

INTRODUCTION TO NEW MEDIA ADVERTISING

FALL 2014
M/W 10:30 – 11:45 PM

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Office hours: By appointment

READINGS

For each session, required readings are listed under Session Details. There will not be many reading required, so please read them carefully. I will provide a variety of articles in addition to the required readings for each session. If you want to learn more about a certain topic, these readings provide a good starting point. Check back before the class, because I might update them. Also, to keep up with the recent developments, it is very important to regularly check the course website.

COURSE DESCRIPTION AND LEARNING GOALS

New (social, non-traditional, emerging) media is the “Wild West” of advertising and marketing communications channels. It is a fast-growing, every-evolving, innovative, and entrepreneurial space that, despite its increasingly ubiquity, is not well understood from a strategic marketing perspective. While traditional advertising declines, Forrester Research forecasts that by 2014 non-traditional (social) media spending by advertisers will reach US \$3 billion annually, and all interactive/digital advertising and media will account for over 20% of all advertising spending. Savvy, strategic-minded marketers, managers, and consultants who stay abreast of the constant innovation and new ways of doing things have the potential to develop highly innovative, effective, and value-creating marketing strategies that use social media in conjunction with other types of media and promotions.

This course covers advertising, marketing, and communications strategies in the new media landscape where traditional media (e.g., television, print) and the online social media (i.e., Web 2.0; e.g., online social networks, user-generated content, blogs, forums) co-exists. We will look at the current media landscape and the strategic opportunities (and challenges) that it affords marketers, managers, and consultants who are concerned with how to efficiently and effectively advertise/promote brands and products. Our primary focus of this course will be on understanding new media, how to build new media marketing strategies, and how to track their effectiveness.

By the end of the course, students will have:

- Ø Evaluated what companies have done or are currently doing, and learn what makes some marketing communications strategies succeed but other fail;
- Ø Stayed abreast of recent and current trends and innovations in new media;
- Ø Learned about how consumers interact socially, e.g., via word-of-mouth, and what information spreads/diffuses over new media channels (i.e., social networks) and how it spreads;

- Ø Developed a IMC media strategy for a brand or company that was appropriately integrated with overall marketing strategy (i.e., segmentation, targeting, positioning, marketing mix); and
- Ø Learned how to evaluate the effectiveness of a media campaign using appropriated and informative metrics for tracking campaign/strategy performance.

In sum, this course is appropriate for all students who are interested in learning about social media, current and emerging trends in the new media or Web 2.0 space, and how this all fits together within a strategic marketing framework. This course specifically targeted at students who are planning to enter advertising, public relations, marketing, brand management, corporate/business communications, and consulting roles.

GRADING

<u>Category</u>	<u>Points</u>
A. Attendance & in-class participation	200(pts)
B. Individual assignment	
New media advertising creativity assessment	100
C. Group assignment	
New media advertising platform tutorial	200
D. Mid-Term	100
E. Final	100
Total	700

<u>Grading distribution</u>	<u>Points</u>
95% - 100% = A+	570 - 700
90% - 94.9% = A	540 - 569
85% - 89.9% = B+	510 - 539
80% - 84.9% = B	480 - 509
75% - 79.9% = C+	450 - 479
70% -74.9% = C	420 - 449
60% - 69.9 = D	360 - 419
Below 59.9% = F	359 and below

COURSE FORMAT

Each class will begin with a discussion of current events taking place within the Media and Entertainment or Interacting Marketing industries. To stay abreast of developments, students should be versed in the latest news and events from required and supplemental readings. In order to participate in class discussions, please complete assigned readings prior to class as the lecture will build upon these ideas. Due to the rapidly changing environment, most readings will be posted on website. We will have guest lecturers; however, given the busy schedule of the guest lecturers, the course calendar is subject to change. Classes will also feature activities and research exercises as appropriate to further understanding of the issue at hand (or one currently being examined in the field).

My expectations for you are ...

- Ø **Critical thinking:** In advertising and marketing, there are few “right” answers: what works for one company at one time might fail for another company or at another time. All assignments will be evaluated on the quality of the reasoning, and how well they integrate lessons from the reading, class discussions, and supplementary research. You must demonstrate critical thinking that describes “why” and “how,” not just “what.”
- Ø **Team synergy:** Advertising activities involve group effort. Consequently, learning how to work effectively in a group is a critical part of your advertising education. Every member is expected to carry an

equal share of the group's workload. As such, it is in your interest to be involved in all aspects of the project. Even if you divide the work rather than work on each piece together, you are still responsible for each part. The group project will be graded as a whole: its different components will not be graded separately. Your exams may contain questions that are based on aspects of your group projects. It is recommended that each group establish ground rules early in the process to facilitate your joint work including a problem-solving process for handling conflicts. In the infrequent case where you believe that a group member is not carrying out his or her fair share of work, you are urged not to permit problems to develop to a point where they become serious. If you cannot resolve conflicts internally after your best efforts, they should be brought to my attention and I will work with you to find a resolution. You will be asked to complete a peer evaluation form to evaluate the contribution of each of your group members (including your own contribution) at the conclusion of each project. If there is consensus that a group member did not contribute a fair share of work to the project, I will consider this feedback during grading.

- Ø **Creativity:** To end this list on a positive note, marketing is the one business discipline where wild leaps of imagination are not only allowed, they're encouraged. Have fun with the assignments, and remember that when it comes to new media advertising, your ideas are what matter most.
- Ø **Clarity:** Clear communications are essential in marketing. Please make sure your writing and class presentations are understandable, professional and free of egregious errors.
- Ø **Respect:** Accord all your classmates, guest speakers and, of course, your instructor with courtesy. You may certainly question and criticize ideas — indeed, that is encouraged in the learning environment — but never criticize the person. No cell phones are allowed in class. Computers are allowed, but may not be used for nonclass-related activities, such as answering email.
- Ø **Professionalism:** Being a professional does not necessarily mean wearing a suit or checking your personality at the door. For this class (and, hopefully, beyond), professionalism means giving every project and assignment your best possible effort; it means living up to your word to your teammates and instructor; it means being on time and meeting all deadlines; and it means conducting yourself in a manner that is appropriate to the policies and culture of a particular environment. Finally, all of us can improve what we do, even the instructors. Regardless of how new media savvy we are at the beginning of this class, all of us should strive to become even better.
- Ø **Grades:** Please note that ALL COURSE GRADES ARE FINAL.
- Ø **Incompletes:** The interim grade Incomplete may be assigned when a student's work is of passing quality, but a small portion of the course requirements is incomplete for good cause (e.g. illness or other serious problem). It is the student's responsibility to discuss with the instructor the possibility of receiving an "I" grade as opposed to a non-passing grade. The student is entitled to replace this grade with a passing grade and to receive unit credit provided they complete the remaining coursework satisfactorily, under the supervision of and in a time frame determined by the instructor in charge, but in no case later than the end of the next academic quarter. At that time, the Registrar will cause all remaining Incompletes to lapse to the grade "F". Note: Receiving an "I" does not entitle a student to retake all or any part of the course at a later date.
- Ø **Conduct:** Cheating, copying other's work, and plagiarism are not tolerated and will result in disciplinary action. Students are responsible for being familiar with the information on Student Conduct required by Kookmin University.

COURSE REQUIREMENTS

A. Attendance & class participation

You are expected to attend ALL class sessions. If an absence is unavoidable, please contact the instructor beforehand. You will receive a make-up assignment for any classes missed. More than two absences (excused or unexcused) will result in an incomplete. Please also arrive on time. Latecomers disrupt the class and miss valuable information. Regarding class participation, I will expect everyone to have read assigned material and to actively participate in class. For each class session I will assign 1-3 articles you will be able to access online (usually one week in advance to be sure these are very current). I will ask you to prepare a synopsis of each reading, with a focus on the implications for future social media campaigns. We will select one student at

random (via lottery) to present each article and lead discussion on it. Note: By “lead discussion”, I do not mean deliver a PowerPoint lecture on the article, but rather to steer the class toward a productive conversation.

B. Individual assignments

- Ø New media advertising creativity assessment: You will be asked to choose the best (or worst) new media advertising campaign or platform that might have most powerful impacts upon you and your family, friends, and/or neighbors based on your own perspectives. According to the given guidelines, you will be able to analyze and evaluate the creative (aesthetic) and/or technological (functional) aspects of your selected new media advertising campaign or channel. Please present your own insightful comments on it on the assumption that you are an advertising (brand) manager. Detailed guidelines will be announced later.

C. Group assignments

Hundreds of companies have tried to transform themselves to take advantage of the new media phenomenon and just as many have started as a result of emerging media and the aforementioned transformation. New media's promise of segmentation, behavioral targeting and global, one-to-one messaging, has driven companies to successful innovation and disastrous misfires regardless of size and heritage. Group assignments consist of two parts:

- Ø New media advertising platform tutorial: Your group will explore in-depth a specific new media platform. Your group will present a detailed overview of the new media platform and how it has been used to date. Provide an historical overview of how the platform got developed and summarize how it is primarily used now. Present specific examples of marketing initiatives that have used the platform. You should also participate in the platform and report on your experience (good and bad) as you actually used it. Finally, share an objective critique of the platform – what are the positive and negative aspects? How could it be improved? How should marketers engage this platform, i.e., under what circumstances should they consider it as part of their promotion or new product development strategy? Building on what you have learned in the part above, examine successful or failed business organizations (models) that have tried to adopt new media as a corporate and/or marketing strategy (not just a tactic) and apply class learning to the analysis. Then, prepare a new pitch for a new media application that uses your assigned platform. This can be for an actual or new product or service or for a non-profit such as a philanthropy or a government/religious organization. Students will research and analyze the given organization's effective use of new media in their communication strategy and write a report demonstrating the organization's strategic approach (or lack thereof) to organizing for conversations with internal and external stakeholders. Student may/should deconstruct and analyze these multi-platform business model via: start- up approach, mission, audience, revenue models, platforms and cross-platform play, success factors or causes of failure, M&A impact, parent companies and partnerships and their relations to overall strategy. To that end, students will be required to conduct primary research through their own analysis of the organization's use of new media, an interview with an organizational representative, as well as secondary research. Concepts from the readings will be prominently featured in the report. By performing rigorous research on the given topics and issues, present a detailed example or mockup of what the application will look like and the stages in the campaign (from development through post-assessment/ROI evaluation). In addition to the quality and creativity of your assignments, I will be looking for evidence that you understand concepts we will discuss and read about and that you apply these as appropriate to support your plan

All groups will present their pitches at the end of the semester. Presentation should be 20 minutes in length and allow for class feedback. Please follow these guidelines when you write your plan and presentation:

1. Be coherent: Do not write 4-5 individual papers and staple them together.
2. Be in touch: I encourage you to collect primary data (i.e., from real consumers) in a manner that is appropriate to your topic.
3. Be relevant: Demonstrate that you are applying concepts from the book/lectures to your topic.
4. Be interesting: You classmates will appreciate creative use of visuals etc. during your presentation – please do not just read power point slides!

Your classmates will “vote” on which pitch (other than their own) they would support; the “winner” will earn bonus points. This team research project will be approached in teams of five. Please include a title page with all group members’ names, be sure to cite any references you use, and do not exceed 15 pages. In order to ensure that 15 pages means 15 pages, please make sure your paper: is double-spaced, has approximately one-inch margins, and uses a font that is no smaller than 10-point. Please number your pages. The title page, charts, tables, appendices and references do NOT count toward your page limit.

Note After you submit your group paper, I will also ask each member of this group to evaluate the relative contributions of the other members. If I find consistent evidence that a particular group member has participated either significantly less or more than other members, I will adjust that person’s grade accordingly.

D. Exam

The test will have fifty questions comprising multiple choice, true/false, short answer, etc. Please note that I *do not return* the actual exam documents. I will return a simple answer sheet. Following the taking of the exam, each student is required to turn in an answer sheet and a signed exam document in order to get full credit. If a student would like to review their actual exam, then that person may come by my office and review them. No copies of the exams will be allowed to be made. There are no make-up exams!

COURSE CALENDAR

- Week 1. Introduction: Course and syllabus review**
- Week 2. Marketing & Media Ecosystem 2013: Macro Level**
- Week 3. Marketing & Media Ecosystem 2013: Micro Level**
- Week 4. Korean Thanksgiving Day**
- Week 5. Scope of New Media Advertising**
**Korean Out-Of-Home (OOH) Advertising Academy Conference (Fir. 9/27)*
- Week 6. Integrated Marketing Communications(IMC) & New Media**
- Week 7. Effectiveness & Ethics of New Media Advertising**
- Week 8. *Midterm***
- Week 9. Mobile**
- Week 10. Interactive Television & Digital Video**
- Week 11. Social Media & Word of Mouth (Viral)**
- Week 12. Branded Entertainment: Event Sponsorship, Product Placement, Game Advertising, etc.**
- Week 13. Out-of-Home Advertising: Digital Signage, Transit & Transportation, Cinema, etc.**
- Week 14. *Final Exam***

*The course calendar above is *tentative*. If changes in the schedule are necessary, students will be held responsible for such changes as they will be announced in class.