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 the with 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. 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 word of advertising.

How this course works:
The course materials are designed to support the above stated learning objectives. All required readings as well as additional resources are made available on Canvas. You need to familiarize yourself with assigned readings prior to coming to class as we will discuss important points and add context in lectures and sections.

Engagement with the material during class and beyond is essential to your success in this course. How much you chose to engage will influence what you learn and what grade you will receive. 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 coming to lecture. You also read the posted materials and case studies prior to coming to sections and review the optional resources provided. You reflect on the material, consistently come to lectures and sections, and are actively engaged in group discussions and exercises. You contribute to the successful completion of the group project throughout the quarter. You are asking questions to complement your learning.

If you do not understand something or need assistance, please ask. If you do not feel comfortable asking in class, come see me during office hours. I am happy to help!
Quizzes and lecture participation:
We all procrastinate. Incentives serve as commitment devices to keep up and stay engaged with the material throughout the quarter.

We will have weekly quizzes at the beginning of lecture (on Tuesday). The quizzes test whether you read the assigned chapters. There will be a total of 9 quizzes, and I will drop your two lowest quiz scores in computing your final grade. You will need a UCD2000 (blue or red) scantron for each quiz.

In addition, you will be able to actively participate and test your understanding by responding to questions using iclicker remotes or the iclicker App (Cloud or Reef) in lecture and sections. I will randomly choose one question to assign up to two participation points for each day (one point if you submitted an answer and an additional point if you submitted the correct answer). While you can receive more points, 30 points will count as a 100% participation score towards your final grade. This censured scoring allows you to learn from answering questions incorrectly, miss one or two lectures, or encounter technical difficulties. No additional adjustments will be made to your participation scores.¹

Final project:
In order to apply the learned material throughout the quarter, you will be asked to complete an advertising plan in teams. Additional information regarding this project is provided in a separate handout. I encourage you to think about this early and seek feedback throughout the quarter.

Exams:
There will be one midterm on Tuesday, October 29th. The final will be held during the scheduled time on Wednesday, December 11th starting at 3:30pm. Please bring a UCD2000 (blue or red) scantron on the day of exams.

There will be no make-up exams or assignments and late submissions will not be accepted. However, if due to a serious illness, family tragedies or other extraordinary circumstances, you are unable to fulfill one of the graded requirements, your final grade will be based solely on the remaining assignments and exams. You must contact me immediately with appropriate documentation in order to receive this accommodation.

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, this course has enrolled in the UC Davis Inclusive Access Program. Access to digital version will be provided and BILLED TO YOUR MYBILL ACCOUNT ($82.35) after the 10th day of classes. Please watch for an email from no-reply@verba.com for access instructions, billing information,

¹ You can choose to opt out of the participation part of your grade altogether, however. If you decide to do so, you must see me in person in my office hours to discuss this option for grading before the midterm. In this case, all other assignments receive a higher weight in your overall grade.
and opt out information. For questions or to request that the email be re-sent, please email inclusiveaccess@ucdavis.edu.

Copies of the textbook are on reserve in the Shield Library. The 7th edition does not differ significantly from the 8th edition. You can also use earlier editions of the textbook.

iClicker2 (campus standard), iclicker Cloud (Reef) App

Recommended:


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


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.

(Please note that I decided to keep this reference despite the fact that Brian Wansink’s research has become under attack for manipulating his results. Since then, a number of his original publications have been retracted from journals. This ongoing discussion is a valuable lesson on scientific integrity.)


Grades:

Your final numerical score will be calculated based on your participation, quizzes, group project, 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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>6%</td>
<td>30 points</td>
</tr>
<tr>
<td>Quizzes</td>
<td>14%</td>
<td>70 points</td>
</tr>
<tr>
<td>Group Project</td>
<td>10%</td>
<td>50 points</td>
</tr>
<tr>
<td>Midterm</td>
<td>30%</td>
<td>150 points</td>
</tr>
<tr>
<td>Final</td>
<td>40%</td>
<td>200 points</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>500 points</strong></td>
</tr>
</tbody>
</table>
Lectures: T/R 3:10 – 4:30pm, Grove 1309
Sections: R 5:10 – 6:00pm or 6:10 – 7:00pm, Olson 250
Office hours: T 10:00 – 11:00am, SSH 2147
R 9:00 – 10:00am, SSH 2147

The best way to meet me outside of office hours is to email me. If you have any problems with this course, or with any other matters that may affect your work in this course, please contact me as soon as possible and we can try to work out a solution.

Tentative schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Subject</th>
<th>Required Readings (O’Guinn et al)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 (R 09/26)</td>
<td>Introduction and course logistics</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>Week 2 (T 10/1, R 10/3)</td>
<td>Structure and history of the advertising industry</td>
<td>Chapter 2, (Chapter 3)</td>
</tr>
<tr>
<td>Week 3 (T 10/8, R 10/10)</td>
<td>Social, ethical, and regulatory aspects</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>Week 4 (T 10/15, R 10/17)</td>
<td>Analyzing the advertising environment and consumer behavior I</td>
<td>Chapter 5 (Chapter 7)</td>
</tr>
<tr>
<td>Week 5 (T 10/22, R 10/24)</td>
<td>Analyzing the advertising environment and consumer behavior II</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>Week 6 (T 10/29, R 10/31)</td>
<td>Planning decisions, Managing creativity</td>
<td>(Chapter 8, 9)</td>
</tr>
<tr>
<td>Midterm: T 10/29</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 7 (T 11/5, R 11/7)</td>
<td>Creative message strategy Guest talk: Driscoll’s</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>Week 8 (T 11/12, R 11/14)</td>
<td>Product design and pricing Guest talk: Postharvest produce quality and innovation</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>Week 9 (T 11/19, R 11/21)</td>
<td>Media planning</td>
<td>Chapter 12 (Chapter 13, 14)</td>
</tr>
<tr>
<td>Week 10 (T 11/26) Thanksgiving holiday: 11/28</td>
<td>Product placement, branded entertainment, and event sponsorship</td>
<td>Chapter 16</td>
</tr>
<tr>
<td>Week 11 (T 12/3, R 12/05) Advertising plan due: 12/05</td>
<td>Public relations and influencer marketing</td>
<td>Chapter 18</td>
</tr>
<tr>
<td>Final Exam: Wednesday 12/11, 3:30pm</td>
<td></td>
<td>The final is cumulative</td>
</tr>
</tbody>
</table>

Note: While you are encouraged to read all chapters listed, 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 in question, and 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 class. If you arrive late or leave early, please do so quietly. If you arrive after we started a quiz, you will not be able to take the quiz that day. Please only use your electronic devices (phones, tablets, laptops) for class purposes. Applications created for these devices seek to capture our attention and inhibit your active participation, and distract students around you. The first two rows of our lecture room are reserved for students that want to try to not use their electronic devices.

When interacting with your classmates, please be respectful. UC Davis is a diverse community comprised of individuals having many perspectives and identities. 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 ideals I seek to uphold in this class.

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.

I hope you will enjoy this course and I wish you a successful quarter.
Mind map