

UNIVERSITAT POMPEU FABRA
Department of Economics and Business
Current Topics in Marketing Management
SYLLABUS

Degree: Business Sciences-Management

Course: Third and Fourth

Term: Second

Number of ECTS credits: 5 credits

Hours of student's dedication: 125

Language of instruction: English

Instructor: Prof. Maria Galli (Theory and Seminars) – email: maria.galli@upf.edu; Office: 20.1E46

PLEASE READ THIS SYLLABUS CAREFULLY AND CONSULT IT BEFORE RAISING ANY QUESTIONS ABOUT THE COURSE.

1. COURSE DESCRIPTION

In this course you will learn how to design *effective* marketing communications. The course concentrates on three crucial inputs that contribute to a communication's effectiveness: Research, creativity, and an understanding of consumer behavior (stemming from knowledge of behavioral theories relevant to the domain of persuasion).

The course is divided in three modules. The first module focuses on learning how to plan and implement a thorough situation analysis, with the aim of using derived insights in the design of an effective message strategy. The second module focuses on the learning and application of a set of eight award-winning creative tools, with the aim of using them in the implementation of the message strategy. The final module of the course focuses on the learning of specific consumer behavior theories and models relevant to persuasion, with the aim of using them to make adjustments to the designed communications to maximize their impact.

2. INTENDED LEARNING OUTCOMES

Upon completing this course, students should have:

- 1) Developed a **holistic understanding of the specific issues** involved in designing effective marketing communications.
- 2) Gained **analytical, professional, subject-specific, and practical skills** such as the ability to apply theoretical and analytical frameworks (e.g., consumer behavior theories and models) to provide concrete solutions to real world marketing communication problems and cases.
- 3) Developed the following **transferable skills**:
 - be able to communicate and exchange ideas in both large and small group settings;
 - be able to source credible information from academic and practitioner sources;
 - be able to critically evaluate evidence and present a balanced argument.
 - be able to employ analytical and problem-solving skills;
 - be able to structure, write and present marketing reports and campaign evaluations;
 - be able to reflect on their own values with respect to ethical practice.

3. COURSE CONTENTS

- Situation analysis, including target markets
- Setting communication objectives
- Message strategy design
- Creative tactics (message strategy implementation)
- Understanding consumers (message strategy implementation)
- Measuring communication effectiveness

4. COURSE ASSESSMENT

I expect you to attend classes and **contribute** to class discussion, come to class prepared, and work **with dedication** on the group project and other assignments. You should ask questions during class if any concepts are unclear.

Your coursework will be evaluated in the following manner:

- Quiz 1 – Quiz 2 – Quiz 3: Select the best two out of three; 15% each (total 30%)
- Group work:
 - Creative tactic example presentation 1 and 2: 7.5% each (total 15%)
 - Group project written report first partial submission: 10%
 - Group project written report second partial submission: 10%
 - Group project final submission 20%
- Individual class participation 7.5%
- Research participation 7.5%

IMPORTANT: the above course assessment components are **NON-RECOVERABLE**. To pass the course, it is essential to attend **AT LEAST FIVE** seminars, **TO PASS AT LEAST TWO** of the three quizzes, and to **PASS** the group work (after grade adjustment based on peer evaluation – see below). You must hand in the signed form at the end of this syllabus indicating that you’ve understood all these requirements.

Quizzes: They test your knowledge and understanding of the theories, concepts, and techniques that underlie the course. They will consist of multiple choice and possibly short answer questions. The quizzes will normally last 45 minutes.

Typically, there will be no carryover of topics for the quizzes. However, because topics in the course are interrelated, answering questions in a particular topic may require knowledge of topics discussed earlier.

Group Work: Creative Tactic Example Application: Your group will be assigned two of the creative tactics we will cover in the theory classes (one tactic in each of two different seminars), and you will have to create a marketing communication (e.g., an advertisement) using it, and then present it to your fellow seminar attendees at the end of that seminar. During your presentation you should explain how exactly the marketing communication you created illustrates the application of the assigned tactic.

Group Work: Group Project Report and Presentation: The group project will consist of the preparation of a campaign (specifically, the situation analysis and message strategy sections of the campaign) intended to market a “social product” to Spanish consumers. Detailed instructions of what the group project report must include, as well as guidelines for the group project presentation will be provided later via Aula Global.

The group project is a very important part of this course: Much of what you will learn will come from “doing.” To get the maximum out of it and to help you manage time, you will be required to make two intermediate “graded” presentations/submissions, in which you will receive feedback from me. This

feedback will help you improve your campaign in preparing the final report, which your group will have to present in the last seminar.

As the name indicates, the group project is a GROUP assignment. Every group member gets the same score as long as **all members make a substantial contribution to the final result**. However, because I know that this is, unfortunately, not always the case, a peer evaluation system will be in place. You will be required to evaluate your team members' (except for your own) performance / contribution to the group project at the end of the semester, and this will be used to adjust individual team members' group project grade. (The peer evaluation form will be posted on Aula Global – If you do not complete it, I will just assume that you consider all group members' contribution to the group work to have been equal.)

Class Participation: A portion of your final grade will be earned by participation in class, as sharing your points of view and experiences with other students will be an essential part of your learning. Class participation is evaluated by the quality and the frequency of your comments: *To count, they should make a contribution to the learning experience of the class*. Effective class participation includes: i) sharing your experience or point of view with the class; ii) building on points raised by others; iii) clarifying issues; or iv) relating topics being discussed to previous class topics. Interaction with other students is encouraged—it should be positive and respectful even when in disagreement. It is also important to ask questions if anything is unclear—remember that likely other students have the same question.

Class participation, when exceptional, may also earn you bonus points that can be applied, for instance, to bump up quiz grades. Bonus points will remain at the discretion of the professor.

Research Participation: A final portion of your overall course grade will be earned by participation in three short (30 min on average) experiments at the LeeX lab. Details on this will be posted on Aula Global.

5. BIBLIOGRAPHY AND OTHER RESOURCES

Required textbook: “*Cracking The Ad Code*,” by J. Goldenberg, A. Levav, D. Mazursky, and S. Solomon, 1st edition, Cambridge University Press.

Additional material as well as the PowerPoint slides will be posted in “Aula Global” a few hours in advance of every theory session.

6. METHOD OF INSTRUCTION

There will be 20 theoretical sessions of 90 minutes each. To get the maximum out of each lecture, students should read the material (book chapters or other assigned readings) in advance.

The theoretical sessions will be complemented with six seminar sessions. These sessions will be used for providing guidance on the group project, for deepening understanding of the creative tools learned in class, and for group project presentations. Please consult the class schedule for specific dates of the seminar sessions.

IMPORTANT POLICIES AND PROCEDURES

- I do not give make-up quizzes, no matter how *legitimate* the excuse for missing the quiz may be; it is impossible to make an equivalent quiz without placing the student at either an advantage or disadvantage. Thus, instead of counting all three quizzes, I count the best two out of three.
- *Although I do not expect **cheating** in my class, the penalty is an **F (= suspendido)** for the course. You commit cheating when, during a quiz, you talk to other student(s) or look at other student(s)*

answers. You commit plagiarism when you copy large sections of an author's material without referencing it. If in doubt, please consult me.

- Attendance is required, and so is arriving on time. Absences and late arrivals (without legitimate excuses) will be penalized by deducting points from the class participation grade. Legitimate excuses include: Illness, death in family, other excuses on a case-by-case basis. Note that legitimate excuses are invalid without supporting documentation. Please do not take this personally – I require supporting documentation because there were students in the past that fabricated reasons.
- Don't miss class. Getting a classmate's notes is a poor second choice.
- Although I will try to maintain the class schedule and objectives, unforeseen circumstances may force me to make adjustments.

CURRENT TOPICS IN COMMERCIAL MANAGEMENT—TENTATIVE CLASS SCHEDULE

WEEK	DATE	TOPIC	NOTES READINGS
1	12 Jan	• Course introduction, norms, methodology	
	13 Jan	• The group project: Introduction to social marketing • Situation analysis	"Focusing the concept of social marketing"
2	19 Jan	• Analysis of target markets	
	20 Jan	• Setting communication objectives • Designing the message strategy I	
3	26 Jan	• Designing the message strategy II • Creative tactics I: Unification	Group members list due "Cracking the ad Code – Ch. 1"
	27 Jan	• Creative tactics II: Activation	"Cracking the ad Code – Ch. 2"
4	2 Feb	QUIZ 1	
	3 Feb	• Creative tactics II: Metaphor, Subtraction	"Cracking the ad Code – Ch. 3-4"
5	9 Feb	• Creative tactics III: Extreme consequence, Absurd alternative	"Cracking the ad Code – Ch. 5-6"
	10 Feb	• Creative tactics IV: Inversion, Extreme effort	"Cracking the ad Code – Ch. 7-8"
6	16 Feb	• Review of creative tactics I	
	17 Feb	• Review of creative tactics II	
7	23 Feb	QUIZ 2	
	24 Feb	• Understanding consumers I: Consumer needs, Consumer Processing Model	"Harnessing the science of persuasion"
8	2 Mar	• Understanding consumers II: Elaboration Likelihood Model, Cialdini's principles of Persuasion	
	3 Mar	• Understanding consumers III: Evaluative Conditioning Theory, Regulatory Focus Theory	
9	9 Mar	• Using behavioral theories to improve communication design	
	10 Mar	• Measuring communication effectiveness	
10	16 Mar	• Wrap-up • Review of content for quiz 3	
	17 Mar	QUIZ 3	

SEMINARS:

Week 3	29 Jan	SEMINAR 1	<ul style="list-style-type: none">• <i>Deadline for project topic decision</i>• <i>Design plan for situation analysis</i>
Week 4	5 Feb	SEMINAR 2	<ul style="list-style-type: none">• <i>Creative tactic – exercise 1</i>
Week 5	12 Feb	SEMINAR 3	<ul style="list-style-type: none">• <i>PRESENTATION OF FIRST PART OF REPORT</i>• <i>Design message strategy</i>
Week 6	19 Feb	SEMINAR 4	<ul style="list-style-type: none">• <i>Creative tactic – exercise 2</i>
Week 8	26 Feb	SEMINAR 5	<ul style="list-style-type: none">• <i>PRESENTATION OF SECOND PART OF REPORT</i>
Week 9	5 Mar	SEMINAR 6	<ul style="list-style-type: none">• <i>PRESENTATION OF FINAL REPORT</i>



I have read this syllabus carefully and I have understood all the details and requirements of the course.

Name: _____

Signature: _____

Student identification number (NIA): _____

Date: _____