

**“Advertising in the Age of Alexa, AI, and Algorithms or:  
How to Stop Worrying and Build Your Brand”**  
**MEJO 438.1/Fall 2023/Lou Killeffer**

**Description & Learning Objectives** This is an ambitious, 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, independent research, and live interaction with some of today’s most enlightened, real-world practitioners, we’ll investigate:

- How the never-ending cascade of content on powerful platforms shape attitudes and behavior, indeed, how we live our lives, with profound consequences for shopping and purchase decisions, and the marketing strategies designed to engage consumers through “advertising”.
- How and why many previously proven marketing communications methods, and entire ad-based business and service models, have been challenged, destroyed, and discarded.
- How and why the 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 students seeking a career in the maturing or emerging wings of a rapidly evolving profession.

**Adjunct Professor** [Lou Killeffer](#)

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**Class** 3:30-4:45pm, Monday & Wednesday, Carroll Hall, Room 11

**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 at any time by phone, email, or in person before or after class *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 can’t miss more than *three* classes without sufficient reason or notice. *If you do your final grade will be lowered by five points* regardless of your performance.

**Class Participation** The course requires your *active engagement and participation*. You’re expected to direct your attention to the class and our work when we’re together. Please come prepared, be an active listener and participant, sharing your thoughts and opinions within each class discussion. This isn’t a course where you can successfully participate if you’re not fully engaged. *Clearly multi-tasking during class with web-based devices*

*dramatically reduces your ability to contribute and hence your grade.*

**Critical Thinking** Marketing, advertising, and business in general, require an open and curious mind; a willingness to continue learning; the free exchange of ideas; creativity in all its forms; and insight driven critical thinking and analytical reasoning - the ability to confidently *connect the dots*.

**Working in Teams** Business also 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'll have a three-month long team research assignment to further investigate and understand media usage, advertising awareness and avoidance, brand awareness and stewardship, 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 artificial intelligence, cookies, data capture, and/or privacy, etc.

The assignment will require your team's choice of a research Question, Sample, going in Hypothesis, 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 15-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 both a bound and a digital copy of your completed project. You'll find some prior student examples here:

- [Duolingo The Art of Personifying a Brand](#)
- [Hey Whatcha Doin' There: Targeted Ads and Their Impact](#)
- [Advertising in the Age of Authenticity](#)
- [You Tube Ad Avoidance](#)

**Guest Speakers** active in advertising, marketing, and public relations *who're quite literally writing the current book on what you're studying* 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** Our class discussion, and your exams, will proceed from the following:

- **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*
- **It's Not How Good You Are, It's How Good You Want to Be**, Paul Arden, 2003. Key *Why do we strive for excellence when mediocrity is required? So how good do you want to be? "I want to be as famous as Persil Automatic" Have you noticed how the cleverest people at school are not those who make it in life? Don't seek praise. Seek criticism. It's all my fault. The person who doesn't make mistakes is unlikely to make anything. Don't give a speech. Put on a show. Rough layouts sell the idea better than polished ones. Get out of advertising.*
- **Topic Summaries:**
  - [Advertising in the Age of Alexa](#)
  - [Keeping Current 2023](#)
  - [David Ogilvy on First Principles](#)
  - [Mary Wells Lawrence](#)
  - [Women, and Men, in Marketing 2022](#)
  - [How to Build a Dynamic Brand](#)
  - [Research Methods](#)
  - [Digital Marketing 2023](#)
  - [Frenemies by Ken Auletta](#)
  - [Facebook - Meta 2023](#)
  - [Google - Alphabet 2023](#)
  - [Amazon 2023](#)
  - ["Hey Alexa, what just happened here?"](#)
  - [The Genius of Iconic Brands](#)
  - [Certification as Education](#)
  - [Consumer Centric Companies](#)
  - [Voice Search](#)
  - [Age of Ad Blockers](#)
  - [Client/Agency Challenges](#)
  - [Challenges CMOs Face Today](#)
  - [Amazon's Principles](#)
  - [Chatbots](#)
  - [Artificial Intelligence](#)
  - [ChatGPT](#)
  - [Lifting-the-veil-on-surveillance-capitalism](#)
  - [Zuboff - "The Goal is to Automate Us..."](#)
  - [The Social Dilemma](#)
  - [For Whom the Bell Tolls](#)
  - [Tik Tok 2023](#)
  - [Mad Men Seek Math Men the Sequel](#)
  - [Looking for a Reason to Believe](#)

**Please note:** *If, for any reason, you're disinterested in* participating in class, creativity, critical thinking, the required reading, project-based learning, the perspectives of speakers from the profession, or uncomfortable with close collaboration with your student peers ***then this is not the class for you!***

**Evaluations** follow the University's model:

<u>Grade</u>	<u>% Required</u>		
A	93	C+	77
A-	90	C	73
B+	87	C-	70
B	83	D+	67
B-	80	D	60
		F	59 and below

**Your Semester Grade** will reflect your individual performance and your team's work on your project.

#### Individual Component

- Class Participation 20%
- Mid-Term Exam 20%
- Final Exam 20%

#### Team Component

- Take Home Exam 10%
- Research Project 30%

**Seeking Help** If you need assistance at any time, please meet with me. If you're interested in improving your performance, seek help, whether the issue is difficulty with the material, a disability, or an illness.

**Syllabus Changes** I reserve the right to revise the syllabus, including project due dates and exams. Any change will be announced as early as possible.

**Accreditation** The Hussman School's accrediting body lists twelve values and competencies that will enhance your capabilities before graduation. My entire interest centers on these three:

- *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.*

**Class Schedule** Which may very well 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 Guides,  
Student Questionnaires; LK, Sherpa; the Research Project

Class 2 Aug 23

#### *Advertising in the Age of Alexa, AI, and Algorithms or: How to Stop Worrying and Build Your Brand*

Calendar Review

Read: [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* **Topic Summary** *Keeping Current*

Class 3	Aug 28	<u><i>Introducing David Ogilvy the “Father of Advertising”</i></u> Research Project Teams Assigned Read: <u>Confessions of An Advertising Man</u> , Chapter III <i>How to Keep Clients</i> ; Chapter IV <i>How to Be a Good Client</i>
Class 4	Aug 30	<u><i>David Ogilvy “The Father of Advertising” and his Children</i></u> Read: <u>David Ogilvy on First Principles</u> , <u>Confessions of An Advertising Man</u> , Chapter V <i>How to Build Great Campaigns</i> Topic Summaries <i>Mary Wells Lawrence; Women, and Men, in Marketing</i>
No Class	Sep 4	Labor Day
Class 5	Sep 6	<u><i>From Commodity to Product to Brand</i></u> and <i>Team Research</i> <i>Project: Question, Sample, Hypotheses, Methodology, and Design</i> Read <u>How to Build a Dynamic Brand</u> Topic Summary <i>Research Methods</i>
Class 6	Sep 11	<u><i>How to Create and Sustain a Dynamic Brand</i></u> Read Topic Summary <i>Digital Marketing 2023</i>
Class 7	Sep 13	<u><i>Facebook and Google: “The Digital Duopoly”</i></u> Read <u>Frenemies</u> , Introduction, Chapter 1 <i>The Perfect Storm</i> ; Chapter 2 “Change Sucks”; Chapter 3 <i>Goodbye Don Draper</i> ; <u>Frenemies by Ken Auletta</u> . Topic Summaries <i>Facebook (Meta) 2023, and Google (Alphabet) 2023</i>
Class 8	Sep 18	<u><i>There are Brands, and There are Iconic Brands...and Then There’s Amazon</i></u> Read <u>The Genius of Iconic Brands</u> . and <u>"Hey Alexa, what just happened here?"</u> Topic Summary <i>Amazon 2023</i> <b>Team Take Home Exam Assigned</b>
Class 9	Sep 20	<u><i>The Twelve Characteristics of Consumer Centric Companies</i></u> Read <u>Defining Characteristics of Consumer Centric Companies</u> and <u>Frenemies</u> , Chapter 5 <i>Anxious Clients</i> Topic Summaries <i>Certification as Education, and Voice Search</i>
No Class	Sep 25	Carolina “Well-Being” Day
Class 10	Sep 27	<u><i>Agency or Client? Taking Orders or Making Decisions?</i></u> Read <u>Trust the Challenges CMOs Face Today</u> . Topic Summaries <i>Client/Agency Challenges, and Age of Ad Blockers</i>

## Team Take Home Exams Due

Class 11	Oct 2	<u><i>Amazon's Most Critical Insight</i></u> Read: <u>Frenemies</u> , Chapter 7 <i>Frenemies</i> & Chapter 9 <i>The Privacy Time Bomb</i> and <b>Topic Summaries</b> <i>Amazon's Principles, and Chatbots</i>
Class 12	Oct 4	<u><i>The "Most Personal Device" Anyone's ever had is Also the Most Dominant Ad Platform with 5.2BN Global Users Who're Always On</i></u> and <b>Research Project Discussion</b> Read Topic Summaries <i>Artificial Intelligence; ChatGPT</i>
Class 13	Oct 9	<u><i>The Seismic Ad Shift From Creating Interest to Predicting Behavior &amp; The Rise of Surveillance Capitalism...Gut Check...</i></u> Read <u><i>Lifting-the-Veil-on-Surveillance-Capitalism</i></u> and <b>Topic Summaries</b> "The Goal is to Automate Us" and "Social Dilemma"
Class 14	Oct 11	<b>Review and Prep to Midterm Exam</b> Read <u>Frenemies</u> , Chapter 10 <i>The Consumer as Frenemy</i> ; Chapter 12 <i>More Frenemies</i>
<b>Midterm Exam</b>	<b>Oct 16</b>	<b>Concise Answers from Your Reading &amp; Our Discussions</b>
Class 16	Oct 18	<u><i>What's up at You Tube these Days?</i></u> Guest Speaker: Lee Morris, Partner Operations Manager, Media Company Creators, YouTube Read <u>Frenemies</u> Chapter 13 <i>Marketing Yak-Yaks, and Mounting Fear</i>
Class 17	Oct 23	<u><i>A Different Kind of Agency, Built to Help Brands Win.</i></u> Guest Speaker: Grace Ricks, Senior Manager, Sales Factory, Raleigh Read: <u>Frenemies</u> , Chapter 14 <i>The Client Jury Reaches its Verdict</i> ; Chapter 16 <i>Mad Men to Math Men</i>
Class 18	Oct 25	<u><i>The View from Manhattan.</i></u> Guest Speaker: Anushkaa Jain, Consultant, Kantar, NYC on her experience in the marketing world: what goes on, what she learned in school that she's using now and what matters most and what doesn't in succeeding at her job. Read <u><i>For Whom the Bell Tolls</i></u> and <u>Frenemies</u> , Chapter 17 <i>Dinosaurs or Cockroaches</i> ; Chapter 18 <i>Goodbye Old Advertising Axioms</i>
Class 19	Oct 30	<b>Research Project – Independent Team Work Session</b> Read <u>ZAG</u> Introduction; <i>Parts 1, 2, and 3</i>
Class 20	Nov 1	<b>Research Project – Independent Team Work Session</b> Read Topic Summary <i>Tik Tok</i>

Class 21	Nov 6	Discuss Reading from Classes 16, 17, 18, and 19.
Class 22	Nov 8	<p><b><u>Looking for a Reason to Believe</u></b></p> <p>Read: <u>Looking for a Reason to Believe</u>; <u>The Belief Economy</u>, Forward; Introduction; Chapter I <i>A New Kind of Consumption and Why it Might Consume You</i>; Chapter III <i>Capitalism as a Force for Good, Proving Once and For All, Karl Marx was a Schmuck</i>; Chapter IV <i>Why You Should Think of Your Brand as a Verb</i></p>
Class 23	Nov 13	<p><b>Research Project Final Check In</b></p> <p>Read <u>The Belief Economy</u>, Chapter VII <i>How to Become a Belief Driven Brand by Doing Good</i>; Chapter VIII <i>The Crime of the Century-ish: The Great Social Media Hoodwink</i></p>
Class 24	Nov 15	<p><b><u>On Facebook, the Metaverse and the Future of Privacy.</u></b></p> <p>Guest Speaker: Patrick Givens, Product Marketing Manager, Privacy, Meta.</p> <p>Read <u>Mad Men Seek Math Men the Sequel</u></p>
Class 25	Nov 20	<p><b><u>It's Not How Good You Are, It's How Good You Want to Be</u></b></p> <p>Read <i>Why do we strive for excellence when mediocrity is required? So how good do you want to be? "I want to be as famous as Persil Automatic" Have you noticed how the cleverest people at school are not those who make it in life? Don't seek praise. Seek criticism. It's all my fault. The person who doesn't make mistakes is unlikely to make anything. Don't give a speech. Put on a show. Rough layouts sell the idea better than polished ones. Get out of advertising.</i></p>
Class 26	Nov 27	Review and Prep to Final Exam
Class 27	Dec 4	<b>Research Project Presentations by Teams 1, 2, and 3</b>
Class 28	Dec 6	<b>Research Project Presentations by Teams 4, 5, and 6</b>
<b>Final Exam</b>	<b>Dec 11</b>	<b>Concise Answers from Your Reading &amp; Our Discussions</b>



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