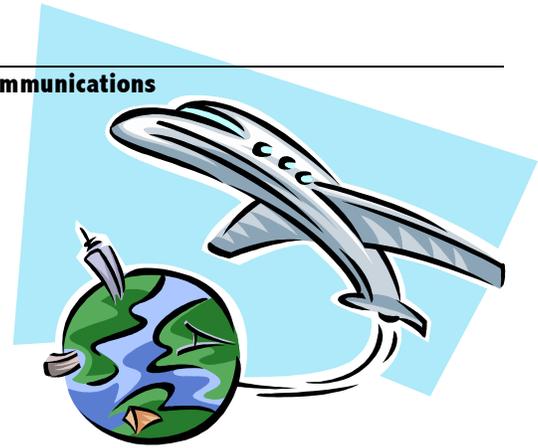


Global Advertising

University of Nebraska-Lincoln | College of Journalism & Mass Communications

ADVT 438/838
First Five-Week Summer Session
Mondays, Tuesdays & Thursdays, 5:30 – 8:20 p.m.
224 Andersen Hall

Instructor:
Office:
Phone:
E-mail:



Course Description

As the world becomes smaller with technological advances and global market expansion, marketers, advertisers and communicators must become familiar with factors influencing their field. About half of the world's advertising expenditures occur in the United States, but because the saturated U.S. market offers only limited opportunity for growth, more companies are looking to compete in non-U.S. markets. This course helps tomorrow's professionals understand how to target customers in different cultures and how to make educated decisions regarding research, strategy, media, execution and evaluation in a globalized world. In the first half of the course students will study different approaches companies are using to communicate with diverse audiences in countries outside the United States. Students will analyze current advertising messages and issues arising from the creation and distribution of such messages from other countries in a variety of different media. They will apply several different communication models, including Hofstede's "Five Dimensions of Culture" model to analyze and interpret the messages and issues. In the second half of the course, students will apply the communication models to create a culturally sensitive integrated marketing communications campaign to introduce a U.S. product into a non-U.S. market.

Learning Outcome

The main student learning outcome of this course is to exhibit global awareness or knowledge of human diversity through analysis of an issue.

Course Objectives

AWARENESS

Students will understand why it is necessary to be aware of the global marketplace and specifically its implications for the marketing and advertising field. Students will also be aware of their presence as American marketers in the global advertising arena.

KNOWLEDGE

Students will gain knowledge in a variety of different areas:

- How advertising is coordinated with marketing and other aspects of a company or organization's activities on a domestic and international scale
- An appreciation for the diversity of markets and audiences for whom advertisers create campaigns and messages
- Secondary research methodologies appropriate to guiding multinational advertising strategy
- Critical and independent thinking, communication and presentation skills
- The ability to work with others as well as individually to solve problems creatively
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity in the United States as well as abroad
- How to write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve

- Become familiar with a variety of advertising strategies and tactics used in the international arena
- Develop tools for critical examination and evaluation of international advertising strategies
- Evaluate other students' work individually and as part of a team.
- Understand the dynamics of the global marketplace based on historic and current events
- Understand the environmental factors affecting global advertising, including the impact of culture, regulation, competition, political and economic forces
- Evaluating how cultural differences affect the degree of standardization and/or differentiation of an advertising campaign
- Interpret current international advertising research and how it affects the professional world

SKILLS & ABILITIES

Students will be able to research a foreign country and create a strategic advertising campaign to successfully market a product/service in that country based on models comparing cultural dimensions.

Required Text

De Mooij, Marieke (1998), *Global Marketing and Advertising: Understanding Cultural Paradoxes.* Thousand Oaks, Calif. Sage Publications, Inc. SECOND EDITION.

Optional Texts

Friedman, Thomas L. (1999). *"The world is flat. A brief history of the twenty-first century."* Farrar, Straus & Giroux, New York, N.Y.

Hofstede, Geert (2001). *"Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations."* Thousand Oaks, Calif. Sage Publications, Inc.

HOW YOU WILL DEMONSTRATE WHAT YOU KNOW

Individual Assignments

During the semester you will complete two individual assignments. You should be prepared to share and discuss your answers/ thoughts with the class. Both assignments will be graded based on content and presentation, and together comprise 40% (undergraduate students) or 30% (graduate students) of your final grade. These assignments are due at the beginning of class on the day they are due. Late assignments will not be accepted and will receive a grade of zero. You will receive more detailed instructions on how to complete each assignment at least one week before they are due:

1. Agency or company profile
2. Ad analysis

Semester Group Project

The semester group project will have two parts. The purpose of this assignment is to gain hands-on experience in researching and analyzing environmental and cultural factors in a foreign country in order to prepare an integrated marketing communications campaign for an international product. The first part of the project is a country analysis. You are to become an expert of a foreign country assigned to you, write a 10-page report about that country, propose a product introduction and present it in class mid-semester. The second part of the project is to develop an actual integrated marketing communications campaign, including media selection, logo and tagline development if necessary, and several pieces of artwork. You will be assigned to a group at the beginning of the semester. The group semester project is worth 40% (undergraduate students) or 30% (graduate students) of your final grade.

Participation

The quality of this class is largely based on discussion and active participation in class. Part of the learning process is sharing ideas, thoughts and different points of view. It is very important to attend classes regularly, participate in class discussions and complete the assigned reading and/or assignments. At the beginning of each class we will talk about current events and how

they might have an impact on global advertising. Please make it a habit to read trade journals, newspapers and other articles and share those issues with the class that caught your attention during that week. Participation grades will be based on class attendance, quality and quantity of contribution and, when required, the presentation of material for class discussion. Participation will make up 20% of your final grade.

Research Paper (graduate students only)

As a graduate student you are expected to prepare a research paper on some aspect of international advertising that you find interesting. The relevance to international advertising must be presented throughout the paper. The paper should provide a solid background and overview of the topic, outlining the importance of the area to international advertising. You should relate your paper to some issues we've been discussing in class (i.e., Hofstede's cultural dimensions). The paper should be about 10–15 pages long, double-spaced with full citations of research sources provided in-text and at the end. A minimum of 8-10 sources, including at least two journal articles, should be reviewed to ensure a well-rounded discussion. You may turn in your paper any time after your topic has been approved by the instructor, but no later than _____. The research paper will make up 20% of your final grade.

	Undergraduate	Graduate
Individual Assignments		
▪ Agency/company profile	15%	10%
▪ Ad analysis	25%	20%
Semester Project		
▪ Country Profile	15%	10%
▪ Campaign	25%	20%
Participation	20%	20%
Research Paper (graduate only)	-	20%
TOTAL:	100%	100%

GRADING POLICIES

- Written assignments are graded on organization, clarity of issues/arguments, content, as well as on grammar, spelling and punctuation. You should follow APA or MLA style and include full citations.
- NEW: written assignments should be turned in electronically via email, Blackboard, or CD (more information to follow). You will receive notification when your document has been received.
- Homework assignments and class projects are due at the beginning of class. Late work will not be accepted and will receive a grade of zero except in the case of an emergency. Please contact me by phone or e-mail in the event of an emergency.
- Unless otherwise instructed, you are expected to turn in your own work and not collaborate with others on any given assignment.

GENERAL POLICIES

- To enroll in this course you must be a junior with a cumulative GPA of at least 2.75.
- At the beginning of each class period, be prepared to discuss the reading assignments listed with the week's topics and activities in the semester schedule as posted on Blackboard.
- You are responsible for referring to Blackboard for possible changes to the tentative schedule and/or assignment changes included in this syllabus (<http://my.unl.edu>).
- Academic dishonesty will not be tolerated and will result in an F for the course. You may even get expelled from the university. Refer to the current Undergraduate Bulletin for details. Academic dishonesty includes, but is not limited to: cheating, fabrication and falsification, plagiarism, abuse of academic materials, helping or attempting to help another

student to commit an act of academic dishonesty, falsifying grade reports, misrepresenting (of illness or other emergency) to avoid academic work, etc.

- Please keep our classroom and equipment in proper order and pick up after yourself.
- Turn off your cell phone/pager before class.
- I expect you to be on time. Showing up late indicates a lack of interest in the class and disrespect of your peers.
- Class participation is required. I hope you will learn as much from class discussions and projects as you will from the text and instruction. You must stay up-to-date on your assigned reading each week and come prepared to join the discussion and answer questions during class. In addition to the assigned readings, we will discuss current industry trends. Make it a habit to read the following publications:

The New York Times

- Business section on Monday mornings – advertising and media
- Ad column - Tuesdays
- Thomas Friedman column

The Economist

International Herald Tribune

TENTATIVE SCHEDULE

Please refer to Blackboard for an up-to-date schedule and additional assignments before each class.

WK.	DAY	DATE	TOPIC	ASSIGNMENT
1	M	June 11	Introduction to Global Advertising	
	T	June 12	The Paradoxes in Global Marketing Communications	 Ch. 1 Friedman chapter
	R	June 14	Global Branding	 Ch. 2 Levitt article
2	M	June 18	Culture	 Ch. 3 ➡ Agency Profile due
	T	June 19	Dimensions of Culture	 Ch. 4
	R	June 21	Values and Marketing	 Ch. 5
3	M	June 25	Culture and Consumer Behavior	 Ch. 6
	T	June 26	Country Profile Presentations	➡ Country Profile due
	R	June 28	Advertising and the Media	 Ch. 7
4	M	July 2	Advertising Appeals	 Ch. 8
	T	July 3	Executorial Style and Culture	 Ch. 9
	R	July 5	From Value Paradox to Strategy	 Ch. 10 ➡ Ad analysis due
5	M	July 9	Emerging Markets	 TBA
	T	July 10	Intern. Adv. Research Grad. Research Pres. Regulatory Considerations & Ethics	 TBA ➡ Graduate Research Paper due
	R	July 12	Two-Country Campaign Group Presentations	➡ International Ad Campaign due

➡ ASSIGNMENT DUE AT BEGINNING OF CLASS

 READING ASSIGNMENT