



## ADV853 Advertising & Globalization

Summer 1 2025 | Section 711 | Asynchronous

**Instructor:** Darren Chan

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**Office hours:** By appointment (on Zoom)

### Course Description

This course explores the current global scope and reach of advertising in our connected, digital age. You will study major interdisciplinary themes related to the spread of consumerism, self and social identity, global consciousness, and cross-cultural effects as a result of the worldwide spread of advertising as part of the free market system.

Particular attention is given to cross-cultural issues related to cultural colonialism, legal and societal constraints, ethical questions, universal values and green marketing. Course work includes a comprehensive survey of digital, print and broadcast advertising found in other countries, along with emerging media technologies.

### Learning Objectives:

To **comprehend** what advertising is and what role it plays in societies throughout the world. To **interrogate** the dimensions of globalization, coming to an understanding of how advertising contributes to the dialogue. To **appreciate** cultural differences, developing sensitivity to how a knowledge of languages and indigenous identities tends to improve commercial communications. In this course, students will learn:

- What advertising is/what it is not/what are its 3 major critiques
- How advertising works – from a maker's point of view
- The difference between marketing and advertising/how each relates to capitalism
- The morality of advertising/ethical reasoning/importance of values
- How advertising is regulated in the US and around the world/the law/NGOs

- Several definitions of advertising/concept of clutter/how things are morphing
- The role advertising plays in society/in the developed, and developing, world
- Significance of identity, language and culture in the creation of advertising
- How advertising relates to globalization/how it varies by region and country
- The definition of a global brand/how it is advertised around the world
- Global vs. local vs. glocal/standardization vs. specialization/po mo or liquid modernity
- Motives and opportunities for creating a global advertising campaign
- The major global advertising agency holding companies (six of them)
- How advertising agencies are structured to service clients on a global scale
- What is globalization/anti-globalization/problems with globality, globalism
- Seven myths about globalization/winners and losers of globalization
- Arguments for and against the evolution of a global culture
- Objections to and regulations governing advertising to children/country by country
- Best practices in successful advertising to other cultures
- Arguments for and against cultural imperialism/cases of reverse cultural imperialism
- Validity of neologisms McDonaldization, Coca-Cola-ization of the world
- How various cultures defend themselves against (Western/US) commercialization

### Learning Outcomes

Upon completion of this course, students will be able to:

- **Describe** the current state of advertising, as it is practiced domestically, internationally, and globally.
- **Discuss** advertising's role in the marketing plans of multinational corporations in search of global audiences.
- **Articulate** the various meanings, dimensions, and measures of globalization, cultural colonialism, consumerism and commercialism.
- **Identify** and understand the magnitude of major global advertising holding companies.
- **Describe** the environmental factors affecting global advertisers such as the impact of cultures, regulation, competition, and political and economic forces on global communication decisions.
- **Understand** the resistance to globalization, to global brands, and how certain countries enact policies to protect their cultures.
- **Explain** how cultural differences affect responses to advertising.
- **Critically** analyze the ethical issues raised by international and global advertising practices.
- **Make** an informed judgment on how digital technologies will affect the advertising industry in the future

### Required textbook

This course does not require a textbook. All learning materials are available for free via the course Canvas page or the University Library's website.

Any additional materials will be provided via Canvas.

## Grading criteria

Your final grade is comprised of five components:

- **Discussion board posts** (12 in total): 60 points (15%)
- **Mini presentations** (2 in total): 20 points (5%)
- **Lecture Quizzes** (10 in total): 100 points (25%)
- **Assignments** (4 in total): 120 points (30%)
- **Final project**: 100 points (25%)

**Total: 400 points**

## Grading scale

**A** = 94-100%   **A-** = 90-93%   **B+** = 87-89%   **B** = 84-86%   **B-** = 80-83%   **C+** = 77-79%  
**C** = 74-76%   **C-** = 70-73%   **D+** = 67-69%   **D** = 64-66%   **D-** = 60-63%   **F** = 59% or less

## Assessment breakdown

### Discussion board posts (60 points)

Throughout the semester, you will be assigned supplemental readings from secondary sources, documentaries to watch, and other material to absorb and reflect upon. Please see the Course Schedule for these items and due dates.

The Discussion Board is a place for you to answer questions on these materials and interact with your fellow students. There will usually be TWO discussion questions per week, and you will have a total of 12 questions to answer throughout this course. These questions are typically based on the materials you encountered in each module, and some might challenge you to do some additional research.

Requirements for each response will vary, so please pay close attention to the prompt in the discussion posts. Each response is worth 5 points, and they are graded in the following way:

- **5 Points:** Goes above and beyond, meets or exceeds the length requirement, is a thoughtful, sophisticated and fully developed response, and is error free
- **4 Points:** Satisfactorily answers the question and meets the length requirement, but contains small errors, mistakes or lacks sophistication of thought.
- **3 Points:** Answers most aspects of the question, but is short of the required length, contains errors or mistakes, and lacks sophistication of thought.
- **2 Points:** Only answers a few aspects of the question and fails to meet the length requirement. Contains major mistakes or errors.
- **1 Point:** Barely answers the question and does not meet the length requirement. Lacks development, clarity and focus. No sophistication of thought.
- **0 Points:** Question is unanswered or completely off topic.

### Lecture Quizzes (100 points)

After finishing each module, you will have a corresponding lecture check (quiz) assigned to complete. Each lecture check will include 10 questions (True/False and Multiple Choice) for a total of 10 points. Questions in the lecture quiz will be based on all the materials from the

corresponding module, including the video lectures, supplementary articles, and videos. Certain quizzes cover materials from multiple lectures, so please read the instructions carefully. You will have 15 minutes to complete each lecture quiz.

### **Mini presentation (20 points)**

As an asynchronous class, we have limited interactions and will not get to know each other well. The mini-presentation is a chance for me to get to know you better and assess your presentation skills. In this course, you will be asked to do a mini-presentation to share your thoughts on topics we will discuss in class. The expected length of this presentation is about five minutes. The exact requirements for the presentation can be found under the course module.

### **Individual assignments (120 points)**

You will have a total of 4 individual assignments throughout the semester, each worth 30 points. These assignments will come in the form of short essays (2-3 pages). Further information on each assignment can be found under the course modules.

### **Final Project (100 points)**

The final project requires you to identify an industry, select a global brand in the industry, and complete a research report on its international advertising strategies and tactics. The assignment will be due at the end of the summer semester and will be worth 100 total points. More information will be posted in a separate module.

### **Assignment policies**

As this is an online course, all your assignments are due via Canvas. You are expected to complete and submit your discussion posts/ reading checks/ assignments no later than **11:59 pm** on the due date assigned. You will not receive credit for work posted past the due date and time. Assignments and exams cannot be made up except due to extenuating circumstances determined by the instructor.

**\*\*Please see the class schedule for submission deadlines of all assignments\*\***

### **Learning materials**

As an asynchronous class, all learning materials will be provided via Canvas. You will be responsible for keeping your pace and completing all the required tasks by their deadlines.

### **Lectures**

Lectures will be pre-recorded and delivered via a Zoom link on Canvas per the dates outlined on the Course Schedule. You are expected to log into Canvas regularly to review these lectures and other assigned materials.

### **Other learning materials**

As this course will not utilize a required textbook, you will be given a wide variety of supplementary materials to study. This may include additional handouts, news articles, and TED talks. Keep in mind that many of the discussion board questions will be based on these materials, and you are expected to mention or summarize them in your response.

### **Notes on Plagiarism & use of generative AI**

Temple University believes strongly in academic honesty and integrity. Plagiarism and academic cheating are, therefore, prohibited. Essential to intellectual growth is the development of independent thought and respect for the thoughts of others. The prohibition against plagiarism and cheating is intended to foster this independence and respect.

In addition, **the use of generative AI tools (such as ChatGPT, DALL-E, etc.) are not permitted in this class**; therefore, any use of AI tools for work in this class may be considered a violation of Temple University's Academic Honesty policy and Student Conduct Code, since the work is not your own.

The forms of plagiarism include but are not limited to: Copying others' work as your own, copying others' work without proper author recognition (citations, sources), and using fabricated or made-up quotes and sources.

The penalty for academic dishonesty can vary from receiving a reprimand and a failing grade for a particular assignment, to a failing grade in the course, to suspension or expulsion from the university.

### **Disability Statement**

This course is open to all students who meet the academic requirements for participation. Any student who has a need for accommodation based on the impact of a disability should contact me privately to discuss the specific situation as soon as possible. Contact Disability Resources and Services at 215-204-1280 in 100 Ritter Annex to coordinate reasonable accommodation for students with documented disabilities. For more information, go to [www.temple.edu/disability](http://www.temple.edu/disability) or email [drs@temple.edu](mailto:drs@temple.edu).

Please inform me of any additional assistance you will need. I will be happy to meet outside of class to further discuss any issues.

## Class Schedule

**\*\*Note:** Our weeks begin on a THURSDAY\*\*

*The class schedule is subject to change. Please refer to the Canvas modules for the most updated assignments and deadlines.*

### **Week 1: What is Globalization + The Paradoxes in Global Marketing Communications**

**View:** Mini lectures #1 & #2

Lecture 1 PowerPoint

Lecture 2 PowerPoint

Videos Posted to Week 1 Module

**Read:** Any Additional Articles/Handouts Posted to Week 1 Module

**Due:** **Sunday**, May 18<sup>th</sup>, 11:59pm:

- Review Syllabus, Course Information on Canvas, Etc.
- Respond to Introductory Discussion Board Post

Wednesday, May 21<sup>st</sup>, 11:59pm:

- Complete Lecture Quiz #1
- Submit Individual Assignment #1: Media log
- Respond to Week 1 Discussion Board Posts

### **Week 2: The Rise of Global Brands + Glocalization of Media and Business**

**Read:** Any Additional Articles/Handouts Posted to Week 2 Module

**View:** Lecture 3 PowerPoint

Lecture 4 PowerPoint

Mini lectures #3 & #4

Videos Posted to Week 2 Module

**Due:** Wednesday, May 28<sup>th</sup>, 11:59pm:

- Respond to Week 2 Discussion Board Posts
- Complete Lecture Quizzes #2 and #3
- Submit Individual Assignment #2: Advertising analysis

### **Week 3: Media theories + Dimensions of cultures**

**Read:** Any Additional Articles/Handouts Posted to Week 3 Module

**View:** Lecture 5 PowerPoint

Lecture 6 PowerPoint

Mini lectures #5 & #6

Videos Posted to Week 3 Module

**Due:** Wednesday, June 4<sup>th</sup>, 11:59pm:

- Respond to Week 3 Discussion Board Posts
- Complete Lecture Quizzes #4 and #5
- Submit Individual Assignment #3: Applying Hofstede's dimensions

#### **Week 4: Consumer Values + A Global Perspective on Consumer Behaviors**

**Read:** Any Additional Articles/Handouts Posted to Week 4 Module

**View:** Lecture 7 PowerPoint  
Lecture 8 PowerPoint  
Mini lectures #7 & #8  
Marketing research workshop  
Videos Posted to Week 4 Module

**Due:** Wednesday, June 11<sup>th</sup>, 11:59pm:  

- Respond to Week 4 Discussion Board Posts
- Complete Lecture Quizzes #6 and #7
- Submit Individual Assignment #4: Wawa's new branch on campus?

#### **Week 5: Applying Cultural Values to Advertising + Ethics in Advertising**

**Read:** Any Additional Articles/Handouts Posted to Week 5 Module

**View:** Lecture 9 PowerPoint  
Lecture 10 PowerPoint  
Mini lectures #9 & #10  
Videos posted to Week 5 Module

**Due:** Wednesday, June 18<sup>th</sup>, 11:59pm:  

- Respond to Week 5 Discussion Board Posts
- Complete Lecture Quizzes #8 and #9
- Submit project interim update (optional)
- Complete mini-presentation

#### **Week 6: Contemporary Issues in Advertising + Final Project**

**Read:** Any Additional Articles/Handouts Posted to Week 6 Module

**View:** Lecture 11 PowerPoint  
Mini lecture #11  
Videos posted to Week 6 Module

**Due:** **Sunday**, June 22<sup>nd</sup>, 11:59pm:  

- Respond to Week 6 Discussion Board Post
- Complete Lecture Quiz #10

**Wednesday**, June 25<sup>th</sup>, 11:59pm:  

- Submit Final Project