



## KIIS Italy, Summer 2018

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### COMM 410: Topics: Global Advertising & Branding

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*Syllabus subject to change*

#### **Course Description:**

This course examines current traditional and online advertising and branding trends and practices with an emphasis on Italian and global markets, as well as regional cultural influences. Topics include advertising and branding strategies, audience analysis, motivation and appeals, applied communication theory, creative development and design elements, and production considerations such as objectives, research, competition, and tools.

#### **Text**

*Ads, Fads and Consumer Culture: Advertising's Impact on American Character and Society* (5<sup>th</sup> ed.) by Arthur Asa Berger (2015). Rowan & Littlefield. ISBN10: 144224125X

#### **Course Objectives**

This course will examine how advertising and branding practice in Italy differs from the United States through in-country study of print, broadcast, out-of-home and online advertising, as well as visits to both advertising agencies and popular culture museums and sites. If you've ever seen a television program featuring European ads, you know they're often edgier than what we see in the United States. This course will help you understand why.

#### **Student Learning Outcomes**

Using the critical and creative thinking process, students will be able to:

1. Describe how cultural considerations affect advertising and branding campaigns;
2. Identify first-hand how advertising and branding are practiced in major cultural and business centers;
3. Demonstrate an understanding of the role of consumer behavior in campaign success;
4. Compare and contrast U.S. strategic advertising and branding campaigns and those in other countries;
5. Comprehend the methods used in international advertising and branding to deliver desired messages to target audiences;
6. Integrate relevant information, appropriate perspectives, important principles and critical thinking skills in advertising and branding evaluation.

#### **Other resource requirements**

Plan on making heavy use of a digital camera or your cellphone camera. Besides all the typical tourist photos, you'll want to take photos of advertising and branding messages throughout Italy. With that in mind, bring plenty of spare batteries (which are very expensive over there), a charger, or plenty of memory cards. And remember, anything you plan to plug in for electricity will require an adapter. Both the voltage and outlets are different from those in the US.

### **Evaluations**

The unit tests and comprehensive final exam will cover required readings, lectures, and other materials covered in the course materials. Each test will include a multiple choice, true/false, and/or short essay questions.

**Daily journal/clip file.** Keep a daily Journal clip file with two components:

- Keep track of ads and brand messages you see each day, beginning on May 24.
- For print ads or signage, include a copy or a photo. For other types of messages, describe what you saw/heard as fully and concretely as possible. (Points off if you use the word "awesome.")
- Analyze at least two ads/messages each day. Pay particular attention to the strategy behind the message, whether or not you find the message effective, whether you think it would work in the US, and why or why not. Tie it all back to concepts in the textbook whenever possible.
- I'll occasionally provide a list of questions/concepts relating to our outings to museums, agencies, and such. Take notes during those visits and address the provided questions in your journal later.
- Obviously, grammar, spelling and punctuation count.
- Your journal entries may be handwritten as long as you are neat about it. No credit if I can't read them!

I plan to review your journal entries to date around May 31. The final journal is due no later than DATE TBD.

**Final Project.** Your final project is due no later than DATE TBD.

- Choose one ad from your journal and let's go deep. Compare how the subject of the ad is being promoted in Italy and compare it to how it is or might be promoted in the U.S.
  - Here's a tip: Choose the ad you found the most strikingly different from what you're used to seeing in the US.
- Explore the cultural factors that explain the differences between the Italian approach and the US approach. Either:
  - Interview at least two Italian locals (not tourists or hotel employees) about their feelings on the ad, and/or:
  - Use the Interweb to find at least one reference to the ad or campaign that cites the role or influence of Italian culture in it. It could be a media source, blog, or social media, but it must be viable and Italy-based.
- In addition, please provide your own detailed analysis of the ad. What artistic, cultural or strategic factors influenced how it looks or what it says? Relate your analysis to concepts in the textbook where appropriate.
- Find out what agency created the Italian ad, and research that agency. What is that agency's general approach to creative problem-solving? Are they mainstream or boutique? Traditional or cutting edge? What other clients have they done work for?

- Lastly, let's generalize. Summarize the key differences you observed during our trip in terms of how brands are promoted in Italy and the EU versus the US. Which approach do you find most powerful? Why?

This paper must be typewritten. Length: 10-15 pages, double-spaced, plus references.

**Modifications:**

Students will be provided adequate notification of any substantial changes. Since all groups of individuals do not progress at the same rate, the instructor may modify requirements (or their timing) as circumstances dictate. For example, the instructor may wish to change the number and frequency of examinations, or the number and frequency of assignments. Besides, we'll have a lot of Italian culture to absorb, so let's go with the flow.

**Grade components**

Daily journal/clip file	50%
Final Project	40%
Discussion/Participation	10%

**Attendance/Discussion/Participation.**

There will be many, many things to discuss each day. You're required to participate in all class sessions, including scheduled KISS events/trips, and to take part in all discussions. If you miss a class session or KISS event without an excused absence (such as a verifiable illness), you will automatically lose one letter grade (10%) from your overall course grade by scoring a zero on class participation.

**Quality and Accuracy**

Errors in spelling, style and context will result in a lower grade, even if the error is clearly typographical, i.e., carelessness or the result of failing to edit. Proofing matters. The goal is professional quality.