

### 454 Advertising Strategy Syllabus

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Week	Topic	Assignment
1. January 7th	Introduction	Chapter 1 and 11; Appendices A and B
2. January 14 <sup>h</sup>	Targeting for Growth	Chapter 2
3. January 21 <sup>st</sup>	Consumer Insight	Chapters 3 and 4
4. January 28 <sup>th</sup>	Consumer Insight	First written case due
5. February 4 <sup>th</sup>	Positioning: Frame and Point of Difference	Chapter 5
6. February 11 <sup>th</sup>	Sustaining a Position	Chapter 6
7. February 18 <sup>th</sup>	Media Strategy	Chapter 7; Second written case due
8. February 25 <sup>th</sup>	Media Strategy	Chapter 8
9. March 3 <sup>rd</sup>	Creative Strategy	Chapter 9
10. March 10 <sup>th</sup>	Creative Strategy	Third written case due
11. March 13 <sup>th</sup>		Final Exam Due Submit to office on second floor (Box)

**First Assignment: Please read chapters 1, 10 and 11, and appendices A and B in the Advertising Strategy book.**

**Book list: Sternthal & Rucker, "Advertising Strategy", Second Edition, 2011, Copley. ISBN # 9781581527643**