

**International Advertising (ADV 334, Unique# 05895)**  
**T/TH 12:30 PM – 2:00 PM**  
**GSB 2.126**

Note: The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

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<b>Instructor:</b> Yongwoog Andrew Jeon	TA: Lei (Emma) Jingchao
<b>Office:</b> BMC 4.322	<b>Office:</b> Station 12, BMC 4 <sup>th</sup> Floor
<b>Email:</b> <a href="mailto:yongwoog@utexas.edu">yongwoog@utexas.edu</a>	<b>Email:</b> <a href="mailto:emma.l@utexas.edu">emma.l@utexas.edu</a>
<b>Office hours:</b> Mon 10 am - 1 pm and by Appointment	<b>Office hours:</b> TBD

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“Globalization is the process by which markets integrate worldwide.”

Michael Spence (an economist)

“Global is shallow, the local deep”

Ulf Hannerz (an anthropologist)

### **COURSE DESCRIPTION AND OBJECTIVES**

This course is designed for students to understand persuasive communication strategies for international markets. Markets are no longer bound with their physical locations thanks to the rapid development of communication technologies. Or are they? To successfully address the global market, marketers and advertisers need to fully understand “local” challenges coming “deep” from cultural, economic, regulatory, and competitive differences. Based on theoretical and practical understanding of the dynamic interplay between global and the local forces, students will acquire theoretical as well as practical understandings of how to accomplish global marketing communication goals. Thus, the core objective of this class is to develop an ability to analyze and map out persuasive communication strategies that are effective in international markets.

### **COURSE FORMAT**

This course consists of lectures, in-class activities, two exams, and the final project (i.e., a combination of an individual and team assignment). Also, students will have an opportunity to apply what they learn to real-world examples via the final project. There will be additional materials that are available on Canvas.

### **EXPECTATIONS**

Students are expected to attend *all* lectures and actively participate in the in-class discussions. Please note that any undocumented absence will not be excused. Students are expected to arrive to class on time and to stay for the entire class period (or until dismissed). Random arrivals and exits are unprofessional and distracting. Students are responsible for any information missed during an absence from class. **NO LATE WORK WILL BE ACCEPTED.**

### **REQUIRED TEXTBOOK**

Mueller, Barbara (2017), *Dynamics of International Advertising* (3rd Ed.), New York: Peter Lang Publishing Co.

**Note:** Additional readings may be posted, so be sure to check Canvas frequently.

## **EXAMS**

There will be *two* in-class exams during the regularly scheduled class period. Exams are designed to evaluate students' understanding of core concepts or ideas covered in the lectures, the textbook, class discussions, and in-class activities.

The optional comprehensive final exam will be offered as a make-up option for anyone who has missed one of the two in-class exams and for anyone who wants to improve their course grade. The final exam will replace the lowest regular in-class exam only if it is higher. Otherwise, it will not be included in the calculation of the final grade. You must take the final exam if you have not taken one of the regularly scheduled in-class tests. The specific time/date and the location will be announced.

## **ATTENDANCE (IN-CLASS ACTIVITIES)**

There will be an undetermined number of in-class activities (in-class exercise or quiz). These assignments are designed to help students keep up with the pace of the class and to improve their understanding of the course material. These activities will be distributed and completed during the class time. The in-class activities cannot be made up unless the instructor excuses the absence in advance. If you are absent and have a valid excuse (i.e., serious illness or family emergency), you must bring the appropriate documentation on your first day back.

## **FINAL PROJECT (INDIVIDUAL ASSIGNMENT AND TEAM ASSIGNMENT)**

The final project is designed for students to put into practice what they learn and their own innovative thoughts about international advertising strategies. The final project consists of two parts. The first part is an individual assignment (solely by you) that requires you to write a business-style recommendation for the persuasive communication strategies of a US company. In this recommendation, you need to analyze the markets in foreign countries or any market outside of the US. Based on this analysis, you need to recommend persuasive communication strategies. You can analyze the same non-US market as the one for your team assignment; but your recommendation of the strategies should be for a *different US-company* and a *different product category*. Also, please note that your *performance in the team assignment* will be assessed as part of your individual assignment (5% of your individual assignment grade). Detailed rubric for the individual assignment will be provided when the assignment is announced.

Second, in the team assignment, you will collaborate with your peers in preparing a business-style presentation. To persuade consumers in foreign markets, you need to effectively persuade the CEO of the brand first. With your team members, you will prepare the presentation slides, and during class, your group will present your project. The quality of *both* the contents of the project and the way in which you (as a group) verbally present your project will be evaluated. Two classes will be dedicated to a discussion of the formats of this project, grading criteria, and real-world samples of the international advertising strategy project. Also, by the time the project is initiated, I will hold extra office hours for you to discuss the progress of your project. Your team need to submit a short progress report in order to make sure that the project is on the right track.

## RESEARCH PARTICIPATION

To enhance students' understanding in the marketing and advertising research processes and methods, you need to participate in **FOUR** research studies. You can find information regarding opportunities to participate in research on the Advertising Research Participation Pool website at <https://advertising.utexas.edu/research/pool> where you can also sign up for studies as well. Note that you will not receive extra credit in this class for participating in more than four studies. Also, you cannot earn extra credit if you take a study more than once. If you don't want to participate in the studies, please contact me to discuss alternative extra credit opportunities before Thanksgiving (Thursday, Nov 22).

## COURSE EVALUATION

Your grade in this class will be based on:

Attendance (In-class exercise & quizzes)	10 %
Two Exams (each 18%)	36 %
Research Participation (4)	4 %
Final Project	
Individual Assignment	25 %
	*5 % assessed from Team Assignment
Team Assignment	25 %
	*5% assessed based on the interim progress report.
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Total	100 %

The following scale will be used at the end of the semester for final grades:

A= 94-100, A-=90-93, B+=87-89, B=84-86, B-=80-83, C+=77-79, C-=70-73, D+=67-69, D=64-66, D-=60-63. \*Grades will not be rounded up or down. For example, an A- is inclusive of all scores 90.000 through 93.999%.

## GLOBAL CULTURES FLAG

This course is designated with the Global Cultures flag. That is, in this course, students will explore the practices, beliefs, and histories of various non-U.S. cultural groups with the goal of encouraging students to reflect on their own cultural experiences within a global context.

## UNIVERSITY OF TEXAS HONOR CODE

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

## POLICY ON SCHOLASTIC DISHONESTY

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor.

By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a workcareer. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University [http://deanofstudents.utexas.edu/sjs/acint\\_student.php](http://deanofstudents.utexas.edu/sjs/acint_student.php).

### **DOCUMENTED DISABILITY STATEMENT**

*Please notify me in advance* of any modification/adaptation you may require to accommodate a disability-related need. The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Student with Disability at 512.471.6259 (voice) or 512.232.2937(video phone), or at <http://www.utexas.edu/diversity/ddce/ssd/>

### **RELIGIOUS HOLIDAYS OBSERVANCE POLICY**

The Texas Education Code specifies that an institution of higher education shall excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. A student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an assignment within a reasonable time after the absence.

<http://www.utexas.edu/student/registrar/catalogs/gi03-04/ch4/ch4g.html#attendance>

### **DEADLINE & STANDARDS**

Enlisting aid from anyone outside the class is a breach of UT's Policy on Scholastic Dishonesty and will be dealt with accordingly .

## COURSE SCHEDULE

Below is a tentative course outline. If any change occurs, it will be announced on Canvas and you will be held responsible for such changes. Extra readings will be announced in advance and be available on Canvas.

Week	Dates	Topic	Reading
W1			
	Aug 30	Course Introduction	
W2	Sep 4	Growth of International Advertising I	Ch.1
	Sep 6	Growth of International Advertising II	
W3	Sep 11	The International Marketing Mix I	Ch. 2
	Sep 13	The International Marketing Mix II	
W4	Sep 18	The International Advertising Environment I	Ch. 3
	Sep 20	The International Advertising Environment II	
W5	Sep 25	Exam Review/Guest Lecture	
	Sep 27	<b>★Exam</b>	
W6	Oct 2	The Cultural Environment I	Ch. 4
	Oct 4	The Cultural Environment II	
W7	Oct 9	Controlling International Advertising I	Ch. 5
	Oct 11	Controlling International Advertising II	
W8	Oct 16	Creative Strategy and Execution I	Ch. 6
	Oct 18	Creative Strategy and Execution II	
W9	Oct 23	Exam Review/ Guest Lecture	
	Oct 25	<b>★Exam</b>	
W10	Oct 30	Advertising Media in the International Arena I	Ch. 7
	Nov 1	Advertising Media in the International Arena II <b>*Individual and Team Assignments will be available from today.</b>	
W11	Nov 6	Digital Advertising for International Markets I	Ch.9/10
	Nov 8	Digital Advertising for International Markets II	
W12	Nov 13	Regulation & Ethics in International Markets I	Extra reading
	Nov 15	Regulation & Ethics in International Markets II <b>★(Final)Individual Assignment Due at 11:59PM.</b>	
W13	Nov 20	The Project Week (A Model Business Report) I <b>★(Final)Interim Progress Report Due at 11:59PM.</b>	Extra reading
	Nov 22	Thanksgiving	
W14	Nov 27	The Project Week (Format and Presentation) II	-
	Nov 29	Guest Lecture	
W15	Dec 4	<b>★(Final) Group Presentation in Class</b>	-
	Dec 6	<b>★(Final) Group Presentation in Class</b> <b>★(Final) Group Presentation Slides Due at 11:59PM.</b>	-