

SSC2018



University College Maastricht



building bridges connects people

Table of Contents

1. General Information	3
1.1 Preface.....	3
1.2 Objectives	3
1.3 Structure of the Course	4
1.4 Required books and other sources of information.....	5
1.5 Assessment	6
1.5.1 Attendance	6
1.5.2 Participation (15%).....	6
1.5.3 Team Assignments (25%).....	7
1.5.4 Mid-term paper (30%)	8
1.5.5 IMC Plan (30%).....	8
1.6 How to work effectively as a team	9
1.7 Course Coordinator.....	11
1.8 Course Schedule.....	12
2. Meetings.....	13
2.1 Week 1:	13
Opening Lecture: Monday, February 5 th	13
Meeting 1: Monday, February 5 th	14
Meeting 2: Thursday, February 8 th	15
2.2 Week 2:	16
Meeting 3: Monday, February 19 th	16
Meeting 4: Thursday, February 22 nd	17
2.3 Week 3:	18
Meeting 5: Monday, February 26 th	18
Thursday, March 1 st	20
2.4 Week 4:	21
Meeting 6: Monday, March 5 th	21
Meeting 7: Thursday, March 8 th	22
2.5 Week 5:	24
Meeting 8: Monday, March 12 th	24
Meeting 9: Thursday, March 15 th	25
2.6 Week 6:	27
Meeting 10: Monday, March 19 th	27
Meeting 11: Thursday, March 22 nd	29
2.7 Week 7:	30
Meeting 12: Monday, March 26 th	30
Meeting 13: Thursday, March 29 th	30
3. Suggested Literature	31

1. General Information

1.1 Preface

In this course several aspects of marketing communication (including advertising) and brand management will be covered and discussed in depth. The course will take a strong consumer-based focus, therefore we will discuss the foundation of branding and advertising rooted in consumer behavior and consumer psychology. Besides discussing branding and advertising theory, the course also offers a practical component, in which we will see the theories come to life.

The course is divided into **two parts**:

- In the first part of the courses we will deal with brand management: Here the nature of brands in consumer's minds, the concept of brand equity and instruments to build brands will be discussed. Furthermore an assignment is due that focuses on the way that the internet and social media has influenced brand management.
- In the second part of the course we will focus on integrated marketing communications where we will have a look at the concept of Integrated Marketing Communications (IMC), the communication process and theories of consumer behaviour and response. We will apply these theories in practice.

1.2 Objectives

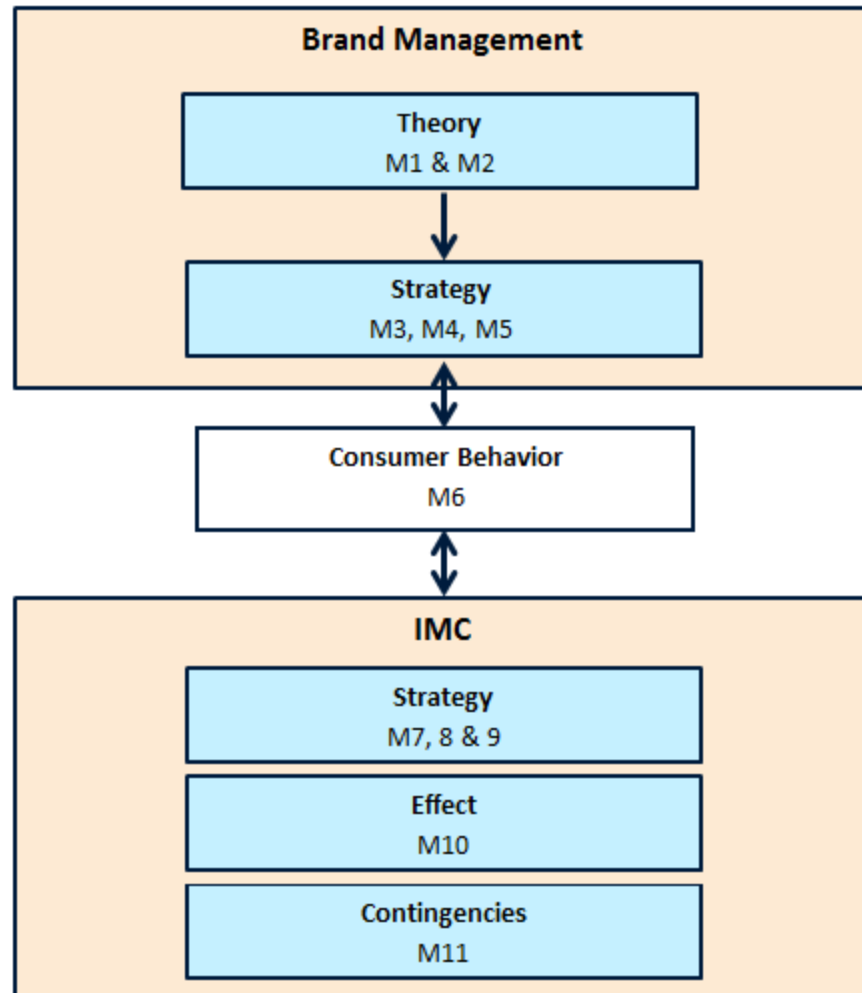
The general objective of this course is to give you an introduction to the communication of brands to consumers. On the one hand a strong theoretical foundation will be built by studying academic textbook chapters and journal articles (which can be found on the Student Portal). On the other hand we will continuously translate this theory into practice, by means of short articles from the business press, brief student presentations and one larger group project.

Besides being instructive and interesting, this course can also be **a lot of fun** ☺ We are confronted with brands and advertising every single day, and it is challenging to explore the processes by which this is done. You are stimulated to bring example material to class. Through working on different team assignments you become acquainted with applying the learned theory and knowledge to a real-life brand.

At the end of the course students are expected to have an in depth understanding of the theories concerning branding, marketing communication and consumer behavior and of the implications of these theories for marketing management.

By the end of the course students have enhanced (through working on different assignments) some of their transferable skills, specifically presentation skills, teamwork skills, writing skills, analytical skills, reflection skills and creativity skills.

An overview of the course framework is presented in Figure 1.



Note: M1-11 refers to the tutorial meetings 1 to 11

Figure 1 – Course Framework

1.3 Structure of the Course

There will be an **opening lecture** which will function as an introduction to the two main parts covered in this course, namely brand management and integrated marketing communications.

The course consists of **11 regular tutorial group meetings**. Most of the educational group meetings are structured as follows:

1. In the first hour we will critically reflect on and discuss the literature for that meeting. We will explore the theoretical concepts discussed in the articles and chapters and make sure that everyone understands the big picture.
2. In the second hour, we will apply the studied literature to practice. The tutorial groups will be divided into three teams, and each group will be responsible for a brand during the whole course. For most sessions there is a small group assignment to be prepared by each team about the specific brand

the team is assigned to. In essence it means using "your" brand to give a practical example of the literature.

Furthermore there will be an **mid-term assessment** in the form of a paper in which you will have to **individually** reflect on the brand management topic we discussed the first weeks. This will finish the brand management part.

In week 7 there will be two tutorial group meetings which will consist of the **final assessment** in the form a group presentation (an integrated communications plan) about your chosen brand extension.

NOTE: It is always possible that changes are made in terms of structure, meetings, assignments, scheduling etc. Make sure to check the Student Portal regularly. The most recent and accurate information (which complements or replaces all previous information) is available on the Student Portal.

1.4 Required books and other sources of information

Most literature can be found in the e-reader that can be reached via the link to the reference list in the section "Course materials" on the Student Portal. **In case a link is not working or is not in the e-reader, you have to download it yourself** (use the library or Google Scholar when connected to the University network) and **copies of all the readings are available in the reading room of UCM.**

Note on reading journal articles: when reading a journal article, focus on its key findings and application to real life. Don't spend too much time trying to understand all the statistical techniques applied by the authors. Instead, understand the context in which the study was conducted, the main results and practical implications.

Note that this course does not make use of one overarching book covering the topic. However, one of the objectives of the course is that you gain a strong theoretical foundation on the topic at hand. That sometimes will have as a consequence that we will make use of some "older literature" that covers the necessary theories of the task at hand.

If you are curious about advertising and persuasion and would like to learn more, here are some books you may find interesting:

(these are not necessary for the course, they are just suggestions to further explore the topics on your own)

- Chip and Dan Heath. Made to Stick: Why Some Ideas Survive and Others Die.
- Thaler, Richard H., and Cass R. Sunstein. Nudge: Improving decisions about health, wealth, and happiness.
- David Ogilvy. Ogilvy on Advertising.
- [Seth Godin's blog](#) (marketing in general, not specific to advertising)

1.5 Assessment

Your final grade for this course will be composed of the following parts:

Component	Responsible	Relative weight	Info	Re-examination
Attendance	Individual	--- pass/fail	Present at 11 meetings	Course Assignment
Participation	Individual	15%	Graded from 1-10	None
Team Assignments	Team	25%	Graded from 1-10	None
Midterm Paper	Individual	30%	Graded from 1-10	None
IMC Plan Presentation	Team	30%	Graded from 1-10	None
Final	≥5.5 (if not, you have to write a re-sit paper)			

1.5.1 Attendance

- Your attendance is an individual examination element.
- You are required to be **present 11 out of 13 meetings**. Attendance is a matter of pass or fail.
- The opening lectures is **mandatory**.
- UCM regulations state that if you miss more than 30% of the meetings you will fail the course no matter what. Therefore if you miss more than **4 meetings** you will not pass this course.
 - **Missing 1 or 2 meetings:** no problem.
 - **Missing 3 or 4 meetings:** additional assignment because you fail the attendance requirement.
 - **Missing 5 meetings or more:** fail the course.
- Any additional assignments will be published after the end of the course.

1.5.2 Participation (15%)

Considering the structure of Advertising: Marketing Communication of Brands, *active participation is viewed as essential*. It does not only refer to your physical presence, but to your participation during the discussions, asking critical questions, giving feedback and the input and examples that you provide during the integration of theory and practice. It is not a matter of how many correct answers you give during the meeting.

- Individual participation involves:
 - Attending tutorial sessions and the lecture
 - Being well-prepared and performing tasks properly
 - Actively participating in discussions and open minded towards different opinions
 - Giving valuable feedback and receiving feedback
 - A positive attitude during the meetings
- After each session you will be evaluated on a scale from 0 to 10.

- During the two last sessions, when the final presentations take place, participation won't be graded. In total, **11 tutorial meetings will be graded per student but the 9 highest grades count**. This implies that you can miss two tutorial meetings without consequences. Still, it is much appreciated if you could inform your tutor about your absence before the start of the meeting.
- *Everybody* is expected to be present during the final presentation of the IMC plan. You are **not allowed** to miss the meeting in which your team presents! **NO exceptions** are made!
- The discussion questions listed for each session are by no means exhaustive, they will be addressed for sure during the discussion, but most of the times there will be more questions to discuss.
- There is no minimum grade requirement.

1.5.3 Team Assignments (25%)

- Every tutorial group will be divided into three teams.
- For some of the meetings there is a small group assignment to be prepared by every team on their brand. The team will have to shortly (5 to 10 minutes) and rather informally present how the theory for that specific session applies to the brand. The detailed description of a specific assignment is provided in this course manual under the relevant meeting.
- Every team will be responsible for a brand throughout the whole course. You can choose any brand from the Interbrand 2017 list (see "Assignments" section on the Student Portal for "Link Interbrand 2017 - Best Global Brands" and "Best Global Brands – Interbrand 2017 Report"). Special Note: Feel free to also use popular Dutch brands, such as Albert Heijn for example. There are only two conditions:
 1. The brand has to be a business-to-consumer brand that you are familiar with and that you can reasonably expect most of your fellow students to be familiar with.
 2. Within each tutorial group, each team should have a different brand.
- If a question in the team assignment does not apply to "your brand" you will have to find another brand for which it does and explain the literature on the basis of this brand.
- The deadline for uploading the team assignment slides (as a PowerPoint or PDF file or the link to your Prezi) is **before the start of the tutorial session**. (see "Assignments" section on the Student Portal for "Team Assignments"). You should save your document in the following title format:
 - Project Code_Academic Year_Tutorial Group#_Team#_Team Assignment#
 - SSC2018_2017-2018_TG1_Team1_Team Assignment 1
- The hand-outs have to be handed in as a hard copy at the start of the tutorial sessions.
- There is no minimum grade requirement.

1.5.4 Mid-term paper (30%)

- This paper has to be written individually.
- There is no minimum grade requirement for this paper.
- The paper asks you to critically reflect on the branding literature taking into account today's influence of the internet and social media (think Instagram!). Concepts you could think about are: co-creation of brands, relationship building of consumers with brands. Basically your task is to find out about concepts which relate to branding and the internet/social media.
- The objective of the assignment is to show that you are able to find relevant and interesting literature and to critically reflect on and adapt the theories discussed so far.
- The paper should be maximum **8 pages** (Times New Roman 12, 1.5 line spacing, justified), excluding title page references and appendices.
- More information on this assignment can be found on the Student Portal.
- The deadline for handing in this midterm paper is: **4th of March 11:59 pm (23:59 hrs) on the Student Portal** (see "Assignments" section on the Student Portal for "Midterm Paper"). You should save your document as PDF in the following title format:
 - Project Code_Academic Year_Tutorial Group#_Name_Assignment
 - SSC2018_2017-2018_TG1_Gaby Odekerken_Midterm Paper
- Please submit a **hard-copy** to your tutor at the beginning of your tutorial meeting on the **5th of March**.
- There is no minimum grade requirement.

1.5.5 IMC Plan (30%)

- The Integrated Marketing Communications (IMC) plan is a team assignment.
- There is no minimum grade requirement for this presentation.
- The teams of the tutorial assignments are the same as the teams for this final assignment.
- You will be asked to develop an IMC plan for a hypothetical extension launched by your brand.
- In one of the two meetings in the 7th week of the course you will have to present your IMC plan for this extension. You have a full hour to convince your tutorial group members and the tutor. Keep in mind that you should leave some room for questions and feedback that your audience may have (40 minutes presentation, 20 minutes discussion for example).
- The assignment is thus in the form of a PowerPoint or a Prezi presentation. If you use Prezi, make sure your presentation is available for at least 2 weeks after you gave the presentation, so that the tutor can recheck it for final grading, if needed.
- The deadline for uploading the presentation slides (as a PowerPoint or PDF file or the link to your Prezi) is: **25th of March 11:59 pm (23:59 hrs) on the Student Portal** (see "Assignments" section on the Student Portal for "IMC Plan"). You should save your document in the following title format:
 - Project Code_Academic Year_Tutorial Group#_Team#_Assignment
 - SSC2018_2017-2018_TG1_Team1_IMC Plan

- You do not have to submit a written version of your plan, only the hand-outs of the presentation should be delivered to your tutor. **Every team** (so also the teams presenting in the last tutorial) has to hand in the hand-outs as a hard copy on **Monday 26th of March** in the tutorial.
- More information on this assignment will be published on the Student Portal.
- There is no minimum grade requirement.

In order to pass the course you will have to have a final grade higher than 5.5. If you don't have this, you have to write a re-sit paper which will replace the lowest insufficient grade of any component.

1.6 How to work effectively as a team

Teamwork is very important in this course so make sure you maintain continuous contact in your team. Don't divide the work too early in subtasks, as this may hamper the coherence and the strength of the project. Once you have divided the work in subtasks, make sure to keep communicating about the results. Be aware that preferences for cooperation and subdividing tasks vary a lot across individuals and cultures. What is efficient for one person, does not work for another. Don't enforce your solution on others. Instead, be curious for (possible) different working styles, be clear about your own preferences and try to find a solution that satisfies everybody's preferences.

Many students appear to have a strong preference for dividing tasks early. This only works well if all team members know each other very well, if they favour a similar approach to the task and if they are familiar with the task.

In addition, be aware that team members come from different backgrounds. Although most students are likely to have experience with project work, the experiences and demands are likely to vary a lot. Although it is useful to have some exchange about this early on, differences are likely to really appear only at the time when the final presentation is pulled together. Hence, it is safer to allow some extra time for this, and not to rely on the usual last minute routine.

Last but not least, be aware that grade aspirations may differ a lot. Some people are happy with passing the course and learning something in the meantime, for others a high grade is really a must. Be open about this and accommodate to each other.





In sum:

- Allow sufficient time for exploration of the topic before deciding on the division of tasks;
- Allow some time for putting the final presentation together after team members have submitted their final parts;
- Have an exchange of thoughts on progress throughout the project and each member should explicitly look at preliminary results at least once;
- Be open about grade aspirations and accommodate to each other as much as possible;

- While Facebook and WhatsApp groups can help put everything in one place, face-to-face meetings are also very helpful in not only exchanging information but also building relationships. Face-to-face meetings are critical during the early brain storming stages;
- Also, we highly recommend that the team evaluate each other's performance (in a respectful manner) during the middle of the period to ensure that everyone is on the same page.

The grade for the team assignments and final IMC presentation is a team grade. If your tutor has particular indications that a member of the team did not participate in the team work, the tutor may consult the students of this team and holds the right to differentiate marks within one team.

1.7 Course Coordinator

Coordinator & Tutor	
	<p>Prof Dr Gaby Odekerken – Schröder Department of Marketing and Supply Chain Management School of Business and Economics Tongersestraat 53, 6211 LM Maastricht (Room: B1.15) Tel.: +31(0)43 388 3618 Email: g.odekerken@maastrichtuniversity.nl Questions and appointments can be sent and requested via email.</p>
Tutor	
	<p>Sjors van der Ploeg, MSc Department of Marketing and Supply Chain Management School of Business and Economics Email: s.vanderploeg@maastrichtuniversity.nl</p>
Tutor	
	<p>Golo Kronenwerth, MSc Department of Marketing and Supply Chain Management School of Business and Economics Email: g.kronenwerth@maastrichtuniversity.nl</p>
Planning group member	
	<p>Sabine Nievelstein, MSc Department of Marketing and Supply Chain Management School of Business and Economics Email: s.nievelstein@maastrichtuniversity.nl</p>

1.8 Course Schedule

Date	Type of Meeting	Topic
Week 1:		
Monday, February 5 th	Opening Lecture	Intro to Course
Monday, February 5 th	Meeting 1	Brand communications
Thursday, February 8 th	Meeting 2	Brand equity
Carnival week		
Week 2:		
Monday, February 19 th	Meeting 3	Brand building tools – Brand Elements
Thursday, February 22 th	Meeting 4	Brand building tools – Secondary Brand Associations
Week 3:		
Monday, February 26 th	Meeting 5	Brand extensions
Thursday, March 1 st	No meeting	Prepare your midterm papers
Week 4:		
Monday, March 5 th	Meeting 6	Consumer Behavior
Thursday, March 8 th	Meeting 7	IMC and planning
Week 5:		
Monday, March 12 th	Meeting 8	Online and Social Media Marketing
Thursday, March 15 th	Meeting 9	WOM and Viral Marketing
Week 6:		
Monday, March 19 th	Meeting 10	Emotions & Media
Thursday, March 22 nd	Meeting 11	Ethics in Advertising
Week 7:		
Monday, March 26 th	Meeting 12	IMC Plan presentations 1 & 2
Thursday, March 29 th	Meeting 13	IMC Plan presentation 3

2. Meetings

This part of the course manual provides you with more information about each meeting; per problem the required reading is given. Use your own experiences to understand, appreciate and challenge the literature! For each and every (tutorial) session you are strongly encouraged to *bring your own materials* like advertisements, press articles, commercials, or just your experiences. They will be very welcome to start or support discussions.

2.1 Week 1:

Opening Lecture: Monday, February 5th

The opening lecture will introduce you to the course and will provide you with more information on the course set-up.

Note: The purpose of the lecture is to introduce you to the course "Advertising: Marketing Communication of Brands". In addition to an introduction to the content of the course, the set-up of the course, grading, and other administrative issues will be discussed.

Meeting 1: Monday, February 5th

The Branding Business: Brand Communications

Please read the obligatory literature and prepare the discussion points before the meeting

Agenda:

- In the first half of the first session time will be devoted to an introduction round as well as administrative matters (team division for the team assignments, discussion leader and secretary overview, etc.).
- In the second half of the session, the discussion of the literature and discussion questions will take place.

Dude, is there really a difference?

It is Saturday night and time for a beach party, organized by the student association. A vast amount of first-year students attend. Two brands of pale lager beers are served, Heineken and Carlsberg, but a disproportionate amount of Heineken is consumed. Student A says to his friend: "I am not surprised; it is a fact that the quality and taste of Heineken is so much better. There is no way I am going to go for Carlsberg, it tastes so much worse." His friend nods and agrees strongly. Student B, who has recently read about a study on brand loyalty and beer, challenges his friends stating: "If it wasn't for branding and the linked advertising, you couldn't distinguish these pale lagers.

To convince his friends, Student B asks them to take part in a small study. They receive three label free, non-transparent cups filled with beer. Two cups contain the same brew, while the third cup contains the product from the other brand. Student B asks his friends not only to pair the product they drink with the brand, but also to identify the odd-one out. In both cases, the answers were far from accurate, reflecting an 'at random' pattern. "Well Dudes", Student B concludes: "I guess, the brand can defeat your taste buds!"

Literature:

- Fahy & Jobber (2012), Chapter 6 (only pp. 142-148)
- Keller (2013), Chapter 1 (only pp. 36-48). Please note that this one can't be found online.

Discussion Questions:

- What is marketing?
- What is a brand? What is a product?
- Can everything be branded?
- What are the benefits of brands for both organizations and consumers?
- What is advertising?
- What is the link between advertising and branding/marketing communication?

Meeting 2: Thursday, February 8th

What's in a Brand? Brand Equity

Please read the obligatory literature and prepare the discussion points before the meeting

You have to prepare a team assignment for this meeting

Agenda:

- In the first half of this session time will be devoted to the discussion of the literature and discussion questions.
- In the second half of the session, the presentations of team assignment 1 will be dealt with.

Literature:

- Interbrand Best Global Brands 2013 report
- Interbrand Best Global Brands 2017 list and report (to be found in the "Assignments" section on the Student Portal)
- Keller (1993)
- Keller & Lehmann (2003)

Discussion questions:

- How do the different views of brand equity relate to each other? (Interbrand's 2013 view, see report starting at p. 120 and the different views of the articles by Keller)?
- Is there one correct way of measuring brand value?
- How does Interbrand (2013) measure brand value? How can brands from different industries be compared?

Team Assignment 1:

- Choose a brand from the Interbrand 2017 list. Introduce the tutorial group to your brand and explain why you chose it.
- Apply the "Dimensions of Brand Knowledge" model (Keller 1993, p. 7) to your brand. Elaborate on each point of the model **starting from "types of brand association"** as it applies to your brand.
- Find at least two examples of how your brand is doing for "the new challenges" as discussed in the report of Interbrand Best Global Brands 2013 (Interbrand 2013, pp. 4-7). That is, what and how does/did your brand make sure that they overcome/overcame the challenges mentioned in order to lead effectively in today's tumultuous and exciting brand environment? (Note: these examples can be positive but also negative).

2.2 Week 2:

Meeting 3: Monday, February 19th

Brand Building Tools - Brand Elements

Please read the obligatory literature and prepare the discussion points before the meeting

You have to prepare a team assignment for this meeting

Agenda:

- In the first half of this session time will be devoted to the discussion of the literature and discussion questions.
- In the second half of the session, the presentations of team assignment 2 will be dealt with.

Literature:

- Callcott & Phillips (1996)
- Keller et al. (1998)
- Keller, K. (2005), only pp. 18-21 (until "Secondary Associations")
- Kohli et al. (2007)
- Signs.com (2017)
- Spaeth (2005)

Discussion questions:

- What are the different brand elements? What are the criteria for choosing brand elements?
- What are the main findings of Keller et al. (1998)?
- Which one of the logo changes described in Spaeth (2005) is the best and why? Which one is the worst? Why?
- What are the primary dimensions of spokes-character likability according to Callcot and Phillips (1996)? Can they all be controlled by the advertisers?
- According to Kohli et al. (2007), what are the recommendations that provide a coherent set of guidelines to create effective slogans?
- How accurately can we remember the features and colors of famous symbols? (Signs.com)

Team Assignment 2:

- Critically evaluate three brand elements of your brand with the help of the criteria discussed in Keller (2005). What would you do differently?
- Come up with a (new) slogan for your brand following the guidelines outlined in Kohli et al. (2007).

Meeting 4: Thursday, February 22nd

Brand Building Tools – Secondary Brand Associations

Please read the obligatory literature and prepare the discussion points before the meeting

You have to prepare a team assignment for this meeting

Agenda:

- In the first half of this session time will be devoted to the discussion of the literature and discussion questions.
- In the second half of the session, the presentations of team assignment 3 will be dealt with.

Literature:

- Cliffe & Motion (2005)
- Dwivedi et al. (2015)
- Keller (2003)
- Pappu et al. (2006)

Discussion questions:

- What are the different sources of secondary brand associations (Keller, 2003)?
- What do you have to take into account when “building” secondary brand associations (Keller, 2003)?
- What is the difference between brand elements and secondary sources of brand associations?
- What determines the effectiveness of secondary brand associations (Keller, 2003)?
- According to Cliffe & Motion (2005), what are the advantages of sponsorship (theories)? How can sponsorship contribute to brand strategy?
- According to Dwivedi et al. (2015), what is the impact of celebrity endorsements on consumer-based brand equity? What is self-brand connection and what is the effect of celebrity endorsements on it?
- What is the impact of country of origin of a brand on consumer-based brand equity (according to Pappu et al., 2006)?

Team assignment 3:

- Critically evaluate three sources of secondary brand associations for your brand (Keller, 2003).
 - Evaluate **at least one** of the following: sponsorship (Cliffe & Motion, 2005), celebrity endorsements (Dwivedi et al, 2015) and country of origin (Pappu et al., 2016) with the help of the articles.
 - Are they effective?
 - What would you do differently?

2.3 Week 3:

Meeting 5: Monday, February 26th

Stretching it (too far?): Brand Extensions

Please read the obligatory literature and prepare the discussion points before the meeting

You have to prepare a team assignment for this meeting

Agenda:

- In the first half of this session time will be devoted to the discussion of the literature and discussion questions.
- In the second half of the session, the presentations of team assignment 4 will be dealt with.

Literature:

- Aaker & Joachimsthaler (2000)
- Keller (2013), Chapter 12 (only p. 433). Please note that this one can't be found online
- Keller (2015)
- Parker et al. (2017)
- Salinas & Pérez (2009)

Note:

- Please note that before the **4th of March, 11:59 pm (23:59 hrs)**, your **midterm paper** needs to be handed in **via Safe Assignment**.

Discussion questions:

- What determines a brand's position on the Brand Relationship Spectrum (Aaker & Joachimsthaler, 2000)?
- ...and what are the (dis)advantages of moving towards the extremes (Branded House versus House of Brands) of the Brand Relationship Spectrum?
- Does fit matter? How do category fit, brand image fit, attitude towards the brand extension and attitude towards the brand interact? What are the main findings of Salinas & Pérez (2009)?
- According to Parker et al. (2017), when should a brand introduce its first distant product?
- ...and how does the timing of introducing a brand's first distant product influence consumers' brand attitudes?
- What was the branding logic behind Google's creation of Alphabet (Keller, 2015)?
- Look for a failed brand extensions and argue why this extension failed.

Team Assignment 4:

- If you launched a brand extension for your brand, which strategy would you choose for it?
 - Explain where your extension would be on the Brand Relationship Spectrum. Why did you make the decisions you made?
- Did your brand introduce distant products? When did it do this? Is this in line with the findings of Parker et al. (2017)?
- Did your brand introduce a brand extension that failed? Why did it fail?

Thursday, March 1st

No Meeting!

Prepare your midterm papers!

2.4 Week 4:

Meeting 6: Monday, March 5th

Consumer Behavior

Please read the obligatory literature and prepare the discussion points before the meeting

Agenda:

- In the first half of this session time will be devoted to the discussion of the papers that you have written.
- In the second half of the session, time will be devoted to the discussion of the literature and discussion questions.

Literature:

- Chapter 1+2: Peter & Olson (2013)
- Shu & Carlson (2014)
- Stathopoulou et al. (2017)

Note:

- Yesterday 11:59 pm (23:59 hrs.) was the **deadline for the digital version of your midterm paper**. Please bring a **hard-copy** for your tutor to today's tutorial meeting.

Discussion questions:

- What is the wheel of consumer analysis (Peter & Olson, 2013)?
- How does your brand apply the wheel of consumer analysis (Peter & Olson, 2013)?
- Offer an example of how a change in a marketing strategy led to changes in your affect, cognition, behaviour and environment.
- How does the amount of claims used, influence consumers impression of the brand (Shu & Carlson, 2014)?
- How do different dimensions of advertising creativity encourage consumer branded hashtag engagement (CBHE) (Stathopoulou et al., 2017)?
- ...and can the consumers' familiarity with the brand influence these relationships?
- ... and if this type of engagement affects consumers' intention to share the advertisement through various social media platforms.

Meeting 7: Thursday, March 8th

IMC & Planning

Please read the obligatory literature and prepare the discussion points before the meeting

You have to prepare a team assignment for this meeting

Agenda:

- This session is the introduction to integrated marketing communications and advertising: In the first half of this session time will be devoted to the discussion of the literature and discussion questions.
- In the second half of the session, the presentations of team assignment 5 will be dealt with.

Literature:

- Batra & Keller (2016)
- Belch & Belch (2003), Chapter 1 (until p. 34). Please note that this one can't be found online
- Keller, K. (2016), only pp. 286-289 (until "Conceptual Foundations")

Discussion questions:

- How would you define integrated marketing communications?
- What should be included in an IMC plan?
- By means of which criteria can you evaluate integration according to Batra & Keller (2016)?
- How do traditional and new media such as search, display, mobile, TV, and social media interact to affect consumer decision making?
- How to improve the effectiveness and efficiency of integrated marketing communication programs according to Batra & Keller (2016)?
- According to Keller (2016), what are the different communication options?
- ...and what are the differences across consumers in the relationships they seek from brands and their propensity to even engage with a brand?

Team Assignment 5:

- Select an online/Social Media component for your brand and evaluate it critically.
- Select two different ads for your brand (pick the media you want).
 - Evaluate how well the different ads are functioning by means of the information in the figure below, figure 2.

<i>Ability to...</i>	TV	Print	Sales Promotions	Sponsorship	Interactive
Attract attention or be intrusive	++	++	++	+	+
Convey product info	+	+++	+++	+	+++
Create emotional response	+++	++	+	++	+
Link to brand	+	++	++	+++	+++
Encourage or facilitate purchase	+	++	+++	+	+++

Figure 2. Micro Perspectives. (different communication types and options have different strengths and weaknesses and raise different issues) From: "Mastering the marketing communications mix: Micro and macro perspectives on integrated marketing communication programs", by Keller, K.L., 2001, *Journal of Marketing Management*, 17, p. 836 (Figure 4).

- Select two other components, out of the 7 major marketing communication platforms, for your brand.
 - Critically evaluate how well these IMC components influence different communication outcomes (Batra & Keller (2016), p. 8, table 1).
- Critically evaluate the level of integration of your brand's marketing communication. What would you do differently?

2.5 Week 5:

Meeting 8: Monday, March 12th

Online and Social Media Marketing: A challenge

Please read the obligatory literature and prepare the discussion points before the meeting

You have to prepare a team assignment for this meeting

Agenda:

- In the first half of this session time will be devoted to the discussion of the literature and discussion questions.
- In the second half of the session, the presentations of team assignment 6 will be dealt with.

Literature:

- Aguirre et al. (2015)
- Killian & McManus (2015)
- Mangold & Faulds (2009)
- Rosen (2012)

Discussion questions:

- According to Killian & McManus (2015), how should brand utilize different social media platforms to understand and address individual customer needs?
- ... and what are the tools to guide implementation and management of social media communications across platforms?
- What is the new communications paradigm? (Mangold & Faulds, 2009)
- ... and what are the different methods by which marketing managers can shape the consumer-to-consumer conversations?
- What do you think about the emerging technologies of the "long click" (Rosen, 2012)?
- Can greater personalization also increase customers' sense of vulnerability and therefore lower adoption rates (Aguirre et al., 2015)?

Team Assignment 6:

- Select an online/Social Media component for your brand and evaluate it critically. For example:
 - Does the brand make use of trust-building strategies (Aguirre et al., 2015)?
 - What benefit(s) are offered by the platform (Killian & McManus, 2015)?

Meeting 9: Thursday, March 15th

Word of Mouth and Viral Marketing

Please read the obligatory literature and prepare the discussion points before the meeting

You have to prepare a team assignment for this meeting

Agenda:

- In the first half of this session time will be devoted to the discussion of the literature and discussion questions.
- In the second half of the session, the presentations of team assignment 7 will be dealt with.

Literature:

- Berger (2014)
- Dobeles et al. (2007)
- Kaplan & Haenlein (2011)
- Schulze et al. (2014)

Discussion questions:

- What drives people to share word of mouth according to Berger (2014)?
- ... and why do some stories, rumors, or brands get talked about more than others?
- ...and how does who people are talking to (e.g., friends vs. acquaintances) and the channel they are communicating through (e.g., face-to face or online) impact what gets discussed?
- According to Dobeles et al. (2007), is the use of emotions enough to have a successful viral campaign?
- ... and what are things to remember for achieving fit between emotions and viral messages?
- What is the relationship between social media and viral marketing (Kaplan & Haenlein, 2011) and what are the steps executives should take in order to dance the social media/viral marketing waltz?
- Is the viral marketing approach suitable for more utilitarian products (Schulze et al. (2014)?

Team Assignment 7:

- Did your brand ever have a viral marketing strategy/campaign?
 - If yes: Critically evaluate the viral marketing strategy/campaign for your brand. What would you do differently?

- If no: Would your brand benefit from a viral marketing strategy? Why or why not?
- Can you find viral content about your brand? If not, choose another brand.
 - Was it initiated by the brand or the consumer?
 - Analyse it in terms of emotion and emotional valence.
 - Did it result in positive or negative outcomes?
 - Is there a fit between the emotion and viral message?

2.6 Week 6:

Meeting 10: Monday, March 19th

Emotions and Media

Please read the obligatory literature and prepare the discussion points before the meeting

You have to prepare a team assignment for this meeting

Agenda:

- In the first half of this session time will be devoted to the discussion of the literature and discussion questions.
- In the second half of the session, the presentations of team assignment 4 will be dealt with.

Literature:

- Catanescu & Tom (2001)
- Eisend et al. (2014)
- Fisher & Dubé (2004)
- Geuens et al. (2011)
- Moore (2007)
- Mukherjee & Dubé (2012)
- Swani et al. (2013)
- Williams & Drolet (2005)
- Woltman Elpers et al. (2004)

Discussion Questions:

- Which types of humor are used in advertising? Is that influenced by the medium?
- Which type of humor do you think is most effective? Is that influenced by the medium?
- Does the effectiveness of advertisement using emotional content differ? (e.g. for gender, product, age, and medium)
- Do you agree with the differences in humor/emotion appreciation between men and women?

Team Assignment 8:

- Select two ads for your brand from different media (TV, newspaper, magazine, outdoor/billboard, radio, internet).
 - How do these ads differ? Is that a consequence of the medium in which they appear?
 - Which audiences is the brand trying to reach through these different media?

- Does your brand use humor in advertising? If so, bring two examples and critically evaluate them. If not, look for a competitor that does and bring two examples, and evaluate them.

Meeting 11: Thursday, March 22nd

Ethics & advertising: match or no match?

Please read the obligatory literature and prepare the discussion points before the meeting

Agenda:

- In the first half of this session time will be devoted to the discussion of the literature and discussion questions.
- For this session you don't have to prepare a team assignment. This will give you some extra time to work on your final presentations that have to be uploaded on **Sunday, 25th of March 11:59 pm (23:59 hrs) on the Student Portal.**

Literature:

- Moore (2004)
- Parsons (2007)
- Schroeder & Borgerson (2005)
- Thorpe & Roper (2017)

Discussion questions:

- Give examples and discuss unethical behavior in marketing.
- What are some of the key questions in the area of the fairness of marketing to children?
- What are the main findings of Parsons (2007)?
- What are the ethical dilemmas raised by the use of gamified approaches to marketing? Do you think gamification is unethical?
- What do Schroeder & Borgerson (2005) say about ethical issues pertaining to representations of identity? What is the framework for image analysis they came up with and what is it used for? What are the different analytic categories?

2.7 Week 7:

Meeting 12: Monday, March 26th

Teams 1 and 2 will present their IMC plan during this meeting.

Agenda:

- **Team 1** presents its IMC plan for approximately 40 minutes.
 - The other tutorial group members ask critical questions, discuss the solutions and ideas of the presenting team and **team 3** provides elaborate feedback (20 minutes).
- **Team 2** presents its IMC plan for approximately 40 minutes.
 - The other tutorial group members ask critical questions, discuss the solutions and ideas of the presenting team and **team 1** provides elaborate feedback (20 minutes).

Meeting 13: Thursday, March 29th

Teams 3 will present its IMC plan during this meeting.

Agenda:

- **Team 3** presents its IMC plan for approximately 40 minutes.
 - The other tutorial group members ask critical questions, discuss the solutions and ideas of the presenting team and **team 2** provides elaborate feedback (20 minutes).

3. Suggested Literature

Meeting 1

Fahy, J. & Jobber, D. (2012). *Foundations of Marketing* (4th ed.). Berkshire, UK: McGraw-Hill. Chapter 6 (only pp. 142-148).

Keller, K.L. (2013). *Strategic Brand Management: Building, measuring and managing brand equity* (4th ed.). Essex, UK: Pearson. Chapter 1 (only pp. 36-48).

Meeting 2

Interbrand Best Global Brands 2013 report

Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57, 1-22.

Keller, K.L. & Lehmann, D. R. (2003). How do brands create value?. *Marketing Management*, 12(3), 26-31.

Meeting 3

Callcott, M., & Phillips, B. (1996). Observations: Elves make good cookies: creating spokes-character advertising. *Journal of Advertising Research*, 36(5).

Keller, K.L, Heckler, S.E., & Houston, M.J. (1998). The effects of brand name suggestiveness on advertising recall. *Journal of Marketing*, 62, 48-57.

Keller, K. (2005). Branding shortcuts: Choosing the right brand elements and leveraging secondary associations will help marketers build brand equity. *Marketing Management*, 14(5), 18-23. Only pp. 18-21 (until "Secondary Associations").

Kohli, C., Leuthesser, L., & Suri, R. (2007). Got slogan? Guidelines for creating effective slogans. *Business Horizons*, 50, 415-422.

Signs.com (2017). *Branded in Memory: 1,500 drawings reveal our ability to remember famous logos*. Retrieved from <https://www.signs.com/branded-in-memory/>

Spaeth, T. (2005). Rebranded and reborn: A look at new corporate logos—and how well they achieve their purpose. *Across the Board*, 42, 18-23.

Meeting 4

Cliffe, S. J., & Motion, J. (2005). Building contemporary brands: a sponsorship-based strategy. *Journal of Business Research*, 58, 1068-1077.

Dwivedi, A., Johnson, L. W. & McDonald, R. E. (2015). Celebrity endorsement, self-brand connection and consumer-based brand equity. *Journal of Product & Brand Management*, 24(5), 449-461.

Keller, K.L. (2003). Brand synthesis: The multidimensionality of brand knowledge. *Journal of Consumer Research*, 29, 595-600.

Pappu, R., Quester, P., & Cooksey, R. (2006). Consumer-based brand equity and country-of-origin relationships: Some empirical evidence. *European Journal of Marketing*, 40(5-6), 696-717.

In case you would like to have more information about secondary brand associations:
Chapter 7: Keller, K.L. (2013). *Strategic Brand Management: Building, measuring and managing brand equity* (4th ed.). Essex, UK: Pearson.

Meeting 5

Aaker, D. A., & Joachimsthaler, E. (2000). The brand relationship spectrum: The key to the brand architecture challenge. *California Management Review*, 42, 8-22.

Keller, K.L. (2013). *Strategic Brand Management: Building, measuring and managing brand equity* (4th ed.). Essex, UK: Pearson. Chapter 12 (only p. 433).

Keller (2015). The Branding Logic Behind Google's Creation of Alphabet. *Harvard Business Review*. Retrieved from <https://hbr.org/2015/08/the-branding-logic-behind-googles-creation-of-alphabet>

Parker, J., Lehmann, D., Keller, K., & Schleicher, M. (2017). Building a multi-category brand: When should distant brand extensions be introduced? *Journal of the Academy of Marketing Science*, 2(2).

Salinas, E. M., & Pérez, J. M. P. (2009). Modeling the brand extensions' influence on brand image. *Journal of Business Research*, 62(1), 50-60.

Meeting 6

Chapter 1+2: Peter, J.P., & Olson, J.C. (2013). *Consumer Behavior & Marketing Strategy* (9th ed.). New York: McGraw-Hill/Irwin.

Shu, S. B. & Carlson, K.A. (2014). When Three Charms but Four Alarms: Identifying the Optimal Number of Claims in Persuasion Settings. *Journal of Marketing: January 2014*, 78, 127-139.

Stathopoulou, A., Borel, L., Christodoulides, G., & West, D. (2017). Consumer branded #Hashtag engagement: Can creativity in tV advertising influence hashtag engagement? *Psychology & Marketing*, 34(4), 448-462.

Meeting 7

Batra, R. & Keller, K. L. (2016). Integrating Marketing Communications: New findings, new lessons and new ideas. *Journal of Marketing*, 80, 122 – 145.

Belch, G.E., & Belch, M.A. (2003). *Advertising and Promotion: An integrated marketing communications perspective* (6th ed.). Boston: McGraw-Hill Education. (Chapter 1 (until p. 34))

Keller, K. (2016). Unlocking the power of integrated marketing communications: How integrated is your IMC program? *Journal of Advertising*, 45(3), 286-301. (only pp. 286-289 (until "Conceptual Foundations"))

Meeting 8

Aguirre, E., Mahr, D., Grewal, D., De Ruyter, K., & Wetzels, M. (2015). Unraveling the personalization paradox: The effect of information collection and trust-Building strategies on online advertisement effectiveness. *Journal of Retailing*, 91(1), 34-49.

Killian, G., & McManus, K. (2015). A marketing communications approach for the digital era: Managerial guidelines for social media integration. *Business Horizons*, 58(5), 539-549.

Mangold, W., & Faulds, D. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365.

Rosen, J. (2012). Who do online advertisers think you are? *The New York Times Magazine*. Retrieved from http://www.nytimes.com/2012/12/02/magazine/who-do-online-advertisers-think-you-are.html?_r=0

Meeting 9

Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, 24(4), 586-607.

Dobele, A., Lindgreen, A., Beverland, M., Vanhamme, J., & Van Wijk, R. (2007). Why pass on viral messages? because they connect emotionally. *Business Horizons*, 50(4).

Kaplan, A., & Haenlein, M. (2011). Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. *Business Horizons*, 54(3).

Schulze, C., Schöler, L., & Skiera, B. (2014). Not all fun and games: Viral marketing for utilitarian products. *Journal of Marketing*, 78, 1-19.

Meeting 10

Catanescu, C., & Tom, G. (2001). Types of humor in television and magazine advertising. *Review of Business*, 22, 92-95.

Eisend, M., Plagemann, J., & Sollwedel, J. (2014). Gender roles and humor in advertising: The occurrence of stereotyping in humorous and nonhumorous advertising and its consequences for advertising effectiveness. *Journal of Advertising*, 43(3), 256-273.

Fisher, R.J., & Dubé, L. (2004). Gender differences in responses to emotional advertising: a social desirability perspective. *Journal of Consumer Research*, 31, 850-858.

Geuens, M., De Pelsmacker, P., & Fasseur, T. (2011). Emotional advertising: revisiting the role of product category. *Journal of Business Research*, 64, 418-426.

Moore, D.J. (2007). Emotion as a mediator of the influence of gender on advertising effectiveness: gender differences in online self-reports. *Basic and Applied Social Psychology*, 29, 203-211.

Mukherjee, A., & Dubé, L. (2012). Mixing emotions: The use of humor in fear advertising. *Journal of Consumer Behaviour*, 11, 147-161.

Swani, K., Weinberger, M.G., & Gulas, C.S. (2013). The impact of violent humor on advertising success: a gender perspective. *Journal of Advertising*, 42, 308-319.

Williams, P., & Drolet, A. (2005). Age-related differences in responses to emotional advertisements. *Journal of Consumer Research*, 32, 343-354.

Woltman Elpers, J.L.C.M., Mukherjee, A., & Hoyer, W.D. (2004). Humor in television advertising: A moment-to-moment analysis. *Journal of Consumer Research*, 31, 592-598.

Meeting 11

Moore, E. (2004). Children and the changing world of advertising. *Journal of Business Ethics*, 52(2), 161-167.

Parsons, P.J. (2007). Integrating ethics with strategy: Analyzing disease-branding. *Corporate Communications: An International Journal*, 12, 267-279.

Schroeder, J. E. & Borgerson, J. L. (2005). An ethics of representation for international marketing communication. *International Marketing Review*, 22(5), pp. 578-600.

Thorpe, A., & Roper, S. (2017). The ethics of gamification in a marketing context. *Journal of Business Ethics*, 9(9).