will not have a pre-lecture quiz during the first week and no quizzes during the week of the midterm.

² **If you are not able to join the live lectures and sections at the scheduled time or continue to experience connectivity issues, you can choose to opt out of this participation part of your grade altogether. If you decide to do so, please contact me via email before the midterm. In this case, all other assignments receive a higher weight in your overall grade.**

Canvas assignments posted). If you turn in more, your six highest scores will count towards your final grade.

Final project:

In order to apply the learned material throughout the quarter, **you will be asked to complete an advertising or marketing plan in groups**. I encourage you to think about this early and seek feedback throughout the quarter. Additional information regarding this project is provided in a separate handout. **You can use these projects to build a portfolio that will aid your internship and job applications.**

Exams:

There will be one online midterm during lecture time on Thursday, April 29th. The final will be available online during the scheduled final exam time on Friday, June 4th.

Please check the assignment and exam schedule and add those dates to your calendar. If your responsibilities or circumstances interfere with the successful completion of the graded assignments beyond what is already stated above, please reach out ASAP such that I can verify your circumstance (documentation will be required) and **excuse you from the missed assignment, quiz or exam (I do not give make-up quizzes or exams)**. Your final grade will be based solely on the remaining assignments.

If you are unsure if your situation warrants this additional accommodation, please ask. In the past, in addition to athlete schedules, I have made these accommodations for family emergency situations (e.g. death or sickness), extraordinary circumstances (e.g. economic and social distress), job obligations (one-time responsibilities that cannot be rescheduled) and professional opportunities (e.g. job interviews or conference attendance).

Prerequisites: ARE 100B; ARE 106; ARE 100A(C- or better); STA 013 (C- or better) or STA 013Y(C- or better); STA 103 (C- or better)

Required: **Advertising and Integrated Brand Promotion, O’Guinn, Allen, Semenik, and Close, 8th Edition**

To reduce student costs and ensure easy access, the textbook is made available as an e-book for this course. **If you are part of the Equitable Access program, you can click on the Bookshelf tab on Canvas to access the textbook.** *If you opted out of this program, you have the opportunity purchase the e-book on the bookshelf tab. Please note that you have other ways to get access to the textbook including through the library (see Reading list tab in Canvas). Please also note that the 7th edition does not differ significantly from the 8th edition, if you wish to use an earlier edition to save money. Even earlier editions differ more significantly in their structure, and it will be harder to follow along with the course material using these.*

Additional articles, podcasts, and case studies posted on Canvas

iclicker Reef App

You will need this app to actively participate in live Zoom lectures. **It is available for students in this course and this quarter for free.** Please see the posted iClicker and Reef assignment for additional information.

Recommended: The Attention Merchants: The Epic Scramble to Get Inside our Heads, Tim Wu. Alfred Knopf, 2016

The Data Detective. Tim Harford. Riverhead Books. New York 2021

Monetizing Innovation: How smart companies design the product around the price. Madhavan Ramanujam and Georg Tacke, Wiley, 2016

Hooked: How to Build Habit Forming Products, Nir Eyal (with Ryan Hoover), Penguin Group USA, 2014

Contagious: Why things catch on, Jonah Berger, Simon & Schuster, Inc, 2013

Brainwashed: Challenging The Myth of Black Inferiority. Tom Burrell. Smiley Books, 2010

Food Politics: How the Food Industry Influences Nutrition and Health, Marion Nestle, University of California Press, 2002.

Soda Politics: Taking on Big Soda (And Winning), Marion Nestle, Oxford University Press, 2015

Mindless Eating: Why we eat more than we think, Brian Wansink, Random House Publishing Group, 2010. ³

Please note that the above resources are also added under the Reading list tab on Canvas and available through the library. The library acquired e-book versions whenever possible.

Additional articles and reports posted on Canvas

Mad Men (TV series 2007-2015) Available on Netflix

Grades:

Your final grade will be calculated based on your **quizzes, lecture participation, group project, journal entries, midterm and final exam**. Numerical scores will not be converted to letter grades until the end of the quarter and specific letter grades will not be assigned to individual assignments. The final score breakdown and grade distribution is as follows:

Quizzes	28%	(140 points)
Participation	8%	(40 points)
Journal Entries	12%	(60 points)
Group Project	12%	(60 points)
Midterm	20%	(100 points)
Final	20%	(100 points)
	100%	(500 points)

Percent	Grade
93 – 100%	A
90 – 92%	A-
87 – 89%	B+
83 – 86%	B
80 – 82%	B-
77– 79%	C+
73– 76%	C

Lectures:	T/R	3:10 – 4:30pm Zoom (see Canvas for direct link)
Sections:	F	2:10 – 3:00pm or 3:10 – 4:00pm Zoom (see Canvas for direct link)
Student hours:	T	4:30 – 5:30pm, Zoom (see Canvas for direct link; lecture link for T)
	R	8:00 – 9:00am, Zoom (see Canvas for direct link)

³ Please note that I decided to keep this reference despite the fact that Brian Wansink has been accused of overstating and manipulating his empirical findings. Since then, some of his original publications have been retracted from journals.

Please note that the chosen times allow students in different time zones to join as well. You will be able to socialize and work with others in breakout rooms during those times, and/or ask me anything you would like. Please come with questions or identify areas you want to talk about. I am happy to talk and provide feedback, advise you on anything we cover in class, or have a more personal conversation and provide advice as best as I can. I will, however, not prepare and present additional course material during those times.

Please use the Canvas discussion tab feature to reach out with additional questions and concerns. The best way to reach out outside these options (or raise confidential concerns that cannot be discussed publically, is to email me.

If you have any problems with this course, special circumstances and concerns that may affect your ability to learn in this course, please be pro-active and reach out. I am here to help!

Tentative schedule:

Week	Subject	Required Readings (O'Guinn et al)
Week 1 (T 3/30, R 4/1)	Introduction and course logistics, Structure of the advertising industry	(Chapter 1) Chapter 2
Week 2 (T 4/6, R 4/8)	History, social, ethical, and regulatory aspects	Chapter 3 (Chapter 4)
Week 3 (T 4/13, R 4/15)	Analyzing the advertising environment and consumer behavior I	Chapter 5 (Chapter 7)
Week 4 (T 4/20, R 4/22)	Analyzing the advertising environment and consumer behavior II	Chapter 6
Week 5 (T 4/27, R 4/29) Midterm on 4/29	<i>Planning decisions, Managing creativity</i>	(Chapter 8, 9)
Week 6 (T 5/4, R 5/6)	Creative message strategy	Chapter 10
Week 7 (T 5/11, R 5/13)	Product design and pricing	Chapter 15
Week 8 (T 5/18, R 5/20)	Media planning <i>Guest talk: Emiliano Escobedo, HAB</i>	Chapter 12 (Chapter 13, 14)
Week 9 (T 5/25, R 5/27)	Product placement, branded entertainment, and event sponsorship <i>Student presentations</i>	Chapter 16
Week 10 (T 6/1, R 6/3) Advertising plan due: 6/3	Public relations and influencer marketing <i>Student presentations</i>	Chapter 18
Final Exam: 6/4 at 1:00 pm		The final is cumulative

Note: While you are encouraged to read all chapters listed, pre-lecture quiz questions will not directly test your knowledge of content presented in the chapters listed in parentheses and italics.

Academic Conduct:

You are an active member of the UC Davis campus and essential in our efforts to create a fair and honest community. Please review the [Code of Academic Conduct](#). Familiarize yourself with your rights and responsibilities as you are required to acknowledge them for each of your courses. I encourage you to work together as I strongly believe it supports the learning process. **However, your submitted quiz and exam answers need to be your own, and any sources used in the preparation of your group project need to be**

properly cited (Please refer to [additional information on proper citation](#)). **Any violation will result in you receiving no credit for the assignment or exam in question, and me reporting the incident to the Office of Student Support & Judicial Affairs.**

Copyright: My lectures and course materials, including PowerPoint presentations, **quizzes and exams**, assignments, and additional handouts, are protected by U.S. copyright law and by University policy. I am the exclusive owner of the copyright in those materials I create. You may take notes and make copies of course materials for your own use to support your learning. You may also share those materials with other students who are enrolled in or auditing this course **except when taking quizzes and exams. You may not reproduce, distribute or display (post/upload) lecture notes, recordings, quizzes and exams, and all other course materials in any other way — whether or not a fee is charged — without my expressed prior written consent.** You also may not allow others to do so. **Any violation will result in me reporting the incident to the Office of Student Support & Judicial Affairs.**

Courtesy:

As a courtesy to your fellow students and me, please be on time for online lectures and sections. Make sure your microphone is muted and raise your hand if you have a question. I will then unmute you and allow you to ask a question. Please also refer to additional information posted on Canvas regarding Zoom etiquette.

When interacting with your classmates, please be respectful. UC Davis is a diverse community comprised of individuals having many perspectives and identities. We are all under additional stress during these unusual times and in this together. In order to create an inclusive and intellectually vibrant community, we must understand and value individual differences and common ground. The [UC Davis Principles of Community](#) reflect the commitment I seek to uphold.

Disabilities:

If you have a learning disability or a physical disability that requires accommodation, please let me know as soon as possible. I will accommodate all needs that have been verified through the [Student Disability Center](#).

These are unusual circumstances and challenging times. I hope you all stay healthy, safe, and sane. I will do my best to make this an interactive and enjoyable class and wish you a successful quarter.

Mind map

