

# **ADVERTISING MANAGEMENT AND MEDIA DISTRIBUTION**

**IE University**

Professor: **PETER THOMAS BOLAND**

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Academic year: 22-23

Degree course: THIRD

Semester: 2<sup>o</sup>

Category: COMPULSORY

Number of credits: 6.0

Language: English

## **PREREQUISITES**

An open and curious mind!

## **SUBJECT DESCRIPTION**

As part of an integrated communication strategy, Advertising remains a leading discipline that aims to inform and persuade clients or potential clients to try or buy their products, services, ideas and institutions. Typically representing half of the total marketing budget, advertising was previously considered as the base of the marketing strategy but has recently become less effective generally. The distribution of advertising in mass media has also meant that it is seen as entertainment, often transcending its original purpose and entering popular culture through its images, music and catch phrases. This course will provide the process and the tools to successfully manage an advertising campaign.

## **OBJECTIVES AND SKILLS**

The course aims to introduce students to the practice of advertising, and provide them with the tools to plan and manage advertising strategies, allowing for appropriate measurement and evaluation techniques to validate strategic and creative ideas.

Generic or transversal skills:

- Analysis and synthesis ability.
- Organisation and planning ability.
- Ability in problem-solving.
- Ability in applying analysis of problems and professional criteria based on the use of technical tools.
- Motivation for quality and rigorous work.
- Creativity, initiative and enterprising spirit.
- Inter-disciplinary teamwork.

Professional – Specific Competences

- Skill in writing assessment reports concerning specific situations of companies and markets.
- Ability to jointly apply theoretical and methodological knowledge and marketing and market research techniques acquired through the training process, working as a team, and developing the skill and expertise of a marketing and market research professional.
- Ability to submit and defend a full project which integrates marketing activities, or a marketing plan.

## **METHODOLOGY**

<b>Teaching methodology</b>	<b>Weighting</b>	<b>Estimated time a student should dedicate to prepare for and participate in</b>
Lectures	10.0 %	15 hours
Discussions	10.0 %	15 hours
Exercises	20.0 %	30 hours
Group work	50.0 %	75 hours
Other individual studying	10.0 %	15 hours
<b>TOTAL</b>	<b>100.0 %</b>	<b>150 hours</b>

## **PROGRAM**

### **SESSION 1 (LIVE IN-PERSON)**

Introduction & The Advertising Media Landscape

In addition to as brief explanation of the programme, students will understand how advertising is fighting a battle to remain effective and relevant in the digital world and reflect upon different perspectives on advertising's role in society.

We will analyse the current Spanish media landscape and the relative effectiveness of Above-the-line communication by medium.

### **SESSIONS 2 - 3 (LIVE IN-PERSON)**

Account Management & the Brief

Focusing on the role of the account manager and the advertising brief.

Prior to the course, random groups will have been established and in class each group will choose a brand currently advertising in Spain as their project for the course work. Once they have done so, they will create their own brief for 2021 advertising activity.

### **SESSIONS 4 - 5 (LIVE IN-PERSON)**

Account Planning and Understanding the role for advertising

All strategic and creative thinking must be based on sound analysis and diagnosis of the brand and the role that advertising can play in reaching the brands stated objectives. Students will understand the role of the planner in terms of analysing a marketing and advertising data, identifying key marketing drivers and the potential role for advertising.

Groups will work on their brief and conduct a situation analysis and see how advertising in particular can play a role in solving their brand challenges and/or opportunities.

## **SESSION 6 (ASYNCHRONOUS)**

Turning a situation analysis into a debrief will be the task in this session.

## **SESSIONS 7 - 8 (LIVE IN-PERSON)**

Advertising consumer and media research

Understanding the methodologies of media marketing research (TGI) and its impact on the development of an advertising strategy.

Examples will enable students to appreciate the value of research work in developing advertising targeting profiles that are useful as proxies for the marketing target.

## **SESSION 9 (ASYNCHRONOUS)**

Advertising and media targeting

Students will understand how agencies translate the marketing consumer group into a communication target audience for planning and buying purposes. The groups will work on defining their target audience for their assessed project.

## **SESSION 10 (ASYNCHRONOUS)**

Individual assessment.

Students will be given a turn-it assignment on the role of the Planner (Strategic Analysis) based on class notes and Chapter 13 of the publication *MARKETING COMMUNICATIONS*, PR Smith and Ze Zook.

## **SESSIONS 11 - 12 (LIVE IN-PERSON)**

Competitive Analysis - advertising expenditure

Students will be exposed to how advertising media expenditure is calculated and used to establish strategic goals. They will learn about the concept of "share of spend" and "share of voice" and how both metrics can be used exploited to the brand's advantage.

## **SESSIONS 13 - 14 (LIVE IN-PERSON)**

Competitor Analysis - copy

In these sessions, student will learn how to conduct a copy analysis of competitive brands in order to understand the communication battleground and potential territories for our brand.

## **SESSION 15 (ASYNCHRONOUS)**

Establishing Objectives and Developing the Advertising Strategy

We will look at establishing advertising/media objectives as a means to achieve the broader marketing communication goals. Students will work on developing their own objectives for their assessed projects.

## **SESSION 16 (ASYNCHRONOUS)**

Groups will develop and submit a non-assessed mid-term document that summarises their strategic development so far.

## **SESSIONS 17 - 18 (LIVE IN-PERSON)**

Creative Development

We will discuss different theories on the creative process and how to generate creative concepts. Students will be exposed to various methods to find creative input and inspiration with a view to generating persuasive advertising ideas.

## **SESSION 19 (ASYNCHRONOUS)**

Copywriting and Creative Management

Focusing on the creative function of the agency with emphasis on copywriting, students will analyse different techniques to achieve the desired response.

## **SESSION 20 (ASYNCHRONOUS)**

Creative Management & Copy testing

Students will be exposed to the management of the creative department and the techniques to test or validate creative concepts.

## **SESSIONS 21 - 22 (LIVE IN-PERSON)**

Media Planning

Students will be exposed to techniques and criteria in planning for traditional media channel selection.

## **SESSION 23 (ASYNCHRONOUS)**

Digital Media

From Mad men to maths men - data-driven advertising & targeting.

## **SESSION 24 (ASYNCHRONOUS)**

Digital Media Planning

Students will become familiar with display media terminology, SEM, programmatic trading and social media advertising.

## **SESSIONS 25 - 26 (LIVE IN-PERSON)**

In a workshop, the groups will see how the total advertising strategy, creativity and planning must be pulled together and then work on developing their own full documents.

## **SESSIONS 27 - 28 (LIVE IN-PERSON)**

Media Buying

Students will be exposed to buying/dealing based on agreements with broadcasting companies, publishers, contractors and other non-traditional media companies are also investigated for a fuller perspective of the media function.

Media Strategy Evaluation

Students will learn how to schedule a campaign and monitor its performance over time, negotiating compensation where appropriate, and reporting results back to clients.

## SESSIONS 29 - 30 (LIVE IN-PERSON)

Final Presentations and course wrap-up.

## BIBLIOGRAPHY

### Compulsory

- PR Smith & Ze Zook. (2019). *Marketing Communications Integrating Online and Offline, Customer Engagement and Digital Technology*. 7th. Kogan Page. ISBN 9780749498641 (Digital)

- Pete Barry. (2016). *The Advertising Concept Book: Think Now, Design Later*. 3rd. Thames & Hudson. ISBN 9780500518984 (Digital)

## EVALUATION CRITERIA

Your final grade in the course will be based on both individual contribution and group work that will be weighted in the following way:

Criteria	Percentage	Comments
Group Presentation	50 %	
Class Participation	10 %	
Individual Work	40 %	

### A. GROUP PRESENTATION AND REPORT

You are also expected to complete a project with your group and present it in written form. The project will give you the opportunity to reflect on what you have learnt in class and apply it to some practical problems. More details of the project will be provided by the start of the course.

You will be graded according to the use of the techniques covered in the advertising process and the quality of your diagnostic and creative solutions, weighted in the following manner.

Peer grades will be requested as a benchmark reference but will not be taken into account for the grading process.

### B. CLASS PARTICIPATION

Informed Participation and contribution to the learning atmosphere.

Physical attendances is not enough. Students are expected to participate in class discussions and activities as an important component of this course. Listening carefully is just as important a component of participation as speaking. Please be aware of your own style of participation: if you find it difficult to speak up in class, push yourself to do so. If you realize you tend to dominate discussions, make a point of listening to others. Your participation grade at the end of the semester will be based cumulatively on your contributions over the course of the semester.

Participation is graded using the criteria below, which are adapted from:

[http://trc.virginia.edu/Publications/Teaching\\_Concerns/Spring\\_1996/TC\\_Spring\\_1996\\_Maznevski.ht](http://trc.virginia.edu/Publications/Teaching_Concerns/Spring_1996/TC_Spring_1996_Maznevski.ht)

- Grade 0 - 4,9 Criteria: When present, not disruptive and tries to respond when called upon but does not offer much. Demonstrates very infrequent involvement in discussion.
- Grade 5,0 - 6,9 Criteria: Demonstrates adequate preparation: knows basic reading facts, but does not show evidence of trying to interpret or analyze them. Offers straightforward information (e.g. straight from the reading), without elaboration or very infrequently (perhaps

once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called upon. Demonstrates sporadic involvement.

- Grade 7 - 8,9 Criteria: Demonstrates good preparation: knows reading facts well, has thought through implications of them. Offers interpretations and analysis of reading material (more than just facts) to class. Contributes well to discussion in an ongoing way: responds thoughtfully to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.
- Grade 9,0 - 10,0 Criteria: Demonstrates excellent preparation: has analyzed readings exceptionally well, relating it to other material (e.g., other readings, course material, discussions, experiences, etc.). Offers analysis, synthesis, and evaluation of class material (e.g., puts together pieces of the discussion to develop new approaches that take the class further). Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students' comments, contributes to cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates ongoing very active involvement.

### **C. INTERMEDIATE WORK**

Students individually will produce a written report based on one aspect of the course material in order to assess their understanding at that stage.

### **RE-SIT / RE-TAKE POLICY**

Each student has 4 chances to pass any given course distributed over two consecutive academic years: ordinary call exams and extraordinary call exams (re-sits) in June/July.

Students who do not comply with the 70% attendance rule during the semester will fail both calls for this Academic Year (ordinary and extraordinary) and have to re-take the course (i.e., re-enroll) in the next Academic Year.

Evaluation criteria will be subject to the following rules:

- Students failing the course in the ordinary call (during the semester) will have to re-sit the exam in June / July (except those not complying with the attendance rule, who will not have that opportunity and must directly re-enroll in the course on the next Academic Year).
- The extraordinary call exams in June / July (re-sits) require your physical presence at the campus you are enrolled in (Segovia or Madrid). There is no possibility to change the date, location or format of any exam, under any circumstances. Dates and location of the June / July re-sit exams will be posted in advance. Please take this into consideration when planning your summer.
- The June / July re-sit exam will consist of a comprehensive exam. Your final grade for the course will depend on the performance in this exam only; continuous evaluation over the semester will not be taken into consideration. Students will have to achieve the minimum passing grade of 5 and the maximum grade will be capped at 8.0 (out of 10.0) – i.e., “notable” in the re-sit exam.
- Re-takers: Students who failed the subject on a previous Academic Year and are now re-enrolled as re-takers in a course will need to check the syllabus of the assigned professor, as well as contact the professor individually, regarding the specific evaluation criteria for them as re-takers in the course during that semester (ordinary call of that Academic Year). The maximum grade that may be obtained in the retake exam (3rd call) is 8.0 (out of 10.0).

After ordinary and extraordinary call exams are graded by the professor, you will have a possibility to attend a review session for that exam and course grade. Please be available to attend the session in order to clarify any concerns you might have regarding your exam. Your professor will inform you about the time and place of the review session.

## **PROFESSOR BIO**

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### **Academic Background**

Peter is a graduate in Modern Languages and Business Studies from Leeds University

### **Academic Experience**

IE: Associate Professor for both BBA and BCDM for Advertising PLanning, Advertising and Creative Strategy and Personal Branding subjects.

ESIC: Associate Professor on the Master's Degree in Marketing and Commercial Management and on the Degree in Marketing Management. Coordinator for the Strategic Brand Management subject since 2011.

### **Professional Experience**

An independent consultant with 30 years' experience in multinational companies in both the marketing and communications disciplines. He specialises in innovation and creativity, and the strategic planning of brands especially in the field of Communications Planning. Prior to this, Peter was Chief Strategy Officer of Mediabrands, the media-marketing holding belonging to IPG, following his earlier role as President of Universal McCann. He spent 8 years as Managing Director of Carat España although he arrived in Spain as Development Director of CIA (nowadays mediaedge:cia) with specific responsibility for corporate development. He started his career with sales and marketing positions in companies such as Coca-Cola & Schweppes Beverages and Thames TV. He is a regular speaker at industry events and is a collaborator in the main leading advertising publications. Boland has served as a jury member at a number of international and national advertising festivals such as Cannes, the Eurobest Awards and the Genio Awards. Peter has worked for some of the most widely recognized global advertisers, including Coca-Cola, Bacardi, Microsoft, L'Oreal, Telefonica, Orange, BBVA, Renault, Disney, Philips, Kraft and BMW.

## **OTHER INFORMATION**