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, history and regulatory aspects, integrated brand promotion, market segmentation, determination of optimal product mix, and placing the message in conventional and new media environments. 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 new media and technology as an example of the ever changing nature of the industry.
3. application of economic theory and econometrics to the word of advertising.
4. challenges in marketing research and a better understanding of consumer behavior.

How this course works:
Learning is not a spectator sport. The material provided are designed to support these objectives. I view myself as a facilitator of your learning process, will discuss important points and add context to the assigned material in lectures. Please familiarize yourself with assigned reading prior to coming to class. Engagement with the material during lecture and beyond will reinforce your active learning process. If you do not understand something, please ask.
How much you chose to engage with the provided material will influence what you take away at the end of the quarter, and is correlated with the grade you earn. The following two scenarios provide guidance on a minimum engagement level required to pass this class, as well as the desired engagement level the course design is based on.
Minimum level of engagement (surface learning): You attend class on a regular basis, read the posted slides prior to coming to class, and review the material before the exams. You engage with your group members in completing the group project.
Desired level of engagement (deep learning): You consistently come to class. You read most of the required chapters prior to coming to class, and some of the optional resources provided to reflect on the material. You are actively engaged in the group exercises in class, as well as the completion of the group project. You are asking questions in lecture or in office hours to complement your learning process.
We all like to procrastinate. Incentives can serve as commitment devices to keep up with the material throughout the quarter.

Quizzes and participation:
We will have weekly quizzes every Monday to assess your understanding of the material. You will need a UCD2000 (blue or red) scantron for each quiz. I will drop your lowest quiz score in computing your final grade. In addition, using iclicker and REEF in class allows me to get instant feedback and to assess the views of the entire class. It also allows you to participate even if you do not feel confident in contributing verbally in class. After each class I’ll randomly choose 2 questions that will be used to assign participation points for that day. You will receive one point for submitting an answer and an additional point for submitting the correct answer. You’ll receive up to 4 points per class that will be added to a maximum of 50 points (more points possible). No credit will be given if you attend class and your device does not work or if you forget to bring one.¹

Group project:
In order to apply the learned material, you will complete an advertising plan in groups. Additional information is provided in a separate handout.

Exams:
There will be one midterm on Monday, February 8th. The final will be held during the scheduled time on Tuesday, March 15th from 1-3pm. Please bring a UCD2000 (blue or red) scantron form on the day of exams. There will be no make-up exams. If, due to a serious illness or family tragedy, you are unable to take one of the exams, 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 100A, Stat 103

Required: Advertising and Integrated Brand Promotion, O’Guinn, Allen, Semenik, and Close, 7th 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 visit http://inclusiveaccess.ucdavis.edu/ for access instructions, billing information, and opt out information

Two copies of the textbook on reserve in the Shield Library. You can check them out for a maximum of two hours. There are also 4 copies of the previous edition on reserve.)
The 7th edition differs from earlier editions in two ways:
1. It is a shorter book with more discussion
2. It includes extensive coverage of social networking and digital media applications. If you use an earlier edition, it is up to you to compare content and make sure you have access to added material.

iClicker2 (campus standard), REEF¹

¹ You can chose to opt out of the participation part of your grade. If you decide to do so, you will have to see me in person in my office hours to discuss the opt out option for grading. In this case, your midterm receives a higher weight in your overall grade.
Recommended: Hooked: How to Build Habit Forming Products, Nir Eyal (with Ryan Hoover), Penguin Group USA, 2014
Mindless Eating: Why we eat more than we think, Brian Wansink, Random House Publishing Group, 2010.


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></th>
<th>Percent</th>
<th>Points</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>10%</td>
<td>(50 points)</td>
<td></td>
</tr>
<tr>
<td>Quizzes</td>
<td>10%</td>
<td>(50 points)</td>
<td>10%</td>
</tr>
<tr>
<td>Group Project</td>
<td>10%</td>
<td>(50 points)</td>
<td>10%</td>
</tr>
<tr>
<td>Midterm</td>
<td>30%</td>
<td>(150 points)</td>
<td>40%</td>
</tr>
<tr>
<td>Final</td>
<td>40%</td>
<td>(200 points)</td>
<td>40%</td>
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<tr>
<td></td>
<td>100%</td>
<td>(500 points)</td>
<td>100%</td>
</tr>
</tbody>
</table>

Opt out 1

Percent  | Points       | Grade
---------|--------------|-------
93 – 100% | 500 – 465    | A     
90 – 92%  | 464 – 450    | A-    
87 – 89%  | 435 – 463    | B+    
83 – 86%  | 415 – 434    | B     
80 – 82%  | 400 – 414    | B-    
77 – 79%  | 385 – 399    | C+    
73 – 76%  | 365 – 384    | C     

Lectures: Mo/We 12:10 - 2:00pm, Chem 179

Office hours: We 3:00 – 4:00pm, SSH 2147
Fr 11:00 – 12:00noon, 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>Week1 (M 01/04, W 01/06)</td>
<td>Course logistics and introduction</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>Week2 (M 01/11, W 01/13)</td>
<td>Structure and history of the advertising industry</td>
<td>Chapter 2, 3</td>
</tr>
<tr>
<td>Week3 (M 01/18, W 01/20)</td>
<td>Social, ethical, and regulatory aspects</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>No lecture 01/18: MLK Day</td>
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<tr>
<td>Week4 (M 01/25, W 01/27)</td>
<td>Analyzing the advertising environment and consumer behavior</td>
<td>Chapter 5, 6</td>
</tr>
<tr>
<td>Week5 (M 02/01, W 02/03)</td>
<td>Marketing research and planning decisions</td>
<td>Chapter 7, 8</td>
</tr>
<tr>
<td>Midterm: M 02/08</td>
<td></td>
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<tr>
<td>Week6 (M 02/08, W 02/10)</td>
<td>Managing creativity</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>Week7 (M 02/15, W 02/17)</td>
<td>Creative message strategy</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>No lecture 02/15 President’s day</td>
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<tr>
<td>Week8 (M 02/22, W 02/24)</td>
<td>Media planning</td>
<td>Chapter 12, 13</td>
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<tr>
<td>Week9 (M 02/29, W 03/02)</td>
<td>Integrated brand promotion I</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>Week10 (M 03/07, W 03/09)</td>
<td>Integrated brand promotion II</td>
<td>Chapter 16</td>
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<td>Week11 (M 03/14)</td>
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<tr>
<td>Final Exam: March 15th, 1pm</td>
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**Academic Conduct:**
Honor and academic integrity are expected as this class will be conducted in strict observance of the Code of Academic Conduct Honesty Policy and Procedures. It assigns specific responsibilities to faculty, administration and students. Please review your responsibilities carefully and adhere to these rules. 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 advertising brief need to be properly cited. Please refer to additional information on proper citation.

**Courtesy:**
As a courtesy to your fellow students and me, please be respectful. Be on time for class. If you arrive late or leave early, please do so quietly. Please do not use your cell phones, tablets or laptops during lecture other than for class purposes. 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. All needs that have been verified through the Student Disability Center will be accommodated.

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