**JOMC 491.6 International Advertising**

**Fall 2014**

Class meeting time & classroom:

Mon & Wed 11-12:15 PM (CAR,253)

Instructor: Dr. Dong Hoo (Dan) Kim

Office: CAR 226

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512-949-8121 (cell 10am-7pm)

Office Hours: M 2:00-5:00PM and by appointment

**Course Overview**

As world markets have globalized, the importance of having a global marketing strategy has increased. With this aspect, the value of global and international advertising as a part of global marketing has been emphasized. To create better international advertising strategies, companies and agencies continue to negotiate between their desire for one voice worldwide and the significant cultural, economic, regulatory, and competitive differences from region to region, country to country and even within individual countries. The main purpose of this course therefore is to introduce and examine cross-cultural issues that affect persuasive communication in a global marketplace.

**Course Objectives/Learning Outcomes**

As the semester progresses, students should accomplish the following from the reading, lectures, class presentations, and assignments.

1. Learn the history and current state of international advertising, both in terms of magnitude and players involved.
2. Become aware of and understand the environmental factors affecting international advertising such as culture, regulation, competition, and political and economical forces.
3. Define culture, learn methods to assess cultural similarities and differences, and understand how cultural differences have impact on consumers’ behavior.
4. Become familiar with issues associated with international advertising strategies such as when and how to standardize/localize advertising messages.

**Course Format**

Class presentations and the text are designed to motivate students to engage in an active learning procedure. Lectures, discussion, and assignments are designed to supplement the assigned readings in the textbook to provide additional insight on issues important for understanding international advertising. Students are expected to come to class prepared to actively participate in class activities.

**Required Text**

de Mooij, Marieke K. (2005), Global Marketing and Advertising: Understanding Cultural Paradoxes (4th ed.). Thousand Oaks, CA: Sage Publications.

*Note: Since the international advertising world is changing rapidly, other course materials may be added when deemed appropriate. Additional required readings may be made available in class or on Sakai.*

**Course Requirements**

1. Exams

Two exams will be given during the semester. Exams are designed to assess the students’ knowledge and application of the main ideas covered in the text chapters, class discussions, and materials used in class. Exams will be a combination of multiple choice, short answer, and fill-in-the-blank questions. **No early or make-up exam will be given.** Any student who misses an exam will receive a zero for that exam. Extremely exceptional cases that the university officially recommends might be considered for a make-up. An exam review session will be provided prior to each in-class exam. After exam grades are posted, you have **one week** to discuss exam with me.

2. Assignments

There will be **5 required assignments**. Instructions of the assignments will be provided and explained in classes and posted on Sakai. You will turn in the assignments through **email. (dh\_kim@unc.edu).** Some assignments require more time and will be weighted as such. Due dates are provided on the schedule below. **Assignments should be emailed me before 09:00 AM on the scheduled day**. **No late work will be accepted**. All assignments are to be completely individually (there are no group assignments). Questions about assignment grades must be raised in the week following the posting of your grade.

Assignment 1: Global marketing 3%

Assignment 2: Brand personality-Branding 4%

Assignment 3: Culture and advertising – Hofstede dimensions 6%

Assignment 4: Consumer behavior 7%

Assignment 5: Culture and Media 10%

3. Case study presentation (group project)

Once in the semester, you are required to prepare a through case study of a global brand of your own choice. For this assignment, you need to make a team (three per each team) and you will select an article that is related to our course from any of the advertising or strategic communication trade publications. Your team will be assigned for a day, where you will be required to prepare and deliver a 20-25 minutes presentation. Presentation should utilize PowerPoint or any other visual presentation software (e.g. Keynote or Prezi). This exercise is meant to help you in making professional presentations, so please approach it as a talk you would give at the next job.

**\*\* You are required to consult with the instructor for the case topic you chose before your presentation, as I have to approve your choice (Failure to get topic approval on time will result your presentation grade to be zero)**

*How to prepare?*

Presentations should be the application of your global brand knowledge to current global brand issue (e.g. Should Iphone’s new branding campaign be based on localization or standardization strategy?)

Step1) After you read any assigned textbook chapter readings, you need to apply the concepts you learned from various chapters to critique and develop practical implications for the chosen case study. Remember, the case need to be (a) up-to-date (in past six months); and (b) relevant to the topics of the course.

Step2) After choosing a topic from the assigned reading (e.g. standardization vs. Adaptation) and business case (e.g. success of KFC in China), you must consult the concept and case with professor. There will be a project check-in time during the semester.

Step 3) In presentation, you should provide (a) brief introduction of the case, (b) how the concept can be applied for the case, and (c) practical implications.

\* You are required to provide a hard copy of your presentation on the day of your presentation.

Some helpful resources for the case study:

* Brandchannel.com: includes the latest updates on various issues on branding

http://www.brandchannel.com/home/

* Adforum: includes the latest updates on international advertising, AD news.

http://www.adforum.com/

* AdAge http://adage.com/
* Adweek http://www.adweek.com.

4. Participation

Class attendance is the student’s responsibility. While attendance is not mandatory, there will be several **pop quizzes and in-class discussion**. If you miss the pop quizzes or you are unprepared for the in-class discussion, your participation grade will be affected negatively. If you are absent and have a valid excuse (e.g. serious illness or family emergency), you must bring the appropriate documentation on your first day back.

Students are expected to arrive at class on time and to stay for the entire class period (or until dismissed). Random arrivals and exits are unprofessional and distracting. Students are also responsible for any information missed during an absence. Attitude will also be considered in determining final class participation grades.

**Evaluation**

Final letter grades for the course will be based on the number of points you accumulate for the following requirements. Please keep track of your points using the form below.

|  |  |
| --- | --- |
| **Requirement** | **Percentage** |
| Two exams | 15% each x 2 = 30% |
| Five assignments | 3,4,6,7,10% = 30% |
| Group project | 30% |
| Class participation | 10% |

**\*\* I do not round any exam scores or grades!**

**Final Grades**

Operate under the assumption that **numbers are absolute**, and **will not be rounded up or down.** For example, a B- is inclusive of all scores 80.00 through 83.99%

A = 93% and above A- = 90-92%

B+ = 87-89% B = 84-86% B- = 80-83%

C+ = 77-79% C = 74-76% C- = 70-73%

D+ = 67-69% D = 64-66% D- = 60-63%

**The Honor Code**

The Honor Code, embodying the ideals of academic honesty, integrity and responsible citizenship, has governed the performance of all academic work and student conduct at the University for 125 years. Your acceptance of enrollment in the University presupposes a commitment to the principles embodied in this code and a respect for this most significant University tradition. Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. For more information about the Honor Code and your obligations as a Carolina student, see http://instrument.unc.edu/. The Honor Code is always in effect inside and outside of the classroom.

**General Policies & Other Information**

* Please silence all cell phones and other messaging devices during class
* You can use your laptops for note taking and quick lookups of relevant information to class. Excessive searching, messaging, or typing is distracting to other students.
* You may contact me by my phone or email. In general, I prefer email.

**Sakai**

Class documents and assignment briefs will be posted on Sakai. If you have any problems to use Sakai, please email me and I will forward the documents and brief to you.

**ACEJMC core value**

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

* Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
* Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
* Understand concepts and apply theories in the use and presentation of images and information;
* Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* Think critically, creatively and independently;
* Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* Apply basic numerical and statistical concepts;
* Apply tools and technologies appropriate for the communications professions in which they work.

**Competency**

Units requesting evaluation of a graduate program must also demonstrate how their master’s graduates attain this additional core competency:

* Contribute to knowledge appropriate to the communications professions in which they work.

**Schedule**

|  |  |  |
| --- | --- | --- |
| **Date** | **In-Class Topics** | **Assignment for Next Class** |
| 8/20 | * Introduction * Syllabus Review | * *Global marketing assignment* * Read Chapter 1 |
| 8/25 | * Ch.1 – Global marketing | * Read Chapter 2 |
| 8/27 | * Ch.2 – Global Branding | * *Brand personality assignment* |
| 9/1 | **LABOR DAY** | |
| 9/3 | * Ch.2 – Global Branding (cont’d) | * Read Chapter 3 |
| 9/8 | * Ch.3 – Values and Culture |  |
| 9/10 | * Ch.3 – Values and Culture (cont’d) | * Read Chapter 4 |
| 9/15 | * Ch.4 – Dimensions of Culture | * *Culture & Advertising assignment* |
| 9/17 | * Ch.4 – Dimensions of Culture   (cont’d) | * Read Chapter 5 |
| 9/22 | * Ch.5 – Culture and Consumer   Behavior |  |
| 9/24 | * Ch.5 – Culture and Consumer   Behavior (cont’d) | * *Consumer Behavior assignment* * Read Chapter 6 |
| 9/29 | * Ch.6 – Research & Applying   Cultural values |  |
| 10/1 | * Ch.6 – Research & Applying   Cultural values (cont’d) |  |
| 10/6 | Exam Review |  |
| 10/8 | Exam #1 | * Read Chapter 7 |
| 10/13 | * Ch.7 – Culture and   Communication |  |
| 10/15 | **FALL BREAK** | |
| 10/20 | * Ch.7 – Culture and   Communication (cont’d) | * Read Chapter 8 |
| 10/22 | * Ch.8 - Culture and the Media | * *Culture & Media Assignment* |
| 10/27 | * Ch.8 - Culture and the Media   (cont’d) | * Read Chapter 9 |
| 10/29 | * Ch.9 - Culture and AD appeals |  |
| 11/3 | * Ch.9 - Culture and AD appeals   (cont’d) |  |
| 11/5 | Project check-in day | * Read Chapter 10 |
| 11/10 | * Ch.10 - Cultural & Executional   style |  |
| 11/12 | * Ch.10 - Cultural & Executional   style (cont’d) | * Read Chapter 11 |
| 11/17 | * Ch.11 – From value Paradox to   strategy |  |
| 11/19 | Exam Review |  |
| 11/24 | Exam #2 |  |
| 11/26 | **THANKSGIVING** | |
| 12/1 | Guest lecture | |
| 12/3 | Final Group Project presentation (Group 1,2, & 3) | |
| 12/8 | Final Group Project presentation (Group 4,5, & 6) | |