

UNIVERSITY OF SOUTHERN CALIFORNIA
ANNENBERG SCHOOL FOR COMMUNICATION
SCHOOL OF JOURNALISM
JOUR 340

SPRING 2010 - 4 UNITS

LARRY STEVEN LONDRE
21146R
INTRODUCTION TO ADVERTISING

TUESDAY
06:45-10:05pm

SYLLABUS

Dear USC Student:

I have enjoyed teaching, since I volunteered, when I was an undergraduate at USC, to teach fifth and sixth graders to read and do math. My full-time position is in strategic marketing, advertising, promotion and media with several clients and in advertising or promotional agencies. I'm also an expert witness, testifying in federal and state courts on marketing, advertising, the advertising agency business, clients, intellectual property and media matters.

I am pleased that you have enrolled in OUR class. Yours and mine.

I have taught marketing, advertising, media, IMC (integrated marketing communications), promotion, and communications to undergraduates and graduate students at USC (Annenberg School For Communication, Marshall School of Business and School of Journalism), at CSUN (School of Business), Loyola Marymount and at Pepperdine (School of Business).

I received teaching and mentoring awards from USC Parent's Association and two "Polished Apple" awards from CSUN, in 2006 and 2008.

Success is staying ahead of the competition. In this economy, it is essential to have greater agility, better marketing, exceptional advertising, promotion and media savvy, plus the ability to innovate in the marketplace. Using "real-world" advertising, research, creative, production, media planning exercises and materials, we will study and discuss several different topics and industries:

- advertising practices, "real-world" actions, theories and concepts proving themselves as viable advertising activities and media actions for generating sales, customer traffic and revenue
- advertising, communication, promotion, and media's important role to the marketing department and to the overall organization---both profit-making and non-profit
- finding ways that agencies (people/departments/services) and clients can work better together
- analyzing the demands for segmentation, targeting, media and positioning
- creativity in all areas of advertising---from planning to production, media to billing
- developing strategies and tactics, including global advertising and communications
- the changing media and digital environment
- the marketplace is complex and changing with new competitors, technological advances, pricing changes, new media mixes, digital aspects, marketing suppliers, new laws, distribution channels, strategic partnerships, and diminished customer loyalties.
- finding strategic information for decision makers
- developing products/services, and the elements of the marketing mix and the promotional mix
- looking at the availability, advantages and disadvantages of the promotion mix
- reviewing the importance of communications, selling, media and advertising
- exploring the many worlds of media and the Internet

The field of advertising is broad. Especially with different businesses, agencies and clients, I have found that I'm constantly learning in the fields of marketing, advertising, media and promotion. An exceptional group of guest speakers/experts in advertising and I will use many different methods to involve you. It's important to note that much can be learned by working and thinking "outside the box"---and outside your own background. We will explore many different industries---from retail to entertainment, and from food to technology.

Please come to class well prepared. The team project will be interesting, and if you and your team spend the appropriate time in the beginning and during class it makes it easier as we progress through the semester. Marketing, advertising and media concepts build on top of each other.

You will need to spend, on average, four to six hours a week to prepare for the classes, projects and exercises. There is a great deal to cover and on many subjects we will only explore the headlines, but on these topics, I want you to know there is more for you to find. We'll explore and search.

Knowledge is power. And can be fun.

I look forward to meeting and spending time with you. Please fill out the attached personal fact sheet and send to me today.

Let's enjoy each other's company.

Spring 2010
JOUR 340: Introduction to Advertising
Tuesdays 6:45PM- 10:05PM

Larry Steven Londre

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"Right now, we are experiencing a massive explosion of creativity in tech and media, an extraordinary flowering of content and collaboration." Fast Company, 12/2009

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."

Raymond Chandler

"Clients have never had a higher demand for big ideas, greater creativity and innovation."

Adweek 6/8/2009:

e-mail: **Londre@usc.edu** (Please be sure to put our **Spring 340 class and YOUR team** in the subject line of the email; I've been teaching for years and have many former students contacting me). Our TA will be assigned.

Purposes/Outcomes of the Class

Our class will be my 79th semester of teaching.

"Before everything else, getting ready is the **secret of success.**"

Henry Ford (1863-1947) American industrialist, inventor

Course Objectives

- This class is for the undergraduate student interested in learning the fundamentals of today's advertising profession and its role as part of the overall marketing communications function.
- Advertising is one of the six primary parts of the marketing communications plan - the others are Sales Force/Personal Selling, Sales Promotion (both trade and consumer), Collateral Material, Public Relations and Direct Marketing/Response.
- Advertising will be the primary focus of this course, however, we will also address all aspects of the Marketing Mix and how they are integrated so that the "brand" speaks with one voice. Additional emphasis will be placed on interactive media, the Internet, and Buzz marketing.
- Introduction to Advertising is a practical course and the first class in USC's Advertising Minor curriculum between the Annenberg and Marshall schools.

Course Outcomes

- Journalism 340 is designed to provide students with the following outcomes:
 1. An understanding of the advertising industry and how advertising agencies operate.
 2. An understanding of how advertising campaigns are created and executed.
 3. An understanding of the development of strategic insight and the role it plays in successful advertising.
 4. An understanding of the media landscape including how media is planned, purchased and sold.

"You can tell a man is clever by his answers. You can tell a man is wise by his questions."

Naguib Mahfouz, Egyptian novelist and Nobel Prize laureate

- Contemporary Advertising by Arens, Weigold, Arens, 12th Edition (2009), McGraw-Hill, publisher. (Be sure it's the 12th edition, new in Spring '09. The eleventh edition is not appropriate, and for our advertising class is outdated. No need for the CD-Rom. **ISBN: 978-0-07-338107-7**, to buy on line.
- My revised (every semester) course packet, with notes, cases and readings. Please look this over.
- Recommended additional readings: Adweek and Advertising Age magazines; Adweek.com and AdAge.com; The Wall Street Journal and The Los Angeles Times advertising/marketing columns
- Material and relevant web sites to review will be presented in class. On Blackboard: it's the Spring course.

"We are who we are in good measure because of what we have learned and what we remember."

Nobel Laureate Dr. Eric R. Kandel

"My philosophy is that not only are you responsible for your life, but **doing the best** at this moment puts you in the best place for the **next moment**." "How you spend your time defines who you are."

Oprah Winfrey, TV host & producer, publisher, philanthropist

"Do or do not, there is no try."

Yoda, little green sage from Star Wars

"Do not think a (person) has done his full duty when he has performed the work assigned him. A man will never rise if he does only this. Promotion comes from exceptional work."

Andrew Carnegie, industrialist and philanthropist, founder, Carnegie Steel

Course Schedule

January 12 **Topics:** Introduction, Discussion of Course Objectives and Discussion Assignments / Role of Advertising and Communication in the Marketplace

"Advertising is a financial investment in a brand or in a company."

January 19 **Topics:** Advertising's Role in the Marketing Mix, Top Brands Branding, IMC, 4P's and 9P's, Marketing Planning
View: Selected Spots
Reading: Chapter 1/What is Advertising Today?
Chapter 2/The Evolution of Advertising

Definition of advertising: Advertising is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media.

Adweek Survey: Some three in 10 consumers say advertising convinces them to change brands for regular products "some of the time," while just over half say they "rarely" are motivated to switch and 11% say they never do, according to an Adweek Media/Harris survey. The 18-to-34 demographic is the most apt to change brands based on marketing (advertising), and the 55-and-older set is the least likely to be swayed by ads, the poll found. (12/1/09)

Students who read the chapters, before each class and the full syllabus are better informed. See page 15. You'll find 43 special words to help you succeed in class, and in life.

You may delay, but time will not."

Benjamin Franklin American statesman, writer, scientist & printer

January 26 **Topics:** Advertising Agencies, Marketing and Other Services, Client Relationships
View: Agency Reels
Reading: Chapter 3/The Economic, Social and Regulatory Aspects of Advertising
Chapter 4/The Scope of Advertising: From Local to Global
Speakers: Selected students, from past semesters, to talk and answer questions about individual and team projects.

Check out: <http://www.americanadagencies.com/> <http://losangelesadagencies.com> (Source for info on Los Angeles advertising agencies)

Assignment #1: Effective Advertising from a Newspaper or Magazine. You'll want to show the ad to our class. (Due tonight):

After reading the text, reviewing the class packet and reading the assigned chapters, find and select an ad from a newspaper or magazine (not one from the internet) -- one that you feel is effective in selling the product or service. The book mentions different objectives such as introducing a new product, increasing a brand's awareness and countering the competitor's marketing and advertising claims. Describe why you believe the ad you picked is effective in selling the product or service. Include the publication and cover date where you found it. Was it an appropriate advertising vehicle for the ad? One to two "typed" pages, double spaced, (two pages are maximum). Please, no jewelry, fashion, alcohol, tobacco, or perfume ads. Attach with a staple/paper clip the original or duplicate of the ad and keep the original. The length is not important as long as the reading and reviewing assignment requirement has been met. You should be prepared to discuss your assignment in class.

The road to the 44th Super Bowl will end in Miami on February 7, 2010. The Super Bowl has been hosted by Miami nine other times, beginning with Super Bowl II in 1968 and most recently Super Bowl XLI in 2007.

"The only thing that separates successful people from the ones who aren't is the willingness to work very, very hard."
Helen Gurley Brown, Editor and writer, Cosmopolitan magazine

February 2 **Topics:** Marketing, Research, Targeting and Segmentation
Reading: Chapter 5/Marketing and Consumer Behavior
 Chapter 6/Market Segmentation/Marketing Mix/Advertising Strategy
Speaker: "Insights: Bringing Creativity to Business & Marketing." with Bruce Miller, CEO of Interpublic Group's Dailey

Assignment #2: By team, turn in team name and a black and white or color photo/output of your team with each teammate identified. Add your team's name. Add 90-100 words about your agency: Prospects ask you to define your agency's unique characteristics, explain your strategy for their brand, present creative, talk media and still leave enough time for a Q&A.

"If you **practice** the way you play, there shouldn't be any difference. That's why I practiced so hard. I wanted to be **prepared** for the game."
Michael Jordan, basketball player & business person

"Today, whether it's traditional or new media, consumers have unprecedented choice about what they will or won't watch."

The road to the 44th Super Bowl will end in Miami on February 7, 2010. The Super Bowl has been hosted by Miami nine other times, beginning with Super Bowl II in 1968 and most recently Super Bowl XLI in 2007. It's that track record as a Super Bowl site, its pleasant February weather and an variety of outdoor activities that helped Miami overcome stiff competition time after time.

The Mosaic Career Fairs 2010 FYI: The Walt Disney Company, The Disneyland Hotel, Magic Kingdom Ballroom, 1150 Magic Way, Anaheim, CA 92802 The Mosaic Career Fairs give college students the opportunity to learn about internships and career opportunities from recruiters representing some of the nation's top advertising, marketing and communications companies. <http://www.aaf.org/default.asp?id=733>

February 9 **Topics:** Account/Brand Planning and Research
Guest Speaker: Sebastian Gunnewig, Strategic Planning Director/Account Planning, 180 LA / 180 Amsterdam
Reading: Chapter 7/Research: Gathering Info for Advertising Planning
 Chapter 8/Marketing and Advertising Planning/IMC
 Repositioning a Brand (MasterCard) in Epilogue

Assignment #3: Different Targets (Due tonight)

Be sure you're read the four previous chapters. Pick one other person in the class---On your team or not. Each student selects one ad each for a total of two, which are targeting two different audiences or market segments. In other words, select two print ads for two brands in the same product or service category that market to different target markets. Include where you found them. What is the target market for each brand? Who are they targeting? How are they being advertised differently? Will present in class. Please, no jewelry, fashion, alcohol, tobacco, or perfume ads. Nothing written needs to be turned in, but will be checked in by TA.

"Nothing will ever be attempted if all possible objections must be first overcome."
Samuel Johnson, English critic & poet

February 16 **Topics:** Creative Strategy/Execution and Creative Process
Reading: Chapter 10/Creative Strategy and Creative Process
 Chapter 11/Creative Execution: Art and Copy
Guest Speaker: Jason Elm, SVP, Group Creative Director, Deutsch Advertising

Assignment #4: (For Team) TEAM Meeting Update (Due tonight)

A detailed list of team assignments, individual assignments, timing (your schedules, individually and as a team), team photo, and responsibilities. Include deliverables (what is to be turned in). What is assigned should be discussed by the team and written down, including what's needed on the presentation night. Plus a draft of Team's Creative Brief/Creative Work Plan (can be called a strategy

document, solution blueprint or brand plan.) Brand selection discussed in class. Use sample briefs, to refer to. Written in plain English. Not a research report. CB/CWP gives insights and can be “colorful.” All of this is to help your team and you have an excellent class. Be prepared.

“Creativity: For most of the first century of the advertising business, that word has been associated with advertising messages, while media was relegated to a mundane delivery system. But anyone who's been following the business for the past several years knows that the fragmentation of media, the rise of advertising clutter, and increased consumer control over media content has made media creativity every bit as important as advertising content.”
Online Methods Survey Business

February 23 MIDTERM EXAM

(Readings and Chapters (Arens/Weigold/Arens): 1, 2, 3, 4, 5, 6, 7, 8, 10, 11, plus Repositioning a Brand (MasterCard) in Epilogue
(To be fair to all the other students, sorry, no make-ups. Can not be rescheduled.)

March 2

Topics: Media Planning and Strategies/Midterm Review
Reading: Chapter 9/Planning Media Strategy: Finding Links to the Market
Chapter 13/Using Print Media
Guest Speakers: Teriann Link, Partner/SVP, Media Planner/Buyer/Director,
Davis-Elen, Liz Charlton, VP, Management Supervisor, Davis-Elen Advertising

Assignment #5: Hand in revised draft of the Creative Brief or a Creative Work Plan, plus a list of assignments (your team and individual responsibilities). Brand selection discussed in class. Use sample briefs handed out in class as your guide. Remember, you will concept ads from this brief for next assignment.

Start planning and reviewing for next assignment: Bring "good" ads and "bad" ads. You will defend your picks.

“Far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows not victory or defeat.” Theodore Roosevelt (1858–1919), 26th president of the United States

March 9

Topics: Creative and Media Planning and Strategies.
Readings: Chapter 14/ Using Electronic Media: Television & Radio
Chapter 16/Using Out-of-Home, Exhibitivite and Supplemental Media
Speaker: Cindy Borges, EVP Media Director, Dailey & Associates

Assignment #6 (In class): After reading the chapters, and reviewing our materials, bring two or three “what you feel is a” good ads and two or three bad ads. You should bring an outline and be prepared to discuss your selections in class.

Attach your name to the BACK of the magazine or newspaper ads and hand-in. Bring the ad you featured in assignment #1. Please tell us which publications, and which issue each ad came from. No ads from Internet. Plus, please, no jewelry, fashion, alcohol, tobacco, or perfume ads. Please read the chapters first and refer to them. If you don't, it will probably show in your output.

Every Fall semester: Look for it. Career Days with agencies, clients and media. Scheduled for October, 2010, Go to <http://www.thinkla.org/index.cfm/id/19.html>

Summer Internship program of thinkLA can be found at <http://www.thinkla.org/internship/>

You may also want to look at: www.salary.com and http://www.laadclub.com/job_connection/adjobsinc.htm and

March 16

Spring Recess

March 23

Topics: Interactive, Direct Marketing, Personal Selling and Promotion
Reading: Chapter 15/Using Digital Interactive Media
Chapter 17/Relationship Building, Direct Marketing, Personal Selling and Sales Promotion

Guest Speakers: Author, Christian Arens, Partner and Head of Client Services, Catalyst: SF; Gary Senser, Partner, NetAdvantage; Tim Hand, West Coast Director, Advertising & Business Development; Chris Hand, Account Coordinator, Interactive, RPA

Assignment #7: (Team) Develop and write a print ad including headline, body copy and a tagline from the brief you wrote. Handwritten layouts must accompany a typed copy deck. Add team photo; your brief or creative work plan must also be attached. (Due tonight)

March 30 **Topics:** Print and Broadcast Production
Reading: Chapter 12/Producing Ads for Print, Electronic and Digital Media
Guest Speaker: Emanuel Coquia, Assist. Program Director/Music Director and Morning Show Powermixer - KPWR Power106, Los Angeles

Quiz: either tonight or next week, let's discuss.

Assignment #8 (In class): Bring an ad which blatantly uses sex or sexual appeals. Our book states advertisers frequently use the power of suggestion and sex to sell products. Many times encouraging viewers to come to their own conclusions. The advertisers must contend with critics, potential targets and non target audiences. We'll discuss: Does it sell?; Women and men, as sexual objects; Uses of sex in advertising; Blatant, Risqué ads; Obscenity and Indecency; Community standards; Research that sexual appeals can be effective. Can distract from product or service, too.

April 6 **Topics:** Promotions
Reading: Chapter 18/Sponsorship/Corporate Advertising, Supplemental Media

Assignment #9: (Team) TEAM Meeting Update (Due tonight)
Revised list of individual assignments, timing, responsibilities, promotions, action plan/next steps. Plus include team's revised Creative Brief/Creative Work Plan.

April 13 **Topics:** Advertising Sales
Guest Speakers in Media Sales: Kuuipo Cashman, More magazine, Sales Representative (former student); Dan Granger/George Bowen, Sales Representatives, KFI/Clear Channel; Mike Brown, KTLA/WB, Local Sales Manager; David Ludewig, Ionic Media, Vice President, Mobile Marketing Practice Andrew Barnet, VP of National Sales, responsible for National Sales at all Telemundo stations.

How numbers crunching is transforming the CMO role: The role of the chief marketing officer is getting more "wonky" as executives who once were hired for their creative skills are spending a greater portion of their time crunching numbers to analyze various metrics and ROI for the Web, as well as new media such as interactive TV, mobile and social networks. "It used to be Mad Men, but now it's Revenge of the Nerds," said Tom Kline, chief scientist for the marketing agency Digital Scientists. Brandweek (6/9/09)

April 20 **Topics:** Complete Campaigns
 Advertising Affecting Social Change
Presentation Review, Hand in Individual/Team Evaluations

April 27 **FINAL PRESENTATIONS – 15-18 minutes (max. time per team)**
With our professional marketing and advertising guests. This is your final.

Note: It may be necessary to make some adjustments in the syllabus during the semester, which you will know about. I say "No surprises," and I really mean it to help you plan around your other commitments.

"You cannot create experience. You must undergo it." Albert Camus, French author and philosopher

Poet Richard Bach says it so well: "Don't be dismayed at good-byes. A farewell is necessary before you can meet again. And meeting again, after moments or lifetimes, is certain for those who are friends."

"I am still learning."

Michelangelo, Italian sculptor, painter, architect and poet

The Challenge of Choice: "In a few hundred years, when the history of our time will be written from a long-term perspective, it is likely that the most important event historians will see is not technology, not the Internet, not e-commerce. It is an unprecedented change in the human condition. For the first time—literally—substantial and rapidly growing numbers of people have choices. For the first time, they will have to manage themselves. And society is totally unprepared for it."
Peter F. Drucker

Participation and Attendance

Students are expected to attend all classes and arrive promptly. Attendance will be taken and will impact your grade. When you miss concepts, they affect your grade. Course content is only supported, not directly drawn every week from readings. Lecture notes will not be posted or distributed. Class participation counts towards your grade. Mutual respect in the classroom is critical. There are no bad questions or ideas.

Assignments will be accepted one lecture day beyond the due date with one grade deducted. After that, assignments will not be accepted. Assignments must be typed. Importance will be placed on grammar, spelling and writing ability. Print ads referenced in the assignment must be attached (photocopies, printouts or tear sheets from a magazine/newspaper).

In the working world, if you are late, you don't get paid. If you are late too many times (three seems to be a good universal number) you may be terminated. Being tardy without a legitimate excuse is the ultimate sign of disrespect to others. It is not cool, it is not fashionable, and it is nothing less than unprofessional. People who work hard for a living and have pride in what they do simply will not tolerate unprofessional behavior. Being on time (being early is probably preferable) is the first indicator if someone has the foundation to be considered capable of working.

"Act decidedly and take the consequences. No good is ever done by hesitation."

Thomas Henry Huxley (1825-1895), English biologist & educator

Assignments

Written assignments are due on the appropriate day. They will not be accepted beyond the due date. Assignments must be **typed and the ads attached**. Importance will be placed on grammar, spelling and writing ability. Print ads referenced in the assignment must be attached (photocopies, printouts or tear sheets from a magazine/newspaper). TV, radio and outdoor advertising must be described in detail prior to the analysis of the ad. The magazine, television program, or web site in which the ad was found should be cited. The length is not as important. What matters is if the assignment requirements have been met. You should be prepared for class. You will be called on to discuss your assignments and thoughts in class.

Hard work spotlights the character of people: some turn up their sleeves, some turn up their noses and some don't turn up at all."
Sam Ewing, American writer & humorist

It is impossible to allow for extra work to count in lieu of low performance on a required quiz or assignment. To be fair to all, it is impossible to allow for extra work to count in lieu of low performance on a required assignment, or lack of attendance. Hence, it is imperative that you turn in your assignments regularly and work to improve course performance at the earliest sign of any concerns.

Quizzes

Quizzes will encompass lecture and reading materials. And support the objectives of class and your team presentation preparation. If the quiz is a take home do not just copy from the book. Understand the question and the answer. And how they will help in the team presentations.

"Always dream and shoot higher than you know you can do. Don't bother just to be better than your contemporaries or predecessors. Try to be better than yourself."

William Faulkner, novelist and short-story writer, won Nobel Prize

Midterm

Our midterm will consist of a combination of definitions, comment and essay questions. Questions will cover reading materials, lectures and guest speaker discussions. No blue books are needed.

"Every morning in Africa a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death. It doesn't matter whether you are a lion or a gazelle -- when the sun comes up, you had better be running." Unknown

Class Participation

Each of you is expected to contribute to the discussion of the issues. You will be evaluated on the content of your comments, observations, and insights. Be prepared in class.

On selected nights, I will randomly call on you to participate. If you are prepared, the questions will not be difficult. The primary emphasis should be on your ability to make a substantial contribution that moves the discussion. It is important that your comments fit into and build on previous discussion, so that we are maximizing a cumulative learning experience in the classroom.

Course content is only supported, not directly drawn from readings. There are no bad ideas and mutual respect in the classroom is expected.

"Nothing will come of nothing."

William Shakespeare (1564-1616), English playwright & poet

"The outstanding leaders of every age are those who set up their own quotas and constantly exceed them."

Thomas J. Watson, chairman of IBM

Points, Tests/Quizzes, Grades and Assignments

All assignments will be given point values. The best grades will be given to the students with the most points. There will not be any true/false or multiple-choice tests. Each test may be a combination of definitions, essay, case and relationship questions. Questions will cover reading materials, lecture and guest speaker discussions. All tests are graded by Larry Londre. No blue books are needed. Missed tests, assignments and quizzes can not be made up.

Evaluation of Student Work

While extraordinary factors might affect your attendance, we expect you to be present for all class meetings and to arrive on time and stay for the entire class. **Please do not schedule another assignment, meeting or date during class time.** You are expected to attend each class. Your grade will be affected if you decide you have other things to do instead of being in class. Attendance will be maintained.

Missing one or two classes will affect your understanding of the materials, your involvement in the team project and your grade. To provide the best output, fairness and distribution of project work, you will help evaluate your other team members in the team/group exercises.

"An idea can turn to dust or magic, depending on the talent that rubs against it." William Bernbach, modern advertising pioneer, #1 on Advertising Age's 20th century honor roll of most influential people

"Example is not the main thing in influencing others. It is the only thing."

Albert Schweitzer (1875-1965) Medical missionary, Nobel Peace Prize winner

Team Evaluation

- Each team will receive a team score, but each team member will assist in the grading of everyone on his or her team, except themselves. I have been using this formula for over 34 years, and have determined that it is the one of the best methods for team harmony and outstanding results.
- I understand the time pressures, and appreciate your taking a night class, but working with others stimulates your thinking and enhances the classroom presentations. It is much more of an example of the real world.
- Always discuss questions or comments on your team with the information you have received from the lecturers, our discussions, your assignments, our guests and your reading. Say "My opinion is based on A-Z, and have input or reasons to back up your statements. Please do not say things emotionally. Do not say: "I just feel that."
- Every problem starter, and we have very, very few each year, is like a fire lighter. And each of us is like a person carrying two buckets. One is filled with water and the other filled with gasoline. When we see a problem fire being lit, we can douse it or throw gasoline on it and make it worse. If someone creates a problem, respond with a positive comment and encourage steps toward resolution. It's rare, but unfortunately not everyone responds positively.

Ask that person to think before speaking, using this acronym:

T	Is it true
H	Is it helpful?
I	Is it inspiring?
N	Is it necessary?
K	Is it kind?

- Whatever you do whether in school or in business, is based on relationships. Value them. Howard Hodgson, a writer, said: "Whatever business you are in, you are in a business of relationships. That's why your reputation is your greatest asset."
- Shared memories create a bonded environment. Growing together creates a committed environment. Mutual respect creates a healthy environment.
- It helps to distribute the work in your team. We will want teams by the second night of class.

"The time is always right to do what is right."

Dr. Martin Luther King, Jr. (1929-1968) civil rights leader

Grading

Final grade will be determined based on the following (This is an approximation.):

Class Participation/Attendance	10%
Assignments	35%
Midterm/Quiz	25%
Final Project and Team Evaluation	30%

USC Policies

The following is the School of Journalism's policy on academic integrity that will be adhered to:

Plagiarism/Academic Integrity

Plagiarism is defined as taking ideas or writings from another and passing them off as one's own; in journalism, this includes appropriating the reporting of another without clear attribution. The following is the Annenberg School of Journalism's policy on academic integrity as published in the university catalogue: "Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed as a major from the School of Journalism. There are no exceptions to the school's policy."

Academic Accommodations

Any students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure the letter is delivered to the professor as early in the semester as possible. DSP is open Monday through Friday, 8:30 a.m.–5 p.m. The office is located in the Student Union room 301 and their phone number is (213) 740-0776.

Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course who undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to one percent of the total available semester points for this course.

To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned in to the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one journalism class.

Class Attendance

Students are advised to attend the first class meetings of their journalism classes or the instructors may drop them from their classes. The School of Journalism adheres to the university policy, which states "an instructor may replace any student who without prior consent does not attend...the first class session of the semester for once-a-week classes. It is then the student's responsibility to withdraw officially from the course through the Registration Department."

Grading Policies

Undergraduate Degrees: The School of Journalism expects its students to maintain at least a 2.7 (B-) grade point average in all journalism classes. Those who fall below this will receive additional counseling from faculty

and advisement staff. Students are required to complete each journalism class with at least a grade of C-. Journalism courses with a grade of D+ or below must be repeated.

Please note that the university's cumulative grade point average will include both grades in its calculations and students must maintain a minimum 2.0 grade point average to graduate from USC.

Final Project:

The Final Project will be a culmination of all that has been covered in the course. The class will be broken up into teams/groups who act as agencies all pitching the same piece of business. I will provide you with a brand for the pitch, and basic background information. We will not give you a budget for this project, but we will discuss budgets for clients during the semester. Because of variations, seasonality, competition and media I have found a "make-believe" budget to be a hindrance or stumbling block. We'll talk about the details on several nights.

The team is expected to research the brand, create a strategy, conceptualize the ad campaign, determine what media to use and when, and present to the class an integrated campaign. Teams will be given approximately 15-20 minutes to present their ideas. I will warn you at 15 minutes with five minutes to go.

Presentations will be judged by inviting other industry professionals. Your grade will be based on strategy, critical thinking, creativity, quality of the leave behind deck and the group presentation. 20% of an individual's Final Project grade will be based on the results of a team evaluation form -- group members will evaluate each person's contribution to the project.

"Treat your first like my last and my last like my first."

Jay-Z, rap artist

Larry Steven Londre
Name _____

Dear Teams:

Must be HANDED IN before your presentations

As I mentioned in my syllabus and have mentioned in class a couple of times, you will help in the evaluations and grading of the other team members. Your help is a percentage of the final grade, and your evaluation assists in keeping everyone's interest and cooperation.

Please give me your input on:

Question

Would you grade everyone equally in their preparation and cooperation during the team project, including all steps? (Reliable for meetings, input for work-in-process, contributed ideas or execution, respected others, knowledgeable about assignment, positive and productive team member)

If yes, please circle "yes".

If you would not answer "yes", please add each team member's name. Make it readable and put in alphabetical order. Then write a number between 0 (poor) to 20 (excellent), with an average of 20 for all members*. If you give one person more points, you must give someone less. Remember to be fair. There's room for additional input or explanation. If everyone is evaluated equally then just add a note----"YES", after putting down team and all members.

In our class there are teams of five and six. Team of five you grade the others with a total of 80 points (20 x 4; team of six you grade the other five with 100 points (20 x 5)

Number for Team Project

Member A _____	(your full name)	-----
Member B _____	(in alpha order)	_____
Member C _____		_____
Member D _____		_____
Member E _____		_____
Member F _____		_____

Total

(# of teammates X 20; if you have six total, then it's five times 20 or 100 points; please don't evaluate yourself.)

*Yes, you do NOT evaluate YOURSELF. So, for example if there are six total members, six members minus one equals five. Five times twenty points equals 100 points. 100 points. If everyone was equal 20, 20, 20, 20, 20.

If one person did a little more and one person did a little less then 25, 15, 20, 20, 20, which equals 100 points.

Team Number/Name _____ (add team name and number)

Comments _____

I am looking for input.

Please hand me this form confidentially before class or after the break of the appropriate class.

Again, this is only a tool to help all of us have a great class. You can also give me your feedback on any subject.

_____ Thank you.

"We judge ourselves by what we feel **capable of doing**, while others judge us by what we have **already done**."

Henry Wadsworth Longfellow, American poet

Team Project:

What is to be presented? (Rehearse. 15-18 minutes should be planned for, as a maximum)

The class, students and professional guests are the Board of Directors. They know the business. Try to tell a "story" during your presentation.

- Be sure to rehearse, have good handoffs and timing.
- Develop a PowerPoint presentation
- Introduce team and project
- Main points from your research
(Give one, two or three salient, short points on what you learned and what influenced your marketing, advertising, creative or media thinking.)
- Main points from your Creative Work Plan or Brief
(Give one, two or three salient, short points on what you learned and what influenced your marketing, advertising, creative or media thinking.)

"It takes as much energy to wish as it does to plan."

Eleanor Roosevelt (1884-1962) U.N. diplomat, humanitarian, U.S. First Lady

The Project/The Big Picture: If you come to conclusions long before the problem has been detailed and the research done, you should listen, ask questions, listen again, ask more questions, listen some more and then respond.

The following can be in any order that you feel is best in "selling" or presenting to the Board.

- Digital Media/Print ad — copy and layout with headline and body copy (7" x 10" 4/c, plus one 425x600 "Monster Rectangle" 4/c)
- :30 TV script and key frame(s)
- Play produced :60 radio spot (on a DVD or CD) ---please bring the DVD/CD player to play on)
- Promotional, Merchandising, Internet/Viral, Packaging or Media ideas (Simple statements with or without props.)
- "Close or Closing": Ask for order (assignment) from the "Board of Directors"

"The way to get started is to stop talking and start doing."

Walt Disney (1901-1966), American entrepreneur, movie producer and showman

"The gem cannot be polished without friction, nor man perfected without trials."

Chinese Proverb

And More.

- Explore with your team and in the readings how to better differentiate your agency/team.
- Understand how it is difficult to *win* a pitch during Q&A but very easy to *lose* the pitch during Q&A.
- Discuss how to trim the fat out of your presentation allowing your core messages more opportunity to resonate with the audience.
- Discuss how to better relate to your client/prospect and the audience.
- Build enthusiasm for your agency.
- Understand the decision making process, and what to include and what not to include. Understand how to streamline the pitch process.
- Though the class discussions and readings, you'll learn how to better establish and differentiate your agency with the prospect before and after the pitch. Some of these same tactics may be used in your internship and job interviewing process.

What is to be turned in?

- **Individual team evaluations (for everyone but yourself---average of 20 points each—I've given you a form to help your evaluations. Average of 20 for all members. If you give one person more points, you must give someone less. Remember to be fair. There's room for additional input or explanation.**
- **Digital Media/Print ad — copy and layout with headline and body copy (7" x 11" 4/c, plus one 425x600 "Monster Rectangle" 4/c)**
- **:60 radio spot (produced)**
- **:30 TV script and key frame(s)**
- **Promotional/Merchandising/Sales Promotional/Internet/Web/Viral/Digital Media ideas**
- **Presentation deck (printed in Notes Form from PowerPoint, with DVD/CD-ROM of entire presentation**

"Tell me and I forget. Teach me and I remember. Involve me and I learn."

Benjamin Franklin, American statesman, writer, scientist & printer

About the Team Projects, Value, Time, Energy and Your Resources Hold the Answers

When you start have the team discuss planning, assignments and responsibilities. Begin with value. The team projects combine what is in the notes, tests, readings and exercises. And you get to apply them to your project, with your creativity and energy.

- Think about the project and your team in terms of value.
- You can decide what the project and your team are worth to you.
- Your team creates value by combining time, energy and resources.
- No project can have value unless you give it time.
- I want the assignments to be learning, enjoyable assignments. But they can take time. A consistent effort pays off, rather than rushing at the end.
- Develop a timeline. I have given you a few important dates.
- Giving some time regularly is just as important as how much time you can give. You can generate a lot of value by devoting just 15 minutes a day.
- Energy plays a pivotal role in generating value. You need energy to maximize your time and develop resources.
- Generating value takes resources, and you have plenty of them at your disposal. These include your abilities; any and all information you can access; the Internet; the library; grocery managers and buyers; people that you know who can help; organizations and institutions---for example, a trade association, and more.

Combine these three elements to equal value.

Value = Time X Energy X Resources

The most important clues that I can give you are:

1. Plan. Answer the question early "what is needed."
2. Put things in writing. It helps so that everyone on a team is in agreement.
3. Use what you are learning.
4. Start with analyzing the marketplace, the external factors, target market, competition, etc.
5. Rehearse any presentations.
6. Prepare the assignment and the deliverables as you go.
7. And work together.

Here's another concept to discuss with your team:

(Strategy x Execute) x Trust = Results

A team or company can have an excellent strategy and a strong ability to execute, but the net result can be torpedoed by a low trust level among the members.

Trust comes from listening first, straight talk, keeping commitments, demonstrating respect, righting wrongs, creating transparencies, showing loyalty, delivering results, getting better, confronting reality, clarifying and practicing accountability.

"Delegating work works, provided the one delegating works, too."

Robert Half

"Luck is preparation meeting opportunity."

"Lessons from Geese"

Fascinated by the conduct of flying geese, Dr. Robert McNeish, wrote "Lessons from Geese" for a sermon in his church in 1972. Demonstrating the power of a good idea, his essay spread and has become a classic statement of the importance of teamwork.

FACT: As each goose flaps its wings, it creates an "uplift" for the birds that follow. By flying in a "V" formation, the whole flock adds 71 percent greater flying range than if each bird flew alone.

LESSON: People who share a common direction and sense of community can get where they are going more quickly and easily because they are traveling on the thrust of one another.

FACT: When the lead goose tires, it rotates back into formation and another goose flies to the point position.

LESSON: It pays to take turns doing the hard tasks and sharing leadership.

As with geese, people are interdependent on each other's skills, capabilities and unique arrangements of gifts, talents or resources.

FACT: The geese flying in formation honk to encourage those up front to keep up their speed.

LESSON: We need to make sure our honking is encouraging. In groups where there is encouragement, the production is much greater. The power of encouragement (to stand by one's heart or core values and encourage the heart and core of others) is the quality of honking we seek.

FACT: When a goose gets sick, wounded or shot down, two geese drop out of formation and follow it to help and protect it. They stay with it until it dies or is able to fly again. Then they launch out with another formation or catch up with the flock.

LESSON: If we have as much sense as geese, we will stand by each other in difficult times as well as when we are strong.

FACT: When a goose "Falls out of formation," it suddenly feels the drag and resistance of flying alone. It quickly moves back into formation to take advantage of the lifting power of the bird immediately in front of it.

LESSON: If we have as much sense as a goose, we stay in formation with those headed where we want to go. We are willing to accept their help and give our help to others.

Get involved in our class.

Marketing and advertising are everywhere. They are in everything.

Explore. Commit. Participate. Read. Study. Improve.

Knowledge is power.

You already know all of this. I'm here to help and assist you. Explore. Get involved in our class.

Advertising/Ad/Media Sites for sources. Exceptional sources for our class, future classes, on the job.

Advertising Research Foundation, 641 Lexington Avenue, New York, NY 10022: (212) 751-5656.
(www.thearf.org)
Adweek, 49th East 21st Street, New York, NY 10010 (www.adweek.com)
American Advertising Federation, 1101 Vermont N.W., Ste. 500, Washington DC 20005; (202) 898-0089.
(www.aaf.org)
American Business Press, 675 3rd Avenue, Ste. 415, New York, NY 10017; (212) 661-6360
(<http://www.americanbusinessmedia.com/>)
American Marketing Association, 250 South Wacker Drive, Chicago, IL 60606; (312) 648-0536 (www.ama.org)
Association of National Advertisers, 155 East 44th Street, New York, NY 10017 (212) 697-5950
(<http://www.ana.net/>)
Business Marketing Association, 150 North Wacker Drive, Ste 1762, Chicago, IL 60606; (312) 409-4262
(http://www.marketing.org/BMA/contact_hq.asp)
Business Marketing, 740 Rush Street, Chicago, IL 60611 (www.adage.com)
Communication Arts, P.O. Box 10300, Palo Alto, CA 94304(<http://www.commarts.com/>)
Council of Better Business Bureaus, 4200 Wilson Boulevard, Arlington, VA 22203; (703) 276-0100
(www.bbb.org)
Direct Marketing Association, Inc., 1120 Avenue of the Americas, New York, NY 10036-670; (212) 768-7277
(www.the-dma.org)
Direct Marketing, 224 Seventh Street, Garden City, NY 11530 (www.dmfa.org)
Harvard Business Review, Soldiers Field, Boston, MA 02163 (www.hbs.edu/bhr)
Incentive Marketing, 633 Third Avenue, New York, NY 10017 (<http://www.incentivemeasures.com/contact.aspx>)
InfoPresse Communications, 4316 boulevard Saint-Laurent, Bureau 400, Montreal, Quebec, Canada H2W 1Z3
(<http://www.infopresse.com/>)
International Association of Business Communicators, 1 Hallidie Piazza, Ste. 600, San Francisco, CA 94102;
(415) 433-3400 (<http://www.iabc.com/>)
Journal of Advertising research, Advertising research Foundation, 641 Lexington Avenue, New York, NY 10022
(www.arfsite.org)
Journal of Advertising, American Academy of Advertising, c/o Ron Lane, School of Journalism, The University of
Georgia, Athens, Ga 30620 (<http://www.getcited.org>)
Journal of Broadcasting, Broadcast Education Association, 1771 N Street N.W., Washington, DC 20036
(www.beaweb.org)
Journal of Marketing, American Marketing Association, 250 South Wacker Drive, Ste. 200, Chicago, IL 60606
(www.ama.org)
Magazine Publishers Association, 575 Lexington Avenue, New York, NY 10022; (212) 752-0055
(<http://www.magazine.org/home/>)
Marketing News, American Marketing Association, 250 South Wacker Drive, Ste. 200, Chicago, IL 60606
(www.ama.org)
Marketing Research Association, 2189 Silas Deane highway, Ste. 5, Rocky Hill, CT 06067; (203) 257-4008
(<http://www.mra-net.org/>)
Mediaweek, 1515 Broadway, New York, NY 10036 (www.adweek.com)
Min/Media Industry Newsletter, 145 East 49th Street, New York, NY 10017 (<http://www.pbimedia.com>)
Modern Packaging, 205 East 42nd Street, New York, NY 10017 (<http://www.modernpackaginginc.com/>)
National Advertising Review Board, 845 3rd Avenue, New York, NY 10022; (212) 832-1320
(<http://www.narcpartners.org/aboutnarb.asp>)
National Association of Broadcasters, 1771 N Street, N.W., Washington, DC 20036; (202) 429-5300
(www.nab.org)
Outdoor Advertising Association of America, 1850 M Street, Ste. 1040, Washington, DC 20036; (202) 833-556
(www.oaaa.org)
Promotional Product Association International (was Specialty Advertising Association), 3125 Skyway Circle
North, Irving, TX 75038; (214) 580-0404 (www.ppai.org)
Public Relations Journal, 845 Third Avenue, New York, NY 10020 (<http://www.colemanpr.com/public-relations-journal.shtml>)
Public relations Society of America, 33 Irving Place, 3rd floor, New York, Ny 10003-2376; (212) 995-2230
(www.prsa.org)
Sales and Marketing Management, 633 Third Avenue, New York, NY 10164 (<http://www.ismm.co.uk/>)
Standard Rate and Data Service (Directory), 1700 Higgins Road, Des Plaines, IL 60018 (www.srds.com)
adage
adnews
adweek
agenda breaking news

b to b online
brand republic
brandweek
clickz
cnet media
dow jones ad index
editor and publisher
emarketer
fmbq - radio industry news
i want media
im planet
imedia connection
internet advertising report
marketingprofs
media guardian
media life
mediabistro
mediapost
mediaweek
nyt media advertising
revolution
talent zoo
wsj - media & marketing edition
yahoo ad news

"Roll with the punches. Tomorrow is another day." late Dicky Fox, sports agent from "Jerry Maguire"

"Look at a day when you are **supremely satisfied** at the end. It's not a day when you lounge around doing nothing; it's when you've had everything to do, and you've done it."

Margaret Thatcher, first woman in European history to be elected prime minister

"You have to find something that you **love** enough to be able to take risks, **jump over** the hurdles and break through the brick walls that are always going to be placed in front of you."

George Lucas (1944 -) American film director, created "Star Wars"

Additional notes:

- I want your class and presentation to be an enjoyable, learning experience.
- I am here to help you understand the elements of planning, strategy, advertising, promotion, research, media and marketing execution/ evaluation.
- If you have any questions on the team project, please ask them, in class, in case another team needs this information.
- On many occasions and before class, I'm available to answer your questions.
- **Be sure to start early on the team project, develop a good team and an equitable distribution of work. Remember everyone evaluates each other.**

"If life teaches you nothing else, know this for sure: when you get the chance, **go for it.**" Oprah Winfrey

Good Luck. Let's have a great semester.

Blank for Personal Data sheet, See next page, please.

USC Spring '10 Personal Fact Sheet

- This data sheet helps me tailor the class to fit your specific and the overall needs of the class. Please make the info readable. I only accept hard copies, not an email.
- Please complete and mail me a copy **within three days** of reading this syllabus, (you will get extra credit). Also, please bring a copy of this sheet to the first class.
- Mail it to Larry Steven Londre, Londre Marketing Consultants, LLC., 11072 Cashmere Street, Second Floor, Los Angeles, CA 90049 Thank you.

Name: _____

Address: _____

Phones: _____ School/work _____ home/cell _____

_____ email (Important: Please be sure to put our **Spring 340 class** in the subject line of the email; I've been teaching and have many former students contacting me. Since I email updates and info, if your email address changes during the semester, please inform us immediately. (The responsibility is on you)

Sorority or Fraternity: _____

Any friends in our class? _____

Employer/Internship: _____ Title: _____

What would you like to get out of our class? _____

What type of marketing, advertising, graphics or media experiences (**classes/jobs/internships**) have you had (it's OK to say very little; that is why I'm here); we will cover dozens of topics, you want covered. From major to minor topics, fulfilling overall objectives of class.

Have you had any Marketing, Journalism, PR, Promotion, Media, or related classes? Which ones?

How much art/art direction/advertising production do you have? A Lot____ Medium____ A Little____.

Explain: _____

What are three interesting things about you that I can share with the class?

Given a choice, would you rather be richer, smarter or better looking? Swing Magazine put that question to a nationwide sample of 18-34 year-olds. What is your answer if you were asked?

What is your estimate of their responses or sample, which adds up to 100%?

_____ % richer _____ % smarter _____ % better looking?

Your two favorite TV shows, in prime time (8PM-11PM)? _____

After graduating, your first job and your expected starting salary? Job: _____

Salary: _____

Is there anything else you would like to share with me?

