

Session 10.

Advertising (Promotion) – (W, February 23).

Discussion Questions

1. What is the role(s) of advertising? Does it just try to sell product, or are there other intermediate roles?
2. When you purchase a product or service, do you consider all the brands that are available? How do you choose which brands to consider?
3. What makes for good advertising? Select an example to illustrate what you believe to be good advertising. Why is it good? (For simplicity, limit yourself to print advertising that you can share with the class. This does not have to US advertising.)
4. Can advertising have subtle, indirect effects? How?
5. How might you test advertising?

Readings

Managing Integrated Marketing Communications, Chapter 19 from Kotler

How To Produce Advertising That Sells, Chapter 2 from Ogilvy

18 Miracles of Research, Chapter 15 from Ogilvy