

**Marketing**  
**Course Number: 22:630:601**  
**Course Title: Advertising & Promotion**

## **COURSE DESCRIPTION**

You've just been asked to create a persuasive communication. It could be a flyer, a video ad, a donation request, a public service announcement, or anything that attempts to influence others. How do you craft this communication? And how do you make it optimally persuasive?

**This course is about the science of persuasion.** The course will consist of lectures, readings, discussion, in-class exercises, home assignments, case studies, group projects, and exams. **This course will require some work. But, the tools you will learn here can change your life.**

### **Course Design**

**First Half: Creating Messages that Stick.** This part of the course will focus on the *Principles of Stickiness*—principles that lead messages to succeed, and it will involve a case study on *Mountain Dew*. The capstone of the first half will be the *Super Bowl Ad Project*—a group project in which you use the principles of stickiness to create and pitch a TV spot.

**Second Half: Crafting Communications that Influence Behavior.** This part of the course will focus on the *Principles of Influence*—universal principles that motivate a person to say “yes”. The capstone of the second half of the course will be the *Consulting Project*—a group project in which you apply the principles of influence to a marketing plan for a local business.

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## **COURSE MATERIALS**

- (1) BOOK #1: *Made To Stick: Why Some Ideas Survive and Others Die* by Chip Heath & Dan Heath
- (2) BOOK #2: *Influence: Science & Practice (5<sup>th</sup> edition)* by Robert Cialdini
- (3) 1 HBS Case (I will provide you with the case).

Check Canvas ([canvas.rutgers.edu](https://canvas.rutgers.edu)) and your official Rutgers email account regularly.

### **Note on Readings and Class**

Our in-class material will be directly related to the readings. In class we will talk about some of the most important material from the readings, but we will also cover some new material. Note that class is not a substitute for reading, and reading is not a substitute for class. If you don't do both, you are guaranteed to be in the bottom 50% of the class. If there is ever an inconsistency between class lecture and the books, **class lecture is always right!**

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## LEARNING GOALS AND OBJECTIVES

This course is designed to help students develop skills and knowledge in the following area(s): advertising, promotion, influence and persuasion.

Students who complete this course will demonstrate the following:

- 1) Be more persuasive in all aspects of professional and personal life
- 2) Understand the psychology that underlies advertising (and other) persuasive communications
- 3) Have a toolkit for creating messages that stick
- 4) Have a toolkit for crafting communications that successfully influence behavior

Students develop these skills and knowledge through the following course activities and assignments:

### Group Projects

You will have two group projects: The *Advertising Project* and the *Consulting Project*. The groups for each project will consist of about 3-4 people depending on class size. The groups for each project will be randomly assigned by me to ensure fairness.

**I have very high standards for the projects. Treat each project like a job, not school.** Each project will require an in-class group presentation. You will also need to turn in the slides. You will receive a group grade for each project. However, your *individual* grade for the group projects may be calibrated down if your fellow group members feel that you did not pull your weight.

### Cases and Assignments

On days when cases are scheduled, please come to class prepared to discuss the case in detail. You will also be responsible for written analyses of the case. **The write-ups must be turned in electronically before the beginning of class.** For the case and any assignments, you will receive questions beforehand that will form the basis for the write-up. **It is expected that you will work individually on your case and assignment write-up.**

### Exams

There will be two exams in the class, each worth 10% of your grade. The format of the exams will be closed book and multiple-choice. The exams will assess your understanding of the material covered in lecture, the books, and the cases.

**There will be an optional third exam at the end of the course. If you choose to take this exam I will only use the two highest grades to apply toward your final grade in the class.**

### How to do well in the course

In order to do well, you will need to:

- 1) Come to every class, pay attention and take good notes, be respectful, and participate.
- 2) Take the group projects very seriously; treat them as though they were a real job.

- 3) Read the assigned books and take notes on the reading.
  - 4) Prepare for exams by carefully studying your class notes and your notes from the book.
  - 5) Don't hesitate to talk to me!
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## **ACADEMIC INTEGRITY**

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

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## **ATTENDANCE AND PREPARATION POLICY**

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting
  - For weather emergencies, consult the campus home page. If the campus is open, class will be held.
  - Expect me to arrive on time for each class session. I expect the same of you. [If you are going to be tardy, then please let me know ahead of time.
  - Expect me to remain for the entirety of each class session. I expect the same of you. [If you are going to leave early, then please let me know ahead of time.
  - Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each 3-hour class session, you have prepared by studying for at least twice as many hours.
  - Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.
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## **CLASSROOM CONDUCT**

No talking with classmates during class time unless instructed to do so.  
No cell phones—turn them on silent and put them away.  
No sleeping

Violation of these rules will not be tolerated and will result in point deductions from your final grade.

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## **EXAM DATES AND POLICIES**

There are 2 exams in this course:

Exam 1: () [30 Multiple Choice; closed book]

Exam 2: () [30 Multiple Choice; closed book; not comprehensive].

During exams, the following rules apply:

- If you have a disability that influences testing procedures, provide me an official letter from the Office of Disability Services at the start of the semester.
- No cell phones or other electronics are allowed in the testing room.
- Use the bathroom prior to the exam start; bathroom breaks, if essential, will be escorted.

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## **GRADING POLICY**

Course grades are determined as follows:

50% of your grade will be based on individual work and 50% will be based on group work:

(1) Participation	10%
(2) 1 Case Write-Up	10%
(3) 1 Assignment	10%
(4) 2 Individual Exams	20% (10% for each exam)
(5) 1 Advertising Group Project	20%
(6) 1 Consulting Group Project	30%

Extra credit: None expected at this time.

Pregrading & regrading: There will be no pregrading. I will answer questions about assignments but will not do any special grading ahead of time. If you request a regrade, please keep in mind that your grade may not change. Also, while there is a chance that I will notice something that will cause your grade to go up, there is a chance that I will notice something that will cause your grade to go down.

Grade grubbing: Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

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## **COURSE SCHEDULE**

### **Advertising and Promotion**

<b>Week</b>	<b>Lecture Topic</b>	<b>Readings</b>	<b>Due</b>
1	First Impressions and Persuasion	No Readings	
2	Simplicity and Connectedness	No Readings	
3	Unexpectedness and Concreteness	Stick: Introduction and Chapter 1	Super Bowl Assignment Due
4	Emotion and Stories	Stick: Chapter 2	
5	Stories cont. and Review Work on Case (in class)	Stick: Chapters 3 and 4	
6	Mountain Dew Case Word of Mouth/Viral Marketing	Stick: Chapters 5 and 6; Epilogue Case Notes	Case Write-Up Due
7	Exam I <b>Group Time</b>		
8	<i>Advertising Presentations</i>		Turn in presentation slides IN CLASS
9	NO CLASS		
<b>Week</b>	<b>Lecture Topic</b>	<b>Readings</b>	<b>Due in Class</b>
10	Weapons of Influence and Contrast	No Readings	

11	Reciprocity and Consistency	No Readings	
12	Consensus and Liking	Influence: Chapter 1 and Chapter 2	
13	Scarcity and Authority  Review	Influence: Chapter 3 and 4	
14	Exam 2  <b>Group Time</b>	Influence: Chapter 5 and 7	
15	<i>Consulting Presentations</i>		Turn in presentation slides IN CLASS

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## SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]