

454 Advertising Strategy Syllabus

Mary O'Brien Pearlman, Spring 2011

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Office hours: Mondays before and after class and by appointment

Week	Topic	Assignment
1. April 4 th	Introduction	Read Chapter 1 and 10
2. April 8 th (Friday)	Targeting for Growth	Read Chapter 2 and 9
3. April 11 th	Consumer Insight	Read Chapter 3.
4. April 18 th	Consumer Insight	Read Chapter 4.
5. April 25 th	Positioning: Frame and Point of Difference	Read Chapter 5.
6. May 2 nd	Sustaining a Position	Read Chapter 6.
7. May 9 th	Media Strategy	Read Chapter 7.
8. May 13 th (Friday)	Media Strategy	
9. May 16 th	Creative Strategy	Read Chapter 8.
10. May 23 rd	Creative Strategy	
11. June 6 th	Final Exam Due	Submit to office on second floor (box)

First Assignment: Please read chapter 1, chapter 10, appendix A and appendix B in Advertising Strategy

Please note: First class attendance is MANDATORY, unless discussed and excused by Professor Pearlman. Email: mopearlman@kellogg.northwestern.edu

Please note: The first class of the quarter is scheduled for Monday, April 4th, NOT March 28th. A make-up class is scheduled for Friday, April 8th.

Please note: There will be no class on Memorial Day, Monday, May 30th. The make-up class is scheduled for Friday, May 13th.

**NORTHWESTERN UNIVERSITY
J.L. KELLOGG GRADUATE SCHOOL OF MANAGEMENT
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 18 th	10%
Group case #2	May 9 th	20%
Group case #3	May 20 th	25%
Final exam	June 6 th	30%
<u>Class Participation</u>		15%
Class discussion/attendance		
Weekly case questions		
Peer group evaluation	May 23 rd	

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.

Two-thirds of the class participation grade depends on the submission and quality of the written responses to the weekly case questions. 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.

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.