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MGMT 369.01: Advertising Competition

Daniel Cahalan

University of Montana - Missoula

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Advertising Competition

INSTRUCTOR: Dr. Dan Cahalan, **OFFICE:** GBB 351
OFFICE PHONE: 243-5888, (HOME: 273-3753)
OFFICE HOURS: Monday 12 - 2, or by appointment
E-MAIL: daniel.cahalan@business, or guinness@montana.com

REQUIRED READING: ADVERTISING AGE

A more “enlightening” title of this course might be “Creating an Integrated Marketing Campaign.” After a quick review of the fundamentals, this class will require you to write a situation analysis, develop a creative brief, and make supportable recommendations for its execution. These efforts will form the basis for the University of Montana’s Advertising proposal to DiamlerChrysler at the National Student Advertising Competition in April of 2001.

To facilitate the “leap” from fundamentals to creating a campaign, the course will rely heavily on each week’s Advertising Age. Weekly quizzes provide for a lively discussion of the current issues, trends, and an analysis of which ads work, and which do not. Your ability to practically apply marketing principles and provide analysis will be critical to your success in the class.

In addition to the Situation Analysis and the Ad Age quizzes, weekly assignments will also be required. These specific exercises provide a disciplined format for guiding the student’s analysis. Award winning advertising, which is our goal, does not just happen. It requires a very thorough, structured analysis of the product (or brand) and the market.

Prior to the end of this semester, you will be required to commit to small groups, which will ultimately formulate Montana’s campaign proposals in the second semester. Even if you will not participate into the second semester, our school calendar dictates that you will apply your research and recommendations this semester.

Due to the scheduling of the class, an absence will be viewed as a week of missed classes.

Grading will be based on the following formula:

Situation Analysis (2 progress reports @ 10% ea.)	40%
<u>Advertising Age</u> quizzes	25%
Class Assignments	30%
Fundraising	5%