MKT3420B Promotional Management

Coordinator: Mr Jorg Dietzel

Session: Semester II 2009/2010

Course Objectives

• To learn about the theory and practice of all aspects of commercial communication, in particular advertising and promotion, from the initial strategic planning process through the development of communication materials, their placement in the different media to possible assessment methods.
• To develop the skills of being able to evaluate integrated marketing and communication campaigns and apply those skills to create a campaign of your own.
• To understand and appreciate the role of creativity and how creativity can be managed to produce integrated campaigns that work.

Course Description

There is hardly an industry that has changed as much during the past 50 years as the communication and advertising industry. Media unbundling, new interactive media, growing role of promotions and 1-on-1 communication, 360 degrees marketing – are all relatively recent developments that create the need for truly integrated marketing communications. At the same time, the core of these programmes - great ideas based on human truths, the use of humour and creativity - remains the same. The course will introduce the students to the organizations that create the end products that we experience on a day-to-day basis.

By looking at real-life examples and by creating campaigns in class and presenting them to real-life clients, students will understand the process of developing a campaign that generates results. The course will look into the different roles in that process, in particular in account management, strategic planning, creative and media. Students will also get a chance to develop promotional strategies for real-life businesses and to understand better the importance of creativity and the intricacies of executing promotional plans through hands-on projects.

While the module will cover theories in integrated marketing communications, it is generally approached with a practical and applied orientation. Lectures and readings will be supplemented with cases, ad critiques, video clips and talks. Students will acquaint themselves with current and future A & P environments and developments in Singapore and other countries as well as the processes that go on behind the scenes in the management of communication.

(The instructor, Jorg Dietzel, has worked in advertising for 20 years, 10 of those in Asia. He started in Germany with DDB, built a global network for Audi out of BBH in London, ran DDB China out of Beijing, opened and managed DDB Berlin [for Volkswagen], worked at Batey Red Cell in Singapore and most recently as Multinational Client Management Director for BBDO Asia-Pacific in Hong Kong. Over the years, he has worked with clients like FedEx, Pepsi, Visa, Compaq, Budweiser, American Airlines, Mercedes Benz, GE, Deutsche Bank. He currently runs his own Brand Consultancy in Singapore. He has lectured at HKU, SMU, CEIBS, HdK [Berlin] and Wharton.)
Textbooks and References

ISBN 10: 981 261 626 8

Supplementary Reading:


Resources and Class Procedures

Resources for the class will include interactive lectures, case videos, ad clips, agency reels, internet vignettes and guest speakers. Individual presentations will also be required. Emphasis will be placed on class discussion and participation.

Students should read and be prepared to discuss the relevant topics each week as indicated in the course outline. They are also required to come prepared for each class and be actively involved in class discussions. Two simple quizzes (at half time and towards the end of the course) will help evaluate learning progress. Marks for class participation will also be awarded for quality contributions (sound questions and suggestions) made by students during presentations by other students and/or groups.

Assessment Methods

Final grades will be assessed as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Case Study Presentation</td>
<td>30%</td>
</tr>
<tr>
<td>Quiz</td>
<td>20%</td>
</tr>
<tr>
<td>Class participation</td>
<td>10%</td>
</tr>
<tr>
<td>Group Course Project</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Course dates

Please check at this website: https://webrb.nus.edu.sg/ctt/classtt.aspx