

SYLLABUS

IIBD INTERNATIONAL SUMMER INSTITUTE 2008

IIBD-7610 Advertising and Promotion: A Comparison of Asian and Western Advertising/ Promotion Methods

INSTRUCTOR:

Dr. James S. Gould, Pace University, USA

COURSE PREREQUISITE:

Basic Marketing

COURSE DESCRIPTION:

The course examines advertising/promotion techniques methods and focuses on their applications in Western and Asian Countries. Asian countries are China, Japan and Singapore. The course will be taught using a combination of lectures, cases, advertising examples (videos, print advertising/promotion programs) and student projects.

CASES:

Students will be assigned into case teams for in-class presentations. Four student teams will be formed, permitting two groups making the same presentation with non-presenting teams having “time off” to prepare their case presentation. Each student team will make three in class presentations for a total of six case presentations.

FINAL PROJECT:

The final project consists of two parts.

- a) Part one will have student case teams prepare an advertising/promotion program for a product marketed in both a Western and Asian Country (as Master Card). The assignment will be to adapt the same company's advertising/promotion program to different cultures. Students will be asked to report on similarities and differences.
- b) Part two, students prepare a digital collection of examples of Western and Asian advertising/promotion. This will be done on an individual basis.

GRADING:

Exam:	20%
Case Presentations (4 given)	50%
Final Project:	30%

TENTATIVE CLASS SCHEDULE:

Class	Date	Schedule
1	7 July (Mon)	Overview of course Introduction to Marketing and advertising
2	8 July (Tue)	The Marketing Mix—with emphasis on Persuasion (advertising/promotion) and Formulating Advertising/promotion strategies (SWOT and TOWS)
3	9 July (Wed)	Consumer Behavior (why and what people buy), Buying Motives
4	10 July (Thur)	Media, discussion of types (advertising/promotion) uses, assessment measures
5	11 July (Fri)	Examples of Western and Asian Advertising/Promotion, Videos will be used—Strategies will be discussed, compared and contrasted
6	14 July (Mon)	Presentation of student Assigned Team cases, Teams A&B
7	15 July (Tue)	Presentation of student Assigned Team cases, Teams C&D
8	16 July (Wed)	Presentation of student Assigned Team cases, Teams A&B
9	17 July (Thur)	Presentation of student Assigned Team cases, Teams C&D
10	18 July (Fri)	Presentation of student Assigned Team cases, Teams A&B
11	21 July (Mon)	Presentation of student Assigned Team cases, Teams C&D
12	22 July (Tue)	Presentation of Final Project (see description)
13	23 July (Wed)	Review
14	24 July (Thur)	Exam