



1. General Information

Course Subject	MKTG
Course Number	3511
Course Title	Advertising Management
Academic Years	2024-2025
Grading Method	Letter

2. Instructors

Professor ZHANG, Peng
Office: Room 821 8/F K.K. Leung Building
Email: pengvinz@hku.hk
Consultation: Mon 10:00 AM-11:30 AM(By appointment)
Subclasses: 1A,1B

4. Course Description

Course Description	This course equips students with necessary knowledge about advertising strategy design, implementation, and research. From the perspective of Integrated Marketing Communication (IMC), advertising aligns with other marketing mix factors (e.g., price, product attributes, distribution channels) a firm may possess to ensure the effective and efficient marketing information delivery. This is utterly critical in today's business environment which witnesses intensified competition and product homogeneity. Through effective and efficient marketing communication, the firm successfully undertakes product/service value proposition and builds stronger brand image, both of which leads to customer loyalty and sales elevation.
Prerequisites	MKTG2501: Introduction to Marketing

5. Course Objectives

1. This course aims to offer students both theoretical frameworks and ready-to-use knowledge about advertising strategy development and management. Various teaching approaches (e.g., in-class lectures, guest speaking sessions, case discussions, individual/group projects) will be used to assist students to learn how to apply textbook knowledge to a real-world advertising practice.

6. Faculty Learning Goals

Goal 1: Acquisition and internalization of knowledge of the programme discipline

Goal 2: Application and integration of knowledge

Goal 3: Inculcating professionalism

Goal 4: Developing global outlook

Goal 5: Mastering communication skills

6. Faculty Learning Goals

Goal 6: Cultivating leadership

7. Course Learning Outcomes

Course Teaching and Learning Activities	Aligned Faculty Learning Goals					
	1	2	3	4	5	6
CLO1. Analyze and demonstrate how advertising is related to other marketing functions and promotional activities.	✓	✓	✓			
CLO2. Evaluate the functions of advertising industry in an environment where it operates.		✓	✓	✓		
CLO3. Utilize learned knowledge about advertising theories and management strategies to analyze and evaluate the role of media in marketing communication campaigns	✓	✓	✓	✓		
CLO4. Develop the theoretical and analytical skills necessary for the initiation, execution, and evaluation of advertising strategies.	✓	✓	✓	✓		
CLO5. Present and defend his/her recommendations, and critically examine and discuss the recommendations of others.	✓	✓			✓	
CLO6. Present and defend his/her recommendations, and critically examine and discuss the recommendations of others.	✓	✓			✓	✓

8. Course Teaching and Learning Activities

Course Teaching and Learning Activities #	Expected Study Hours	Study Load (% of study)
T&L1. Lecture (including guest speaker sessions)	36	30
T&L2. Case Study and Analysis	15	12.5
T&L3. Group Project Report and Presentation	44	36.7
T&L4. Self-study	25	20.8
	Total: 120	Total: 100

9. Assessment Methods

Assessment Methods	Description	Weight %	Aligned Course Learning Outcomes
A1. Class Participation	Attendance, In-class discussions and contribution	10%	5,6
A2. Case Study	Group case presentation	15%	1,2,3,4
A3. Group Project	<ul style="list-style-type: none"> 	40%	5,6
A4. Final Test	Close-book onsite test comprised of multiple-choice questions (MCQs) and short essay question (EQ).	35%	1,2,3,4
A5. Final Exam		0%	

10. Course Grade Descriptors

A+,A,A-	<p>Outstanding performance on all (or almost all) learning outcomes.</p> <p>Demonstrates the ability to synthesize and apply the principles or subject matter learnt in the course, to novel situations and/or in novel ways, in a manner that would surpass the normal expectation at this level, and typical of standards that may be common at higher levels of study or research. Has the ability to express the synthesis of ideas or application in a clear and cogent manner.</p>
B+,B,B-	<p>Substantial performance on all learning outcomes, OR high performance on some learning outcomes which compensates for less satisfactory performance on others, resulting in overall substantial performance.</p> <p>Demonstrates the ability to state and apply the principles or subject matter learnt in the course to familiar and standard situations in a manner that is logical and comprehensive. Has the ability to express the knowledge or application with clarity</p>
C+,C,C-	<p>Satisfactory performance on the majority of learning outcomes, possibly with a few weaknesses.</p> <p>Demonstrates the ability to state and partially apply the principles or subject matter learnt in the course to most (but not all) familiar and standard situations in a manner that is usually logically persuasive. Has the ability to express the knowledge or application in a satisfactory and unambiguous way.</p>
D+,D	<p>Barely satisfactory performance on a number of learning outcomes</p> <p>Demonstrates the ability to state and sometimes apply the principles or subject matter learnt in the course to some simple and familiar situations in a manner that is broadly correct in its essentials Has the ability to state the knowledge or application in simple terms.</p>
F	<p>Unsatisfactory performance on a number of learning outcomes, OR failure to meet specified assessment requirements.</p> <p>Candidate demonstrated little evidence of basic familiarity with the assignment questions and relevant course materials. All the responses are not well organized, unclear or with insufficient elaboration.</p>

11. Course Content and Tentative Teaching Schedule

Topic/ Session	Content	Readings	Notes and Submissions
1	Course Introduction and Overview & Introduction to IMC and the Role of IMC in Marketing Process	Chapters 1 & 2	Before EOD of September 8th (Section A) / September 9th (Section B), each student shall submit a bio covering your name, major, year, and your expectations for the class.
3	Public Relations and Direct Marketing	Chapters 3 & 4	<ol style="list-style-type: none"> 1. I will finalize the cases and distribute them on Sep 11th via Moodle. 2. I will finalize and post the pitching question and other details for the final group project.
3	<p>The Communication Process and Source, Message, and Channel Factors</p> <p>Identifying the Target Audience and Craft a Strategy around Them</p>	Chapters 5 & 7	You shall talk with each other and form your own groups for both case presentations and the final group project. For those who could not find a group, email me and I will randomly assign you to a group (also based on the number of students in each group).

11. Course Content and Tentative Teaching Schedule			
4	Market Research and Strategic Planning	Chapter 6 & 8	Let's finalize the presentation date for each group. I will post the results by EOD that day.
5	What is Creativity?	Chapter 9 & 11	
6	Media Basics and Planning Case Presentation: Two cases about banner ads and SEM & The Internet: Digital and Social Media	Chapter 12 & 15	Due: Presenting group shall submit their slides via course Moodle prior to class meeting. No late submission will be accepted.
7	Reading Week		
8	Paid, Owned, and Earned Media Case Presentation: Two cases about social media influencer & Creative Planning, Development, Implementation, and Evaluation	Chapter 13 & 14	1. Due: Presenting group shall submit their slides via course Moodle prior to class meeting. No late submission will be accepted. 2. Submit a one-page written report summarizing an actionable plan for your group project, including role of each student in your team, your understanding of pitch question, your plan to tackle the question (e.g., data collection, analysis, strategical framework to be used, media planning, etc.)
9	IMC Management Case Presentation: Two cases about digital advertising measurement & Support Media and Direct Marketing	Chapters 16	Due: Presenting group shall submit their slides via course Moodle prior to class meeting. No late submission will be accepted.
10	Measuring IMC effectiveness Case Presentation: Two cases about Gen Z/Millennial customers targeting and brand story-telling & Public Relations, Publicity, and Corporate Advertising	Chapter 17 Prepare for the final project.	Due: Presenting group shall submit their slides via course Moodle prior to class meeting. No late submission will be accepted
11	Social Impact, Responsibility and Ethics.	Chapter 18 Prepare for the final project	
12	Group Project Presentation		All groups shall submit an electronic copy of their Group Project presentations via course Moodle before 11:59 PM Tuesday of this week.
13	Final test (Date: November 28th 7:00 PM – 8:30 PM)		
14	No class meeting!		Submit the final written report of your Group Project via Moodle by 11:59PM of Dec. 7.
			* A detailed guidance for case

11. Course Content and Tentative Teaching Schedule

			presentation and discussion will be posted on Moodle later this semester. Groups shall present your learnings based on the scheduled dates.
--	--	--	---

12. Required/Recommended Readings & Online Materials

Textbook	<p>Required textbook: <i>Advertising & IMC: Principles and Practices Eleventh Edition</i> by Sandra Moriarty, Nancy Mitchell, Charles Wood, and William D. Wells Pearson (ISBN: 9781292262147)</p> <p>There will be handouts for students throughout the semester, as supplemental course materials. Details to be followed by the instructor.</p>
----------	---

13. Means / Processes for Student feedback on Course

✓	Conducting mid-term survey in addition to SETL around the end of the semester
	Online response via Moodle site
	Others

14. Course Policy

Class Attendance

Students are supposed to attend all guest speaker sessions. In case of emergencies, the student shall provide official documents (e.g., doctor's note) for the professor's review and approval (either before or after the guest speaker session).

No photography, video, or audio recording is allowed during the class.

Students are strongly encouraged not to use any electronic devices during the class.

HKU Regulations on Academic Dishonesty:

We are serious in students' ethical conducts. The University Regulations on academic dishonesty will be strictly enforced.

We do not tolerate students engaging in academic dishonesty which includes, but is not necessarily limited to, plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam

Students are expected to be aware of what plagiarism is and how to avoid it. Please refer to the HKU policies on plagiarism.

Students should also be familiar with the HKU regulations and policies particularly on attendance, absence, examination, and copyright. Please refer to the HKU Undergraduate Student Handbook and HKU Examination Unit webpage.

Special Accommodations: If you have any condition, such as a physical or learning disability, which will require academic accommodations, please notify me within the first week of the class and I will strive to accommodate your needs.

Deadlines: All deadlines in the course are to be strictly adhered to. If you must turn work in late, I will deduct 10% for late submission penalty.

Technology: As a courtesy to both the instructor and your fellow students, all pagers, cell phones, electronic games, radios, CD/MP3 players, or other devices that generate sound must be turned OFF during class. Set phones to vibrate mode if you must use the phone in the extreme conditions (that are notified to me before class). During exam periods, cell phones **MUST BE TURNED OFF** and stored in your bag, purse, etc. It is also our department policy that laptops are **NOT** allowed in the classroom.

15. Additional Course Information

- The course outline (e.g., assessment methods and schedule) is tentative and subject to changes made by the instructor.
- Course materials will be uploaded to Moodle.
- Late submissions will result in grade penalties of at least 20% if no valid reason is provided.