

**NORTHWESTERN UNIVERSITY
KELLOGG SCHOOL OF MANAGEMENT
ADVERTISING STRATEGY 454
GRADE REQUIREMENTS**

Your grade will be based upon the following:

<u>Assignment</u>	<u>Due Date</u>	<u>% of Grade</u>
Group case #1	April 21 st	10%
Group case #2	May 12 th	20%
Group case #3	June 1 st	20%
Final exam	June 9 th	30%
<u>Class Participation</u>		20%
Class discussion/attendance		
Weekly homework questions		
Peer group evaluation	June 2 nd	

The three cases are group projects (4 or 5 people per group). The final is an individual assignment. Cases are due at the beginning of class, with exception of Group case #3 which you will email by 8am on June 1st.

Two-thirds of the class participation grade depends on the submission and quality of the written responses to the weekly homework questions. Each homework assignment is worth 1 or 2 points depending on the assignment. These assignments are reviewed by the instructor and used as a basis for class discussion. No written feedback is provided for these weekly responses to case questions. It is recommended that you record your responses in a word file, and then paste these responses in the Qualtrics survey. In this way, you will have a copy of your responses available for class discussion and if for some reason Qualtrics malfunctions.

Participation in class and on group cases account for the remainder of the class participation grade. The class participation grade will be based upon the quality of discussion during class and your participation within your group on the group cases. A written peer evaluation of group members will be collected at the end of the quarter. Grades will be adjusted when performance deviates significantly from the group's average contribution.

A significant amount of the course content will be highlighted in the class discussion. To a large extent, the benefits derived from this course depend on students' willingness to expose their viewpoint to the critical judgment of the instructor and class. Therefore, it is very important that students attend class and participate in the discussion. Multiple absences (three or more) could have an impact on your participation, and therefore, your participation grade. Multiple absences should be discussed with the professor.

454 Advertising Strategy Syllabus

Mary O'Brien Pearlman, Spring 2014

Email: mopearlman@kellogg.northwestern.edu

Office: room 453

Phone: (847) 560-5148

Office hours: Before class and by appointment anytime

Week	Topic	Assignment
1. March 31 st	Introduction	Chapters 1, 10 and 11; Appendices A and B
2. April 7 th	Targeting	Chapter 2
3. April 14 th	Consumer Insight	Chapters 3 and 4
4. April 21 st	Consumer Insight	First written case due
5. April 28 th	Positioning	Chapter 5
6. May 5 th	Frame and Point of Difference	Chapter 6
7. May 12 th	Sustaining a Position	Second written case due
8. May 19 th	Media Strategy	Chapters 7 and 8
9. May 30 th	Media Strategy Creative Strategy	Chapter 9 ***Note date: Memorial Day Holiday
10. June 2 nd	Creative Strategy	Third written case due
11. June 9 th		Final Exam Due

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