

INTERNATIONAL ADVERTISING

ADV 6374 – Spring 2012

Temerlin Advertising Institute
Southern Methodist University



Class Time: TH 11-1:50 p.m.

Class Location: ULEE 203

Instructor: Dr. La Ferle

Office: Owen 1158

Office Hours: T/Th 9:30-10:30 a.m. & Th 2:00-3:00 p.m.
(and by appointment)

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Required Texts

de Mooij, Marieke K. (2010), *Global Marketing and Advertising: Understanding Cultural Paradoxes*, (3rd edition), Thousand Oaks, CA: Sage Publications, Inc. (dm)

Course Pack (cp): Order from Allegra Print & Imaging online: <http://site3.alleganet.com/saline> - click on SMU logo at the left. Below are 3 different options to receive your course pack. You will not be able to print the articles from the first option, only read the articles on your computer screen.

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Course Description

Marketers across nations are expanding globally. Technology is enabling the rapid transfer of information and brand messages to consumers around the globe. Consumers today have more power than ever before with information at their fingertips and the ability to voice their opinions instantaneously and share those opinions with companies and fellow consumers. Tomorrow's professionals must understand how this rapidly changing global environment influences communication decisions about research, strategy, media, execution, and so on. Factors such as politics, the economy, geography, religion and especially culture all impact reactions to brands and advertising messages. The goal of this course therefore is to introduce and discuss issues that impact marketing & advertising decisions in a global market place. The enormous influence of culture on every aspect of an individual's life and the life of target audiences will be a large focus of the course.

Course Objectives

Students should accomplish the following from the readings, lectures, class presentations, & assignments:

- develop an understanding and describe the current state of international advertising;
- become aware of and understand the environmental factors affecting global advertisers such as the impact of culture, regulation, competition, and political and economic forces;
- become familiar with issues related to typical decisions of global marketers such as: When and how to standardize or adapt communication strategy; conduct research; select and purchase media; create and execute standardized/localized advertising messages;
- develop an understanding of how cultural differences affect consumer behavior, media preferences and responses to advertising;
- become familiar with ethical issues raised by international advertising practices;

- learn the skills required by global managers for developing effective and responsible global communications;
- develop into industry professionals with global sensitivity and the ability to create strong global brands and advertising communications, while also creating products, images and messages that have a positive impact on consumers and societies.

Course Requirements

This class is operated as a seminar. As the quality of a seminar depends on the thoughtfulness of each class member’s contribution, students are expected to read assigned material and be active participants in class discussions. Assignments, projects and exams of the course have been designed to provide students with concepts and experiences needed to meet the above-stated objectives and to measure the amount of success toward reaching these objectives.

Assignments: During the semester you will be given several assignments to complete, either as individuals, in pairs or in groups. **In class assignments cannot be made up.** Assignments to be completed outside of class are due at the beginning of class on the day they are due. Except in the case of a documented emergency or serious illness, **late assignments will NOT be accepted and will receive a grade of ZERO.**

Exam: There will be one take-home final exam in this course. The exam will require students to review the important topics covered during class discussions and readings. The format of the exam will be discussed toward the end of the semester. No outside research will be required. The exam will allow each student the opportunity to synthesize course material and apply what he/she has learned.

Group Project: One group assignment is due at the end of the semester. The purpose of this assignment is to gain experience analyzing environmental and cultural information on a foreign country in order to prepare an advertising plan for an international product introduction. The formation of groups, selection of countries and detailed instructions will be provided about a month into the semester.

Course Evaluation		Course Grading Scale			
Assignments	50%	A	94-100%	C	73-76%
Final Group Project	25%	A-	90 - 93%	C-	70-72%
Final Take-home Exam	<u>25%</u>	B+	87 - 89%	D+	67-69%
Total	100%	B	83 - 86%	D	63-66%
		B-	80 - 82%	D-	60-62%
		C+	77 - 79%	F	59% and below

General Course Policies

- **Written assignments** are graded on organization, clarity of issues/arguments, and content, as well as on grammar, spelling, and punctuation (for free help with grammar/proof reading visit the SMU Writing Center 768-4253). Please type and double space all work using a 12 point font size with one inch margins. All work involving secondary sources should also include a reference page clearly indicating where information was obtained.
- **Late work will not be accepted and will receive the grade of ZERO** unless an unforeseen emergency arises for which valid proof of absence is required. Please contact me by phone or email in the event of an emergency or stop by my office as soon as possible.
- **No make-up exams or quizzes** will be given. Please do not ask to take an exam at a different time to accommodate a vacation, a wedding, work, a plane flight or any other reason. Make your personal plans to fit around the class schedule. The only possible exceptions include: a documented personal illness or injury; a documented death in the family; or a university sanctioned extracurricular event. In such cases, students should contact me as soon as possible and preferably

before the test time. Any make-up exam or quiz may differ from the original (to maintain the security of the test); therefore, any makeup exam or quiz may be more difficult than the original and/or it may use a different format.

- Students have one week after exam, quiz, and assignment grades have been posted to **review their work** and discuss any questions regarding their grade. I am happy to discuss my comments and grading procedures, but **grades are not negotiable**. You earn what you earn.
- **Disability Accommodations:** Students needing academic accommodations for a disability must first be registered with Disability Accommodations & Success Strategies (DASS) to verify the disability and to establish eligibility for accommodations. Students may call 214-768-1470 or visit <http://www.smu.edu/alec/dass> to begin the process. Once registered, students should then schedule an appointment with the professor to make appropriate arrangements.
- **Religious Observance:** Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)
- **Excused Absences for University Extracurricular Activities:** Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up *class assignments* or *other graded assignments* missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up work. (University Undergraduate Catalogue).
- **Scholastic Dishonesty:** All work undertaken and submitted in the course is governed by the University’s Honor Code. All work in this course should be the **original work of the student**. A violation of the Honor Code may result in an “F” for the course, and the student may be taken before the Honor Council. If you are unclear about this policy, either in general or in its specific application, please see me. The Honor Code is in the SMU Student handbook and may be viewed on-line at : http://smu.edu/studentlife/PCL_05_HC.asp
 - Scholastic dishonesty includes **plagiarism**, which according to Webster is: “to take (ideas, writings, etc.) from (another) and pass them off as one’s own.” Therefore, handing in a paper written by someone else is a clear example of plagiarism.
 - However, ***even the act of writing one sentence*** in your paper word-for-word of what someone else has written or only changing one or two words is also a form of plagiarism. If you use a direct quote then put the statement in quotation marks and cite the author. If you use the ideas of someone else, then ***re-write the ideas into your own words followed by the author’s name in brackets***. ***Information taken from the Internet is no exception.***
 - In general, ***always try to paraphrase*** (write in your own words) the ideas of other people and be sure to ***cite their names*** within the body of your paper. Be careful. If you are unsure, please see me.
- **All class material is Copyrighted** (i.e., lectures, overheads) and may not be web posted or sold for profit.
- **Laptops cannot be used in class.** Turn off all cell phones, pagers, iPods and messaging devices while in class.

TENTATIVE CLASS SCHEDULE *

<p><u>WEEK 1</u> TH – Jan. 19</p>	<p>Introduction to Course Scope & Challenge of International Marketing Cateora, Philip and John Graham (2007), <i>International Marketing</i> 13th ed., New York, NY: McGraw-Hill. Chapter 1 – pp. 1-25</p> <p>Trade Acts, IMF, WTO, etc. - Uncontrollable Factors Chapter 2 - Cateora - p. 26-53</p>
<p><u>WEEK 2</u> TH- Jan. 26</p>	<p>The International Marketing Mix - Controllable Factors Mueller, Barbara (2011), “The International Marketing Mix,” <i>Dynamics in International Advertising</i>, New York, NY: Lang Pub., 21-86.</p>

	<p>International Advertising History and Changes Smith, William S. (2011), “History & Background: Change is in the Air” in <i>The Changing World of International Advertising</i>, Kendall Hunt Publishing.</p>
<p>WEEK 3 TH – Feb. 2</p>	<p>Structure of International Advertising Smith, William S. (2011), “The <u>Advertisers</u>” in <i>The Changing World of International Advertising</i>, Kendall Hunt Publishing, pp. 17-29.</p> <p>Smith, William S. (2011), “The <u>Agencies</u>” in <i>The Changing World of International Advertising</i>, Kendall Hunt Publishing, pp. 31-40.</p> <p>History & Geography - Uncontrollable Factors Chapter 3 - Cateora - p. 54-79</p>
<p>WEEK 4 TH – Feb. 9</p>	<p>Cultural Dynamics - Uncontrollable Factors Chapter 4 - Cateora - p. 92-121</p> <p>Frith, Katherine Toland and Barbara Mueller (2010), “Advertising and Culture,” in <i>Advertising and Societies: Global Issues</i>, 13-23. <u>Chpt. 2</u></p> <p>Culture, Management Style & Business Systems Chapter 5 - Cateora - p. 123-155</p>
<p>WEEK 5 TH – Feb. 16</p>	<p>Emerging Markets Chapter 9 - Cateora - p. 244-277</p> <p>Regulatory Environment: Government & Consumer Groups Mueller, Barbara (2011), “Advertising Regulatory Considerations in the International Arena,” <i>Dynamics of International Advertising</i>, New York, NY: Lang Pub., 291-321. <u>Chapter 9</u></p> <p>Frith, Katherine Toland and Barbara Mueller (2010), “Advertising and Regulatory Issues,” in <i>Advertising and Societies: Global Issues</i>, 53-55, 62-78. <u>Chapter 4</u></p>
<p>WEEK 6 TH – Feb. 23</p>	<p>The Power of Advertising & Social Responsibility Frith, Katherine Toland and Barbara Mueller (2010), “Impact of Advertising in Developing Markets,” in <i>Advertising and Societies: Global Issues</i>, 25-51. <u>Chapter 3</u></p> <p>Ethics in Global Markets Donaldson, Thomas (1998), "Values in Tension: Ethics Away From Home," in <i>International and Global Marketing Concepts and Cases</i>, eds., Taylor Melloan and John L. Graham, McGraw-Hill, pp. 307-318.</p>
<p>WEEK 7 TH – March 1</p>	<p>Understanding Cultural Paradoxes & Standardization-Adaptation Issues Chapter 1 – “The Paradoxes in Global Marketing Communications”(dm pp. 1-22)</p>
	<p>Global Branding Chapter 2 (dm pp. 23-44)</p>
<p>WEEK 8</p>	

TH – March 8	What is Culture and How Are Values Impacted? Chapter 3 – “Values and Culture” (dm pp. 45-65)
	Dimensions Used to Compare Culture Chapter 4 - (dm pp. 67-91)
WEEK 9 TH – March 15	SPRING BREAK
WEEK 10 TH – March 22	Cultural Influences on <u>Consumers</u> Chapter 5 – “Culture and Consumer Behavior” (dm pp. 93-129) <u>Values Across Cultures</u> Chapter 6 – “Researching and Applying Cultural Values” (dm pp. 131-161) Cultural Influences on <u>Communication Styles</u> Chapter 7 - “Culture and Communication” (dm pp. 163-192)
WEEK 11 TH – March 29	Moriarty, Mitchell and Wells (2012), “ <u>Strategic Planning</u> ,” in <i>Advertising & IMC: Principles and Practice 9e</i> , Prentice Hall Publishing, pp. 188-219. Moriarty, Mitchell and Wells (2012), “ <u>Media Planning & Buying</u> ,” in <i>Advertising & IMC: Principles and Practice 9e</i> , Prentice Hall Publishing, pp. 418-453. Group Work Day -group meetings with me-Parts I & II drafted-discuss Part III ideas
WEEK 12 TH - April 5	Cultural and Technological Considerations with <u>Media Selection</u> Mueller, Barbara (2011), “Advertising Media in the International Arena,” <i>Dynamics of International Advertising</i> , New York, NY: Lang Pub., 227-261. <u>Chapter 7</u> Frith, Katherine Toland and Barbara Mueller (2010), “The Commercialization of Societies,” in <i>Advertising and Societies: Global Issues</i> , 219-238. <u>Chapter 10</u>
WEEK 13 TH – April 12	Cultural Influences on <u>Advertising Appeals</u> Chapter 9 – “Culture and Advertising Appeals” (dm pp. 217-243) Cultural Influences on <u>Execution</u> Chapter 10 - “Culture and Execution Style” (dm pp. 245-267) Implementing <u>Global Advertising Strategies</u> Chapter 11 – “From Value Paradox to Strategy” (dm pp. 269-288)
WEEK 14 TH – April 19	Advertising as a Global Cultural Force: Challenges & Opportunities Mueller, Barbara (2011), “Social Responsibility and Ethics in the Global Marketplace,” <i>Dynamics of International Advertising</i> , New York, NY: Lang Pub., 323-349. <u>Chapter 10</u> Frith, Katherine Toland and Barbara Mueller (2010), “The Commercialization of Societies,” in <i>Advertising and Societies: Global Issues</i> , 238-247. <u>Chapter 10</u>
WEEK 15 TH – April 26	* Group Presentations *

<i>Last Class Day</i>	<i><< Group Reports Due for All Groups >></i>
<u>Exam Week</u> TH – May 3	<u>FINAL TAKE-HOME EXAM DUE BY 3:00 P.M VIA EMAIL</u>

* The schedule indicates approximate dates when selected topics will be discussed. Students are responsible for schedule changes announced in class and/or extra readings or activities that may be assigned.