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***Advertising in the Age of Alexa, AI, and Algorithms or:***

***How to Stop Worrying and Build Your Brand***

**Media & Journalism 490.5 Fall 2019**

**Carroll Hall Room 283 - Lou Killeffer**

**Description** This is an intensive, seminar-like course requiring active classroom participation exploring established advertising and brand theory and their rapidly evolving best practices in response to decades of *continuous digital disruption.* Through selected readings, class discussion, student research, and live interface with some of today’s most enlightened, real-world practitioners, we'll investigate:

* How the never ending cascade of content on powerful platforms shapes both attitudes and behavior, indeed, how we live our lives, with profound consequences for our shopping behavior, purchase decisions, and the marketing strategies designed to engage consumers through *“advertising”.*​​
* How previously proven marketing communications methods, and entire ad based business and service models, have been challenged, destroyed, and discarded.
* Why the fundamental objectives and tools in creating brand-based relationships remain remarkably constant in a dynamic arena driving changes in technology, culture, and commerce, and
* What it all might mean for students seeking a career in the maturing or emerging wings of the profession.

**Class Meetings** 5:00-6:15pm Monday & Wednesday Carroll 283

**Professor** Lou Killeffer

**Office** By appointment

**Phone** 917.327.8963

**Email** [loukilleffer@unc.edu](mailto:loukilleffer@unc.edu)

**Office Hours** As I maintain a full schedule at my marketing consultancy, I technically have no office hours at the University but am happy to speak with any student by phone or email. I can also arrive before or stay after class to discuss something *by appointment*. Please email me to schedule a convenient time.

**Attendance** Your attendance is expected in order to complete the course. If you must miss class, let me know BEFORE class via email. You cannot miss more than **three** classes without sufficient reason or advanced notice all semester.Should you miss more than threeclasseswithout sufficient reason or advanced notice, *your final grade will be lowered by 5 points* regardless of how you have performed in class and on assignments.

**Class Participation** This course requires your *active* participation. You’re expected to direct your attention to the class and our work when we are in session. Please come prepared, be an active listener, share relevant thoughts and opinions, and add to each class discussion and understanding. *Multi-tasking in class with other web-based or mobile-based devices will reduce your grade.* This is simply not an environment where you can successfully participate if you’re not fully engaged.

**Critical Thinking** Advertising and marketing, indeed, business in general requires creativity in all its forms, an open and curious mind, a willingness to continue learning, the free exchange of ideas, and insight driven critical thinking - the ability to confidently “connect the dots”.

**Working in Teams** Business also increasingly depends on the collaboration and performance of cross-functional teams. *This has always been true of the ad agency and in-house agency models and will be essential to your work, growth, and success in this class*.

**Original Research Project** You will have a three-month long team research assignment to investigate and understand student media usage, advertising awareness and avoidance, brand awareness, and shopping behavior. Investigating, for example: how much time students spend on various media platforms and formats; how much and what kind of marketing and/or advertising students see daily; how aware they are of the amount they consume; how they’re actually responding to it, pro and con, and why; what personal information students willingly share and what information they will not share; as well as what, if any, concerns students may have about cookies, data capture, and/or privacy, etc.

The assignment requires your team’s choice of: the research sample, going in hypotheses, the overall research design - including applying specific research methods and tools - and a comprehensive report on your methods and key findings. Your report will be both a formal 20-minute Oral Presentation to the Class with accompanying Q&A (where you’ll be expected to answer questions thoughtfully and thoroughly as your answers will influence the appraisal of your work), and a bound and a digital copy of your completed project. You’ll find prior student examples here:

* [**https://docs.google.com/presentation/d/1mB34cTeC1dNnpXpb6tRHN3DnbP2VVMGXlB33Z6**](https://docs.google.com/presentation/d/1mB34cTeC1dNnpXpb6tRHN3DnbP2VVMGXlB33Z670nTw/edit?usp=sharing)
* [**https://docs.google.com/presentation/d/1nc6XwT8FbFeLQ6frMFHbbwl\_T7bm7RWDBa\_bTd**](https://docs.google.com/presentation/d/1nc6XwT8FbFeLQ6frMFHbbwl_T7bm7RWDBa_bTdmvQaE/edit?usp=sharing)

**Guest Speakers** drawn from the fields of advertising, marketing, and public relations, who’re quite literally writing the book on what you’ll study this semester, will join us as the course progresses. We’ll *provide each of them a concise list of your relevant questions* *before hand* to ensure their visit and your learning opportunity are most rewarding.

**Required Reading** Your success, and the class exams, will be based on class discussion and required reading, including:

* **Confessions of an Advertising Man**, David Ogilvy, 2013 edition **Key**: Chapter I *How to Manage an Advertising Agency*; Chapter II *How to Get Clients;* Chapter III *How to Keep Clients;* Chapter IV *How to Be a Good Client*; Chapter V *How to Build Great Campaigns*
* **Frenemies: The Epic Disruption of the Ad Business (and Everything Else)** Ken Auletta, 2018 **Key**: Introduction; Chapter 1 *The Perfect Storm*; Chapter 2 “Change Sucks”; Chapter 3 *Goodbye Don Draper;* Chapter 5 *Anxious Clients;* Chapter 7 *Frenemies;* Chapter 9 *The Privacy Time Bomb;* Chapter 10 *The Consumer as Frenemy;* Chapter 12 *More Frenemies;* Chapter 13 *Marketing Yak-Yaks and Mounting Fear;* Chapter 14 *The Client Jury Reaches its Verdict*; Chapter 16 *Mad Men to Math Men* Chapter 17 *Dinosaurs or Cockroaches*; Chapter 18 *Goodbye Old Advertising Axioms*
* **ZAG: The Number One Strategy of High-Performance Brands**, Marty Neumeier, 2007 **Key**: Introduction; Part 1 Finding Your Zag; Part 2 *Designing Your Zag;* Part 3 *Renewing Your Zag*
* **The Belief Economy: How to Give a Damn, Stop Selling, and Create Buy-In**, David Baldwin, 2017 **Key**: John Replogle’s Forward; Introduction; Chapter I *A New Kind of Consumption and Why it Might Consume You;* Chapter III *Capitalism as a Force for Good, Proving Once and For All, Karl Marx was a Schmuck;* Chapter IV *Why You Should Think of* *Your Brand as a Verb*; Chapter VI *You Don’t Have to Live Like a Saint to Save the World*; Chapter VII *How to Become a Belief Driven Brand by Doing Good*; Chapter VIII *The Crime of the Century: The Great Social Media Hoodwink*
* **Topic Summaries/Course Handouts** Additional reading will include:
* [*Advertising-in-the-Age-of-Alexa*](https://www.fivemilerivermktg.com/single-post/2017/09/26/Advertising-in-the-Age-of-Alexa)
* [*David-Ogilvy-on-First-Principles*](https://www.fivemilerivermktg.com/single-post/2017/09/11/David-Ogilvy-on-First-Principles)
* [*How-to-Build-a-Dynamic-Brand*](https://www.fivemilerivermktg.com/single-post/2017/01/18/How-to-Build-a-Dynamic-Brand)
* [*Frenemies-by-Ken-Auletta*](https://www.fivemilerivermktg.com/single-post/2018/09/09/From-Mad-Men-to-Math-Men-Frenemies-by-Ken-Auletta)
* *Facebook*
* *Google*
* [*The-Genius-of-Iconic-Brands*](https://www.fivemilerivermktg.com/single-post/2017/06/06/The-Genius-of-Iconic-Brands)
* *Amazon*
* [*Consumer-Centric-Companies*](https://www.fivemilerivermktg.com/single-post/2017/01/03/12-Defining-Characteristics-of-Consumer-Centric-Companies)
* *Ecommerce*
* *Client/Agency Challenges*
* [*Challenges-CMOs-Face-Today*](https://www.fivemilerivermktg.com/single-post/2018/09/23/Trust---the-Challenges-CMOs-Face-Today)
* *Chatbots*
* *Mobile Ad Spend*
* [Age-of-surveillance-capitalism](https://www.theguardian.com/technology/2019/jan/20/shoshana-zuboff-age-of-surveillance-capitalism-google-facebook)
* *Artificial Intelligence*
* [A-sprawling-surveillance-state](https://theintercept.com/2019/02/08/jeff-bezos-protests-the-invasion-of-his-privacy-as-amazon-builds-a-sprawling-surveillance-state-for-everyone-else/)
* [*What-your-brand-sounds-like*](https://www.fivemilerivermktg.com/single-post/2019/03/26/Yes-it-matters-what-your-brand-sounds-like)
* [*For-Whom-the-Bell-Tolls*](https://www.fivemilerivermktg.com/single-post/2019/03/10/For-Whom-the-Bell-Tolls)
* [*Looking-for-a-Reason-to-Believe*](https://www.fivemilerivermktg.com/single-post/2017/11/13/Looking-for-a-Reason-to-Believe)
* [*Mad-Men-Seek-Math-Men*](https://www.fivemilerivermktg.com/single-post/2019/06/08/Mad-Men-Seek-Math-Men)

**If, for whatever reason, you’re disinterested** *in actively participating in class, creativity and critical thinking, the required reading, project-based learning, the perspectives of speakers from the profession, or uncomfortable with close teamwork and collaboration with your student peers****, then this is not the class for you!***

**Evaluations**

# **Grade** **Minimum Percentage Required**

A 93

A- 90

B+ 87  
B 83  
B- 80

C+ 77  
C 73

C- 70

D+ 67  
D 60

F 59 and below

**Grading** Your grade will consist of the work you complete with your team, and your individual performance.

**Team Component**

**Research Project 30%**

**Individual Component**

**Attendance, Class Participation, Peer Evaluations 20%**

**Mid-Term Exam 25%**

**Final Exam 25%**

**Honor Code** Each student will conduct herself or himself within the guidelines of the University honor system ([**http://honor.unc.edu**](http://honor.unc.edu/)). All academic work should be done with the high levels of honesty and integrity that the University demands. You’re expected to produce your own work. If you have any questions about your responsibility or your instructor’s responsibility under the Honor Code, please see me, Senior Associate Dean Charlie Tuggle, or speak with the Student Attorney’s Office or the Office of the Dean of Students.

**Seeking Help** If you need individual assistance, it’s *your* responsibility to meet with the professor. If you are serious about improving your performance in the course, the time to seek help is as soon as you’re aware of the problem – whether the problem is difficulty with the course material, a disability, or an illness.

**Diversity** University policy on Prohibiting Harassment and Discrimination is outlined in the 2011- 2012 Undergraduate Bulletin [**http://www.unc.edu/ugradbulletin/**](http://www.unc.edu/ugradbulletin/). UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran’s status, sexual orientation, gender identity, or gender expression.

**Special Accommodations** If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at [**https://accessibility.unc.edu/**](https://accessibility.unc.edu/)

**Accreditation** The School of Media and Journalism’s accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more here: [**PROGRAM/PRINCIPLES.SHTML#vals&comps**](http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps)No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas with special emphasis on these:

1. 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.

2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

3. Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.

4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

5. Understand concepts and apply theories in the use and presentation of images and information.

6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

*7. Think critically, creatively and independently.*

8. *Conduct research and evaluate information by methods appropriate to the communications professions in which they work.*

*9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.*

10. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

11. Apply basic numerical and statistical concepts.

12. Apply tools and technologies appropriate for the communications professions.

**Class Schedule** Which may change to accommodate the needs of the class or our guests:

**Class 1 Aug 21 *Welcome to Continuous Disruption & Why It’s Here to Stay***… Introduction, Overview, Expectations, Syllabus & Reading List,

Student Questionnaires, Research Project

**Class 2 Aug 26 *Advertising in the Age of Alexa, AI, and Algorithms or: How to Stop Worrying and Build Your Brand*** Research Project Teams Assigned, Calendar Review

**` Read:** [*Advertising-in-the-Age-of-Alexa*](https://www.fivemilerivermktg.com/single-post/2017/09/26/Advertising-in-the-Age-of-Alexa)Confessions of An Advertising Man, Chapter I *How to Manage an Advertising Agency*; Chapter II *How to Get Clients*

**Class 3 Aug 28 *Introducing David Ogilvy: the “Father of Advertising”***

**Read:**Confessions of An Advertising Man, Chapter III *How to Keep Clients;* Chapter IV *How to Be a Good Client*; Chapter V *How to Build Great Campaigns*

**Class 4 Sept 2 Independent Study – No Class – UNC Labor Day Holiday**

**Class 5 Sept 4 *What I Learned Working for David Ogilvy***Guest Speaker:Mervyn Rozet, former Managing Director, Scali, McCabe, Sloves Australia

**Read:** [*David-Ogilvy-on-First-Principles*](https://www.fivemilerivermktg.com/single-post/2017/09/11/David-Ogilvy-on-First-Principles)

**Class 6 Sept 9 *How to Build a Dynamic Brand***

**Read:** [*How-to-Build-a-Dynamic-Brand*](https://www.fivemilerivermktg.com/single-post/2017/01/18/How-to-Build-a-Dynamic-Brand)

**Class 7 Sept 11** ***Facebook and Google: The Digital Duopoly***

Read**:** Frenemies, Introduction, Chapter *1 The Perfect Storm*; Chapter 2 “Change Sucks”; Chapter 3 *Goodbye Don Draper*,

[*Frenemies-by-Ken-Auletta*](https://www.fivemilerivermktg.com/single-post/2018/09/09/From-Mad-Men-to-Math-Men-Frenemies-by-Ken-Auletta)*,*Course Handouts: *Facebook & Google*

**Class 8 Sept 16 *The Genius of Iconic Brands***

**Read:** [***The-Genius-of-Iconic-Brands***](https://www.fivemilerivermktg.com/single-post/2017/06/06/The-Genius-of-Iconic-Brands) Course Handout: *Amazon*

**Class 9 Sept 18 *12 Characteristics of Consumer Centric Companies***

**Read**: [*Defining-Characteristics-of-Consumer-Centric- ` Companies*](https://www.fivemilerivermktg.com/single-post/2017/01/03/12-Defining-Characteristics-of-Consumer-Centric-Companies) and Frenemies, Chapter 5 *Anxious Clients* andCourse Handout*: Ecommerce*

**Class 10 Sept 23** ***Agency or Client: Taking Orders versus Making Decisions?***

**Read:** *Course Handout: Client/Agency Challenges* and

[*Trust---the-Challenges-CMOs-Face-Today*](https://www.fivemilerivermktg.com/single-post/2018/09/23/Trust---the-Challenges-CMOs-Face-Today)

**Class 11 Sept 25 *On Ecommerce***, ***Hootsuite’s 2019 Global Barometer, and Amazon’s Most Critical Insight***

**Read:** Frenemies, Chapter 7 *Frenemies* & Chapter 9 *The Privacy Time Bomb* and *Handout: Chatbots*

**Class 12 Sept 30 *The “Most Personal Device” Anyone’s Ever Had is Also the Most Dominant Ad Platform with 7.2BN Global Users that Are Always On***

**Read:** *Handout: Mobile Ad Spend*

**Class 13 Oct 1  *The Seismic Ad Shift From Creating Interest to Intent: Predicting Behavior and the Rise of “Surveillance Capitalism” (and Course Gut Check)***

**Read:** [Age-of-surveillance-capitalism](https://www.theguardian.com/technology/2019/jan/20/shoshana-zuboff-age-of-surveillance-capitalism-google-facebook) and

[amazon-builds-a-sprawling-surveillance-state](https://theintercept.com/2019/02/08/jeff-bezos-protests-the-invasion-of-his-privacy-as-amazon-builds-a-sprawling-surveillance-state-for-everyone-else/)

**Class 14 Oct 7 Team Research Project Discussion: Objective, Sample, Hypotheses, Methodology and Design**

**Read:** Frenemies, Chapter 10 *The Consumer as Frenemy*

**Class 15 Oct 9 Review and Prep to Mid-Term Exam. Out of Class Team Research Project Work Schedule Due**

# **Midterm Oct 14** **Midterm Exam: Short Concise Answer, Fill in the Blank, from Your Reading and Class Discussions**

**Class 17 Oct 21**  ***A Full Service Digital Agency Built for Now*** **Guest Speaker**: Patrick Givens, VP of VaynerSmart, VaynerMedia NYC

**Read:**Frenemies, Chapter 12 *More Frenemies,* *and* [*Yes-it- matters-what-your-brand-sounds-like*](https://www.fivemilerivermktg.com/single-post/2019/03/26/Yes-it-matters-what-your-brand-sounds-like)

**Class 18 Oct 23 *The Fall of Advertising and the Rise of PR* Guest Speaker: Esther Campi,** Founder & CEO, Campi & Company, Chapel Hill, on paid versus unpaid, much less earned media

**Read:**Frenemies, Chapter 13 *Marketing Yak-Yaks and Mounting Fear;* Chapter 14 *The Client Jury Reaches its Verdict*; Chapter 16 *Mad Men to Math Men*

**Class 19 Oct 28** ***Q & A on Creativity, Brands, and Marketing*** **Guest Speaker**: **Lee Maschmeyer**, CCO, Chobani, NYC on brand building in direct response to the disruptive force of the internet – and taking creative responsibility in-house

**Read**: [*For-Whom-the-Bell-Tolls*](https://www.fivemilerivermktg.com/single-post/2019/03/10/For-Whom-the-Bell-Tolls)

**Class 20 Oct 30 Team Research Project**: **First Check-In**

**Read:** Frenemies, Chapter 17 *Dinosaurs or Cockroaches*; Chapter 18 *Goodbye Old Advertising Axioms*

**Class 21 Nov 4 *Creating Brand Experiences that Cause People to Opt-in!***

**Guest Speakers: Regan Smith, & Elsie Karsten,** Director of Strategy,Brand Strategist, Clean, Raleigh **Read:** ZAG Introduction; *Part 1 Finding Your Zag*

**Class 22 Nov 6 *The Agency World in NY Today* Guest Speaker: Katherine Killeffer,**previously Senior Art Director, McGarry Bowen and VaynerMedia, currently graduate student School of Visual Arts (SVA), NYC on her agency experience

**Read:** ZAG *Part 2 Designing Your Zag; Part 3 Renewing Your Zag* and [*Looking-for-a-Reason-to-Believe*](https://www.fivemilerivermktg.com/single-post/2017/11/13/Looking-for-a-Reason-to-Believe)

**Class 23 Nov 11** **Team Research Project**: **Final Check-In**

**Read:** The Belief Economy, Forward; Introduction; Chapter I *A New Kind of Consumption and Why it Might Consume You;* Chapter III *Capitalism as a Force for Good, Proving Once and For All, Karl Marx was a Schmuck*

**Class 24 Nov 13** ***The Belief Economy* Guest Speaker: David Baldwin,** Author,

Lead Guitar, Baldwin&, Raleigh on How to Give a Damn, Stop Selling, and Create Buy-In

**Read:** The Belief Economy, Chapter IV *Why You Should Think of*  *Your Brand as a Verb*; Chapter VI *You Don’t Have to Live Like a Saint to Save the World*

**Class 25 Nov 18**  ***The Client-Side View of the Belief Economy* Guest Speaker: Jim Geikie,** Partner, One Better Ventures, Raleigh on developing consumer brands that have *“a positive impact on the world”* from Burt’s Bee’s to Leesa Sleep

**Read:** The Belief Economy, Chapter VII *How to Become a Belief Driven Brand by Doing Good*; Chapter VIII *The Crime of the Century-ish: The Great Social Media Hoodwink*

**Class 26 Nov 20** **In Class Individual Team Research Project Work Sessions**

**Class 27 Nov 25** ***A Tar Heel View from New York*** **Guest Speakers: UNC MEJO 2017 graduates Tiffany Fuller,** Associate, Ogilvy & Mather, NYC and **Louis Levin,** Media Trainee, Zenith, NYC on their current entry-level job experience in the ad world, what goes on, what they learned in school that they’re using now and what matters most and what doesn’t in succeeding at their jobs

**Read:** [*Mad-Men-Seek-Math-Men*](https://www.fivemilerivermktg.com/single-post/2019/06/08/Mad-Men-Seek-Math-Men)

**Class 28 Nov 27 Independent Study/No Class/Getaway Thanksgiving Holiday**

**Class 29 Dec 2 Oral Presentations of Team Research Projects**

# **Class 30 Dec 4 Wrap, Review, and Prep to Final Exam**

# **Final ExamDec 13 4 p.m. in Carroll Room 283: Short Concise Answer, Fill in the Blank, from Your Reading and Class Discussions**

*LMacMK: 4 July ‘19*