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

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

**Media & Journalism 490.004/Spring 2020**

**Carroll Hall Room 142/Lou Killeffer**

**Description/Learning Objectives** This is an intensive, seminar-like course requiring active classroom participation exploring 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 and why previously proven marketing communications methods, and entire ad-based business and service models, have been challenged, destroyed, and discarded.
* How and 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 all this might mean for those students seeking a career in the maturing or emerging wings of the constantly evolving profession…

**Class Meets** 5-6:15pm Mon/Wed Carroll 142

**Professor** [Lou Killeffer](https://www.linkedin.com/in/loukilleffer/)

**Phone** 917.327.8963

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

**Office Hours** As I maintain a full schedule at my agency 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 your performance in class.

**Class Participation** This course requires your *active* *engagement and 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 web or mobile-based devices dramatically reduces your ability to contribute and ultimately 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 and analytical reasoning - 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.

For example, the assignment may require 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:

* [**presentation/d/14ZQBESK-GVitP2GXFoRxbLZj\_tyW8m9rJMCfHhsGh58/edit#slide=id**](https://docs.google.com/presentation/d/14ZQBESK-GVitP2GXFoRxbLZj_tyW8m9rJMCfHhsGh58/edit#slide=id.g6bd8f88701_1_0)
* [**presentation/d/1mB34cTeC1dNnpXpb6tRHN3DnbP2VVMGXlB33Z6**](https://docs.google.com/presentation/d/1mB34cTeC1dNnpXpb6tRHN3DnbP2VVMGXlB33Z670nTw/edit?usp=sharing)
* [**presentation/d/1nc6XwT8FbFeLQ6frMFHbbwl\_T7bm7RWDBa\_bTd**](https://docs.google.com/presentation/d/1nc6XwT8FbFeLQ6frMFHbbwl_T7bm7RWDBa_bTdmvQaE/edit?usp=sharing)

**Guest Speakers** active in 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 questions* *before hand* to ensure their visit and your learning are most rewarding.

**Required Reading** Class discussions, and your exams, will proceed from the 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 Axiom*
* **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 required 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

**Course Grades** will consist of the work you complete with your team and your individual performance.

**Team Component**

* **Take Home Exam 10%**
* **Research Project 30%**

**Individual Component**

* **Attendance, Class Participation, and Peer Evaluations 20%**
* **Mid-Term Exam 20%**
* **Final Exam 20%**

**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** Policy on Prohibiting Harassment and Discrimination is outlined in the 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 Jan 8 *Welcome to Continuous Disruption & Why It’s Here to Stay***… Introduction, Overview, Expectations, Syllabus & Reading List,

Student Questionnaires, Research Project

**Class 2 Jan 13 *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 Jan 15 *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 Jan 20 Independent Study – No Class – UNC MLK Day Holiday**

**Class 5 Jan 22 *David Ogilvy “The Father of Advertising” and his Children***

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

**Class 6 Jan 27 *From Commodity to Product to 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 Jan 29** ***Facebook and Google: “The Digital Duopoly”***

Read**:** Frenemies, Introduction, Chapter *1 The Perfect Storm*; Chapter 2 “Change Sucks”; Chapter 3 *Goodbye Don Drape* [*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 Feb 3 *There are Brands and then There are 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 Feb 5 The *Twelve 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*

**Project Team Take Home Exam**

**Class 10 Feb 10** ***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)

**Project Team Take Home Presentations**

**Class 11 Feb 12 *Amazon’s Most Critical Insight***

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

**Class 12 Feb 17 *The “Most Personal Device” Anyone’s Ever Had is Also the Most Dominant Ad Platform with 7.2BN Global Users that Are Always On (and What’s Working/Not?)***

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

**Class 13 Feb 19  *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 Feb 24 Team Research Project Discussion: Objective, Sample, Hypotheses, Methodology and Design**

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

**Class 15 Feb 26 Review and Prep to Mid-Term Exam. Out of Class Team Research Project Work Schedule Due**

# **Midterm Mar 2** **Midterm Exam: Short Concise Answer, Fill in the Blank, from Your Reading and Class Discussions**

**Class 17 Mar 4**  ***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)

***\*\*\* March 9 & 11 - No Class - UNC Spring Break \*\*\****

**Class 18 Mar 16 *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 Mar 18** ***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 Mar 23 Team Research Project**: **First Check-In**

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

**Class 21 Mar 25 Reading Review of Classes 18, 19, 20, and 21**

**Read:** ZAG Intro; *Part 1, Part 2, Part 3*

**Class 22 Mar 30 *Creating Brand Experiences that Cause People to Opt-in!***

**Guest Speakers: Elsie Karsten,** Brand Strategist, Clean, Raleigh **Read:** [*Looking-for-a-Reason-to-Believe*](https://www.fivemilerivermktg.com/single-post/2017/11/13/Looking-for-a-Reason-to-Believe)

**Class 23 Apr 1** **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 Apr 6** ***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 Apr 8** ***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 Apr 13**  ***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 27 Apr 15**  **Wrap, Review, and Prep to Final Exam**

**Class 28 Apr 20 *Oral Presentations of Team Research Projects***

# **Class 29 Apr 22 *Oral Presentations of Team Research Projects***

# **Final ExamApr 27 4:00pm Short Concise Answer, Fill in the Blank, from Your Reading and Class Discussions**

*LMacMK: 23 Dec ‘19*