

# PEPPERDINE MBAM 642.14

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LARRY STEVEN LONDRE

## **ADVERTISING & PROMOTION MANAGEMENT**

SUMMER 2005  
Thursdays  
MALIBU

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**SYLLABUS**

## Dear Pepperdine Student:

I enjoy teaching. My full-time position is in strategic marketing, advertising, promotion and media at several companies and in advertising or promotional agencies. I've also been an expert witness, testifying in federal court on marketing, advertising, agency 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).

Success is staying ahead of the competition. In this economy and looking for a position, 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 (its personnel/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 environment
- the marketplace is complex and changing with new competitors, technological advances, pricing changes, new media mixes, 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 and clients, I have found that I'm constantly learning in the fields of marketing, advertising and promotion. 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 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. 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. 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.

**Summer 2005**  
**JOUR 642: Advertising & Promotion Management**  
**Thursdays 6:00PM- 10:00PM**

Larry Steven Londre

Telephone: 310/889.0220 business  
310/889.0221 fax (No cover sheet is needed)

e-mail: [LLondre@pepperdine.edu](mailto:LLondre@pepperdine.edu) (Please be sure to put our **Summer 642 class** in the subject line of the email; I've been teaching and have many former students contacting me).

"Before everything else, getting ready is the secret of success."  
Henry Ford (1863-1947) American industrialist, inventor

This course which will be my 69<sup>th</sup> semester of teaching).

Purposes/Course Description

This course will broadly examine the management of advertising and sales promotions. A lesser emphasis will be placed on the use of publicity as part of a firm's promotional activities. Implementation and evaluation of advertising and sales promotions will be investigated in the broader context of the role of communication process in marketing efforts. There will be a balance between the theoretical and practical aspects of promotion that will make the course relevant to those interested in the careers in advertising agencies as well as those interested in product or service marketing management. The important of integrating the firm's various promotional activities will be stressed.

Prerequisite: MBAM 605 Marketing Management or MBAM 615 Marketing

**"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

- **William Arens' Contemporary Advertising**  
**Irwin McGraw-Hill Tenth Edition (Be sure it's the 10th edition, it's new in April, 2005.)**
- My revised (every semester) course packet, with notes, cases and readings
- 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.

"We are who we are in good measure because of what we have learned and what we remember."  
Nobel Laureate Dr. Eric R. Kandel

**Pepperdine University/Malibu**  
**MBAM 642 -- Advertising & Promotion Management**

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

Yoda, little green sage from Star Wars

Thursday, June 23 (1)

Topics: Introduction, Discussion of Course Objectives & Assignments  
Name A Marketing-Driven, Advertising-Driven Company?  
Did You Know?  
Case: Ronco  
World's Wackiest Products, with Marketing, advertising, promotion, accounting, finance, inventory, production, human resources, information systems, and strategic management aspects.

Readings: Introduction  
Chapter 1

Thursday, June 30 (2)

Topics: Scope of Advertising/Defining Marketing and Advertising/  
Developing Strategies & Plans/Gathering Information/  
Monitoring Environment/Consumer Behavior  
Scheduling of Presentations/Making Teams  
Case: Smile  
Case: Snapple  
  
Presentations

Readings: First Section  
Chapters: 4, 5

Assignment #1 (individual): Effective Advertising from a Newspaper or Magazine. You'll want to show the ad to class. (Due tonight): Select an ad from a newspaper or magazine that you feel is effective in selling a product or service. The book mentions different objectives such as introducing a new product, increasing a brand's awareness and countering the competitor's advertising. Describe why you believe the ad you picked is effective in selling the product or service. Include the publication where you found it. Was it an appropriate advertising vehicle for the ad? One to two "typed" pages (two pages are maximum.)No fashion or perfume ads. Attach the original or duplicate of the ad and keep the original. The length is not important as long as the assignment requirement has been met. You should be prepared to discuss your assignment in class.

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

Thursday, July 7 (3)

Topics: Marketing Segmentation & Targeting/Marketing Mix/Research and Gathering Info  
Case: American Cyanamid/Cyalume  
  
Presentations

Readings: Second Section  
Chapters 6, 7

Review of Assignment #2: (For Team) TEAM Meeting Update  
In outline form, list of individual assignments, timing, and responsibilities. Review entire assignment.

Assignment #3: Different Targets (Two students on a team: Please do not pick someone you know.)  
Select two print ads for two brands in the same product or service category that market to different targets.  
Include where you found them. What is the target market for each brand? Who are they targeting to? How are

they being targeted differently? Please do not pick fashion. One "typed" page is needed of each ad. Two or three pages per team. Please attach ad to each sheet. Please clip everything together. You will present in class.

*"Hollywood is a place where they'll pay you a thousand dollars for a kiss and fifty cents for your soul."*  
Marilyn Monroe

Thursday, July 14 (4)

Topics: Marketing and Advertising Planning/Why do Companies Stumble and Fall/Scanning the Marketing Environment.  
Mission/Corporate Strategic Planning  
Presentations  
Case: Kodak vs. Fuji (reader)  
Presentations

Quiz

Readings: Third Section  
Chapter 8

Discussion on Assignment #3: (Individual)

"Wow" web site

"Wow" web site paper (one-sheet MAX, with home page printed and attached. Total assignment is two pages.) to be turned. Review information in class packet and in the syllabus.

Thursday, July 21 (5)

Topics: Media Planning/Advertising/Promotion/Direct Marketing/Personal Selling/Sales  
Promotion  
Case: Dell  
Case: TiVo  
Presentations

Readings: Fourth Section  
Chapters 9, 10

Assignment #4: Hand in revised draft of the Creative Brief or a Creative Work Plan, plus list of assignments, team and individual responsibilities. Brand selection discussed in class. Use sample brief handed out in class as your guide. Remember, you will concept ads from this brief for next assignment.

Thursday, July 28 (6)

Topics: Creative Strategy/Creative Process  
Input on Careers/Jobs

Readings: Fifth Section  
Chapter 12, 13

Assignment #5: Effective Advertising:

After reading the chapters, and reviewing our materials, bring one or two "what you feel is a" good ad/s and one or two bad ad/s. You should be an outline and be prepared to discuss your selections in class.

*"The mobile phone will become your wallet, and the credit-card company will give it to you free. It will become a transaction hub, holding your ID --- are you an organ donor? --- Digital cash, credit card numbers and bank account information. Similarly, the laptop is slowly turning into your briefcase."*

Thursday, August 4 (7)

Topics: Team Project Presentations  
What Clients Expect  
FINAL PRESENTATIONS – 20 minutes (max. time per team)

This is your final.

"It's kind of fun to do the impossible."

Walt Disney, entrepreneur, producer, showman

- Note: It may be necessary to make some adjustments in the syllabus during the semester.

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 (1475-1564)  
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 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 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).

"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 be accepted one lecture day beyond the due date with one grade level deducted. After that, assignments will not be accepted. 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 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.**

### Replacement Work

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.

"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

## Quiz

Our quiz/test 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.

## 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

Another use of advertising: <http://cnn.aimtoday.cnn.com/news/story.jsp?flok=FF-RTO-reodd&idq=ff/story/0002%2F20041022%2F1010621742.htm&photoid=20041021SYD02D>

**(Woman Seeks Husband on a Billboard)**

## Tests/Quizzes, Grades and Assignments

All assignments will be given point values. The best letter 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 quizzes cannot 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, pioneer of modern advertising, No. 1 on Advertising Age's 20<sup>th</sup> century, honor roll of most influential people

## Team Evaluation

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

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

- 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 25 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.
- 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

"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

## Grading

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

Class Participation/Attendance.....	20%
Assignments .....	30%
Quiz/Midterm .....	15%
Final Project and Team Evaluation.....	30%

## Conduct

The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

. Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University

- Forgery, alteration, or misuse of University documents, records, or identification
- Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties
- Interference with the academic or administrative process of the University or any of the approved activities
- Otherwise unprotected behavior that disrupts the classroom environment
- Theft or damage to property
- Violation of civil or criminal codes of local, state, or federal governments
- Unauthorized use of or entry into University facilities
- Violation of any stated policies or regulations governing student relationships to the University

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

Dismissal—separation of the student from the University on a permanent basis.

Suspension—separation of the student from the University for a specified length of time.

Probation—status of the student indicating that the relationship with the University is tenuous and that the student's records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student's privileges may accompany probation. GSBM Catalog.

### Policy on Disabilities

#### Assistance for Students with Disabilities

“Students with disabilities, whether mental or physical, are encouraged to contact the Equal Opportunity Office before the academic year begins or soon after classes are in session. This office will assist each student by providing general information about campus facilities and available resources. The office will assist in providing reasonable accommodation to students with disabilities pursuant to applicable laws. Inquiries should be directed to equal opportunity officer, Dr. Calvin H. Bowers, (310) 456-4208. (Students who wish to file a formal grievance should refer to the “Nondiscrimination Policy,” which is listed in the “Legal Notices” section of this catalog.)” GSBM Catalog.

## Final Project:

The Final Project will be a culmination of what 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 20 minutes to present their ideas. I will warn you at 15 minutes with five minutes to go.

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

## Team Project:

What is to be presented? (15 minutes should be planned for)

The class, students and 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.)**

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

- Print ad –copy and layout with headline and body copy (1/2 page newspaper b/w)
- Play produced :60 radio spot (on a cassette) ---please bring the cassette player to play on)
- Promotional, merchandising, packaging or media ideas (Simple statements with or without props)
- Ask for assignment from the “Board of Directors”

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

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.)**
- **Newspaper/Print ad**
- **:60 radio spot (produced)**
- **Promotional/merchandising ideas**
- **Presentation deck (printed in Notes form from PowerPoint, with CD-ROM**

Advertising/Ad/Media Sites for additional sources

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 Maquire"

**Regarding part time/internships/full time jobs:**

Students have asked for reference materials to find advertising agencies in Los Angeles/Southern California and in other cities/states. Here are three good sources.

<http://aaaagencysearch.com/>  
<http://agencycompile.com/>  
<http://losangelesadagencies.com/>

**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.**

**Good Luck. Let's have a great semester.**

Syllabus642Summer03102005

**Personal Fact Sheet**

- This data sheet will help me tailor the class to fit your specific and the overall needs of the class. Please make the info readable. I will need a hard copy.
- Please complete and send 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.
- Send it to Larry S. Londre, LMC (Londre Marketing Consultants), 11072 Cashmere Street, Second Floor, Los Angeles, CA 90049 Thank you.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phones: \_\_\_\_\_ work \_\_\_\_\_ home

\_\_\_\_\_ email (Important: Please be sure to put our **Summer 642 Pepperdine 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 me immediately. The responsibility is on you)

\_\_\_\_\_ work fax \_\_\_\_\_ home fax

Employer: \_\_\_\_\_ Title: \_\_\_\_\_

What would you like to get out of our class?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What type of marketing, advertising 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--from major to minor topics to prepare you for the challenges facing every company)?

\_\_\_\_\_  
\_\_\_\_\_

Have you had any Marketing, Promotion, Media, Communication or other related classes? Which ones?

\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_

A recent survey found that \_\_\_\_% of adult Americans are interested in products that allow them to skip or block advertising; \_\_\_\_% feel constantly bombarded by too much advertising and \_\_\_\_% would actually prefer a lower standard of living in order to live in a society without marketing and advertising. (Yankelovich)

\_\_\_\_\_

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)?

\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_

dataform