



**NEW YORK CITY COLLEGE OF TECHNOLOGY
CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS**

**COURSE OFFERED IN MOSCOW, RUSSIA
SUMMER 2018**

Luxury Advertising in Modern Day Russia

Course: MKT 1214 (DO84)
4 Credit Hours

Instructor: Dr. Alyssa Dana Adomaitis
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COURSE DESCRIPTION:

The course provides the definitions of the various promotional types, including advertising, sales promotion, public relations and personal selling; an historical analysis of advertising; the types and functions of advertising agencies; a review of advertising's role in society; an examination of the media planning and buying processes; an analysis of broadcast and print media; the creation of broadcast and print advertisements; a review of the different types of sales promotion techniques, events and sponsorships; the role of public relations; an examination of the various types of specialty advertising techniques and an overview of global advertising.

LEARNING OBJECTIVES:

Upon successful completion of the course, the student should be able to:

- To provide the students with the fundamental principles of the Essentials of Advertising in an ever-changing environment.
- To determine the place of Advertising in the Marketing Mix and show how it is used as a tool in marketing products and services of corporations and non-profit organizations.
- To provide the students of Advertising with the specific process to follow in developing effective advertising programs.
- To describe the elements in the Promotional Mix and examine their uses, similarities and differences.
- To provide the students with the necessary information to develop and analyze an Advertising Campaign.
- To enable the students to interact with professionals in the field of advertising, including corporate advertising executives, media representatives, media researchers and advertising agency personnel.

In addition,

- Review communication theory fundamentals (IMC) that apply to all forms of promotion. The students will be able to develop an advertising campaign for a product or service in the marketplace.
- The students will be able to create a media plan for a product or service in the marketplace.
- The students will enhance their planning, leadership, organizational, networking and business communication skills by participating in a team-oriented term project.
- The students will learn the advertising terminology used by advertising professionals in the field.
- The students will know the various sales promotion techniques used by marketers to promote products and services in the marketplace.
- The students will enhance their writing and oral communication skills by researching, writing and presenting their advertising campaign at the end of the semester.

LEARNING OUTCOMES:

Content Specific:

<i>Content Specific:</i>	<i>Assessment of Outcomes:</i>
Evaluate how consumer perceptions, attitudes, beliefs, demographics and psychographics affect consumer's selection of apparel products and services.	Class discussion, midterm exam, term paper & presentation
Evaluate the interrelationship between the domestic and international markets and their brand image significance	Class discussion, course assignments and Branding project
Apply critical thinking, creativity, and problem-solving processes to issues and concern in fashion branding and consumerism	Class discussion, course assignments, homework & branding project
Know the basic brand equity characteristics of the world market environment and be able to relate to the current global picture marketing	Class discussion, midterm examination & quizzes

General Education:

Develop and articulate life-long inquiry based learning in the major	Class discussion, class demeanor, branding project & presentation
Develop critical thinking skills that move freely between core business principles and industry specific objectives.	Class discussion & course assignments
Gather, interpret, evaluate, and apply information discerningly from a variety of sources.	Class discussion, branding project & oral presentation

REQUIRED TEXTBOOK:

Moriarty, S. Mitchell, N. & Wells, W. (2010). Advertising & IMC Principles and Practice. Boston: Prentice- Hall.

Compliance with Federal Law: For information on the authors, titles, retail prices, ISBN numbers, and other details regarding the text books, please visit the college website at <http://citytech.cuny.edu>

Career Employability Skills: In order to be successful in the workplace, a graduate of CUNY-Citytech has two needs: 1) strong understanding and skills in their major area of study and 2) good employability skills. The employability skills associated with success are communication, problem solving, time and task management, teamwork, leadership, diversity appreciation and social responsibility.

ASSIGNMENTS/ NO LATE WORK POLICY:

Assignments and projects are due at the beginning of class as scheduled. **NO LATE work will be accepted.** Assignments placed under the professor's door will *not* be accepted. Written work must be **word processed/typed** on standard size 8 1/2" by 11" paper in black ink in **Times New Roman font**. **All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates.**

In a case of an emergency, you may e-mail your assignment to me prior the start time of the class to get full credit. Documentation of the emergency will be expected.

Process for Evaluation:

Outstanding (A) work went beyond the package and presentation requirements.

Good (B) work met all grading criteria, performed to top standards.

Average (C) work, met all but one or two of the grading criteria.

Below Average (D) work met only one or two of the grading criteria.

Project Grading Criteria:

- 1) *Initiative* - Students must prove resourcefulness in presenting meaningful information in a well-structured package. Students must demonstrate inclusion of supporting information from course materials. Students must show evidence of adequate preparation in the presentation.
- 2) *Thoroughness* - Students must have covered all topical areas. Students should provide adequate coverage within each topical area.
- 3) *Accuracy* - Students must have reached appropriate conclusions from the information they received. Students must have applied course material accurately, reflecting knowledge and understanding of the material.
- 4) *Professionalism and Creativity* – The promotional package and presentation should reflect professionalism in preparation and clarity, and creativity. They should be attractive and eye-catching. The promotional package and presentation should show evidence of advance work and planning.

Papers will be graded on the following criteria:

- Clear and thorough application of direct and database marketing concepts and principles (including material covered in the assigned reading, lectures, and discussions).
- Demonstration of original, logical, strategic thinking including a complete analysis of facts, logical synthesis, and persuasive conclusion/recommendation. Specific examples should support the analysis. Address the specific requirements of the assignment.
- Quality of research (depth, breadth, appropriateness) and proper acknowledgement of references, including complete citations using APA style in-text notes, when appropriate.
- Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization. You will not receive an A if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.

In a case of an emergency, you may e-mail your assignment to me prior the start time of the class to get full credit. Documentation of the emergency will be expected.

Please do not send me work if you are running late. It must constitute an emergency.

GRADES:

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date*.

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 500. Two hundred points can be earned through examinations and 100 points through quizzes. A student's score is converted into a percentage and grade will be assigned using the scale listed below. *Excessive absence/lateness can affect grade average by lowering it by 10%.*

PARTICIPATION = 10% of your final grade if you contribute to class discussion

PAPER 1 = 100 points Comparative Ads (European/Asian vs. American)

PROJECT 2 = 200 points Creative Advertising Campaign

MIDTERM EXAM = 100 points

FINAL = 100 points

TOTAL = 500 points

References

- Bowser, Eileen, *The Transformation of the Cinema 1907-1915*. New York, 1990.
- Consuming Fashion: Adorning the Transnational Body*. Editors: Anne Brydon and Sandra Liessen. NY: Berg 1998.
- Godey's Ladies Book*
- Hampton, Benjamin B., *A History of the Movies*. New York, 1931.
- Harper's Bazaar: *100 Years of the American Female*. NY: Random House, 1967.
- Kismaric, Carole and Marvin Heiferman "Fame after Photography" The Museum of Modern Art, NY, 1999.
- Marx, Samuel. Mayer and Thalberg: *The Make-Believe Saints*. Hollywood, 1975
- Meyer, Susan E. *Americas Great Illustrators*; NY: Harry N. Abrams, Inc., 1978.
On the Edge: Images from 100 Years of Vogue. NY: Random House, 1992.
- Peterson's Magazine
- Polymus, Ted. *Style Surfing*. NY: Thames and Hudson, 1996.
- Ramsaye, Terry. *A Million and One Nights: A History of Motion Pictures Through 1925*. New York, 1954.
- Rhode, Eric. *A History of the Cinema from its Origins to 1970*. NY: De Capo Press, 1976.
- Schau, Michael. *J. C. Leyendecker*. NY: Watson-Guptill Publishing Co., 1974.
- Vogue: Book of Fashion Photography 1919-1979*. NY: Simon and Schuster, 1979.
- White, Shane and Graham White. *Stylin': African American Expressive Culture from Its Beginnings to the Zoot Suit*. Ithaca: Cornell University Press, 1998.

Advertising Comparison Paper

Due:

Guidelines

1. Use Lecture notes/text to answer questions.
Must be typed written on standard 8 1/2 by 11" paper, black ink, Times New Roman font
Hand in Advertisements –*Remember Presentation counts!(no construction paper or ripped out ads) color photocopies only accepted on 8 1/2 x 11 in*
2. Choose 2 advertisements to work with, (it does not have to relate to fashion or clothing design). One advertisement from an American Magazine and one advertisement from a Foreign Country (not published in the United States), but of same type of product. Do **not** choose the same exact ad if one can be found.
 - a. How did you obtain the ads? (Newspaper, magazine, or did a friend pass it on)? What is the name of the magazine? Date published?
 - b. Who/What is the brand of the product or service? What is the logo?
 - c. Does this brand have equity to you? Explain in detail using promotional jargon why or why not?
 - d. What are basic consumer needs that the ad is designed to appeal to? Is the advertisement functional, symbolic, experimental, or a combination of the aforementioned appeals?
 - e. Where would it rank on Maslow's Hierarchy of needs? Please compare and describe as it relates to consumer appeals (d).



- f. Does the advertisement meet cognitive or hedonic needs? What are the motivations behind the ad –rational or emotional? What is the need? For example, love, fear, friendship, glamour, information, price or practicality.
- g. Does this brand/name fulfill the objectives of retail promotion?
Does it inform? Create a want? Facilitate purchase?
- h. What do you think about each of the advertisements? What do you like or dislike about the advertisements? Would you buy the product?

TERM PROJECT

Campaign for a New Fashion Product

In preparing a campaign for a new unadvertised product your creative powers will not be inhibited by past or current advertisements. There is not much data available on a new product or service, so here is your chance to be really creative!

In selecting a new fashion product you may use fashion/business magazines as a source of inspiration. A second possible source is to “dream up” a product which will serve our purposes.

The name and brief description of the fashion product is to be submitted to the instructor by: _____.

1. **PRODUCT**

- A. Nature of product/packaging
- B. Design, unusual features
- C. Trade name (ex of a trade name is Nike, DKNY, Seven (jeans), Ralph (perfume), New Balance (sneakers))
- D. Trademark (ex. of a trademark is the K-Mart symbol, Target’s Spot the Dog and Bull’s-eye, Lord and Taylor rose, Nike “swoosh”)
- E. Slogan (ex of slogan’s are “expect more pay less,” “anything you want you got it,” “good life great price,” “just do it,” “you’re going to like the way you look”)

2. **CAMPAIGN OBJECTIVES AND STRATEGIES**

List the campaign goals and explain the desired strategies. As an example, is the goal of your ad campaign to increase awareness of the AIDS crises? Are you trying to introduce a new apparel product that has never been available before? Are you trying to increase demand for a particular product by using magazine advertizing?

Examples of strategies that your campaign should be answering are:

- Who are we trying to reach?
- What is it we want to say to our target market?
- Where are we going to advertise?
- Where and when will we run our ads?

Be sure to explain your target market, that is, who is the group of people who will be the best prospects for the purchase of your product or service? Explain the demographic and psychographic information about your target. Be creative!

3. APPEALS TO BE EMPHASIZED

An appeal is the selling message in advertising and is really what an ad has to say to a consumer. An example is: American Tourister Luggage's appeal emphasizes the attribute of strength, Wal-Mart emphasizes value, Marshall's appeals to the "off-price" customer who wants designer clothing at lower retail prices. Present the appeals that you think are likely to be most effective. Give the reasons for your appeal selections.

4. APPROPRIATIONS AND BUDGET

Set a figure that seems to be reasonable. This initial figure can be considered as tentative only. As you work out the details you may want to revise it. Present a detailed budget showing how you plan to spend the appropriations. Show the amount that you intend to spend in each medium by months, plus all other items that you think should be included.

5. TYPES OF MEDIA

List the media that you plan to use, and state clearly why you have selected this media mix. Think in terms of measurements –number of exposures, etc. List the specific magazines, newspapers, TV stations, etc. that you want your product or service to be promoted in.

6. ADVERTISING SCHEDULE

Present in chart form the schedule that you plan to use in each medium listed in the preceding section. Explain it well. Show the cost for using each medium.

7. CREATIVE STRATEGY AND ADVERTISING COPY

Prepare the advertising copy for at least two major types of media that you have recommended. For TV and radio, you may suggest a type of program and prepare a commercial.

LAYOUT

Prepare a complete layout for one print advertisement.
