

**Adv476/590 Global Advertising
Spring 2021**

Professor: Dr. Michelle R. Nelson
nelsonmr@illinois.edu

323 Gregory Hall, 217-344-5068 (cell)

Office hours: (Virtual) Monday mornings 10 a.m. until noon (see Zoom info on compass) or by appointment

The class is set up to be a mixture of asynchronous (recorded lectures /films for Mondays and Fridays) and synchronous (in person lectures on Wednesdays; Zoom if you need to).

Course Introduction and Goals

Explores theories of culture and communication and applies them to advertising issues in the context of globalization. Through case studies and an applied research paper, students will develop strategies for advertising and communicating messages to local and global audiences.

This course satisfies an elective for the PR minor and the General Education Criteria in **Spring 2021 for:**

- Cultural Studies - Western
- Social & Beh Sci - Soc SciQ

Goals:

* To learn more about the world and your place in it.

*To understand theories of culture and communication and apply them to advertising and consumer behavior.

* To identify considerations influencing the standardization versus adaptation of worldwide advertising, public relations, sponsorship, product placement, and other strategic communication tools.

* To develop knowledge of the strategic communication implications of the cultural diversity of an increasingly interdependent world, and to foster a better understanding of the ethical issues confronting an international advertiser.

* To gain an understanding of globalization issues, and the political, economic, and regulatory framework within which international marketers must operate.

* To improve written and oral communication skills through a variety of case studies, a written theory & practice paper and presentation, and class participation in every class session.

Required Book (available at the University Bookstore)

De Mooij, Marieke (2019), *Global Marketing and Advertising: Understanding Cultural Paradoxes*, Fifth Edition, Sage Publications. The paperback is about \$62 on Amazon. You can get an electronic version for \$54 here:

<https://us.sagepub.com/en-us/nam/global-marketing-and-advertising/book258834>

Course web page: <https://compass2g.illinois.edu>

Coursework and Evaluation: WHAT YOU WILL DO

Attendance/Participation: Because the success of this course depends largely on the quality of the class interactions and discussions, your participation is crucial. There will be a series of in-class activities that will

help you better engage with course materials. Participation will be based on attendance, as well as the quality of your discussion in class and your contribution to/completion of in-class activities. You are expected to be present in class either in person or on Zoom. There are 13 Wednesday sessions – each session earns 3 points = 39 points + 1 bonus point because of the pandemic =40 points. ***If you cannot make the LIVE or the ZOOM class, please let me know and I will allow you to do make-up activities.***

Advertising Analysis: You will be gathering and analyzing advertisements from a country (not the one you are writing your report on and not one where you grew up). This assignment asks you to analyze the ads according to the concepts and principles learned in class (e.g., cultural dimensions, values, representations, style, language etc.); 20 points.

Quizzes: To ensure you are knowledgeable about the course material during the semester (readings films, lecture, activities), you will be given 4 non-cumulative quizzes in class (15 points each = 60 points). These are open-notes, open-book to be taken on compass. There is no final exam.

Culture & Communication Research & Application Assignment: You will select a national culture or subculture of your choice. "Immerse yourself in the culture – become the expert." Basically, you will provide (1) a report OR (2) a multimedia presentation (website, film, extended slide presentation, podcast) where you describe the culture in terms of its geography, history, socio-cultural and political environment, values, lifestyles, behaviors, communication style, advertising style, and language(s) using the cultural theories studied in class and your own secondary or primary research. You are encouraged to view films produced in that culture, meet people from that culture, attend cultural events on campus and try the food. Some of you may have studied abroad there or may be traveling there soon. Maybe you have friends or relatives from the country? Maybe your cultural heritage is related?

Combine all of your knowledge from secondary and primary sources and apply course concepts and materials. Then *create* appropriate advertisements or other communication tactics (e.g., social media campaign, news releases, etc.) for a product, service, idea, or social problem of your choice for that culture and explain why your communication is relevant and effective. For example, past projects have included print advertising for the introduction of good Mexican food to the British culture and public service announcements related to the importance of boiling water before cooking food in Ecuador. *Note that evaluation is based upon strategy/cultural relevancy and not on creativity.* The paper will be due in parts (rough drafts) to eliminate procrastinating. Each part will be graded on a check, check plus, check minus system. Examples of past reports and websites created by students will be on compass.

Graduate students registered for ADV590 will be required to perform extra work related to this project: please meet with me to discuss a mutually beneficial addition to this project (e.g., research proposal, entire marketing plan, etc).

Everyone will present a brief snapshot of their paper at the end of the semester; more information will be distributed in class. Grade will be based on paper/written material plus oral presentation (40 points- paper or multimedia /website; 10 points oral presentation).

Course Policies

Accommodations

To obtain disability-related academic adjustments and/or auxiliary aids, students should contact both the instructor and the Disability Resources and Educational Services (DRES) as soon as possible. You can contact DRES at 1207 S. Oak Street, Champaign, (217) 333-1970, or via email at disability@illinois.edu.

Extra Credit

You are entitled to complete extra credit opportunities. Opportunities will consist of participating in studies related to media, attending course-related lectures or activities outside of class (and as authorized by me), or completing short assignments. Lecture opportunities will be communicated to you via email. For Sona System research studies, you are entitled to up to “4 credits” on their system (this equals about 2 hours of studies). For each “1 credit = about 30 minutes” you complete, you can earn .25% added to your final grade in the course. In order to participate in research for course credit for this class, you'll need to have an account on the Sona Systems database. You may already have an account that you created in a previous class. If this is the case, all you need to do is log back in and select the courses that you're currently enrolled in.

If you don't already have an account, you'll need to create one. To do this, go to the following link: <https://uiucadv.sona-systems.com>. Click on the "Request Account" button on the right side of the screen to request an account. You'll be asked to enter a username, which should be your NetID. The system will then send you an email with your password. When asked to select a course, please choose "**ADV476 Global Advertising.**"

Late Assignments

Out of fairness to the class, assignments are due the date they are assigned. However, I would prefer that you hand in the assignment late rather than never. Please communicate with me if you are needing an extension.

Ethics

A word on writing: please read through the materials here as a reminder of Academic integrity:

- UIUC Student Code:
<http://www.admin.uiuc.edu/policy/code/>

Plagiarism is grounds for failure on the assignment. Please remember to cite (reference) any material or ideas that are not your own. This includes insight gleaned from websites, course materials, etc. If you are unsure, please see me.

Grading Scale (there are 170 total points possible for the course; your grade is based on the % earned)

A+ 100-99; 168-170 points

A 98-94; 160-167

A- 93-90; 153-159

B+: 89-87; 148-152

B 86-83; 141-147

B- 82-80; 136-140

C+: 79-77; 131-135

C 76-73; 124-130

C- 72-70; 119-123

D+: 69-67; 117-118

D 66-63; 107-116

D- 62-60; 102-106

F: 59% or below 101

Tentative Course Schedule (Note this is subject to change and you should watch your email for announcements or changes). It is your responsibility to stay informed and read your email. There will be asynchronous recordings for Mondays and Fridays. Most Wednesdays we will be meeting in person (or live on Zoom – see compass for ZOOM info) for discussion and activities.

Date	Class Content/Activity	Assignment Due
	WEEK 1	
M 1/25/21	Course introduction (video)	
In person W 1/27/21	Globalization and Culture and Advertising	
F 1/29/21	Globalization & International Advertising “Paradoxes in Global Marketing Communications” (video)	Read: DeM, Ch.1
	WEEK 2	
M 2/1/21	Globalization effects on global advertising strategy (KFC case) (video)	
In person W 2/3/21	International Advertising Strategy (Cosmopolitan magazine activity)	
F 2/5/21	Film/Discussion: <i>Inside Saatchi & Saatchi: A Spirited Case Study</i> (Focus on Brazil) (Video)	Read: “Advertising in Brazil” http://muse.jhu.edu/article/241036
Super Bowl 55: Sunday February 7 (watch, for the ads) https://adage.com/section/special-report-super-bowl/792		
	WEEK 3	
M 2/8/21	Global Branding Models (video)	Read: DeM, Ch. 2
In person W 2/10/21	Global Branding + What is Culture? Global Brand Faceoff” (HBR) & Discussion	Read: Global Brand Faceoff (HBR)
F 2/12/21	Values and Culture (video)	Read: DeM, Ch.3 Read: DeM, Ch. 6 Culture /topic due on compass (graded as complete /incomplete)
	WEEK 4	
M 2/15/21	Cultural values, cultural dimensions and advertising (video)	Quiz #1 (compass) due by midnight Read: DeM, Ch. 4 Hofstede website: https://www.hofstede.com/product/compare-countries/
W2/17/21	NON INSTRUCTIONAL DAY (BREAK)	

F 2/19/21	Culture and Cultural Dimensions (video)	
	WEEK 5	
M 2/22/21	Culture and Consumer Behavior (video)	Read: DeM, Ch. 5
In person W 2/24/21	Culture and Behavior Activity	
F 2/26/21	Consumer Behavior (video)	
	WEEK 6	
M 3/1/21	Retail Strategies around the world (video)	Read: "Retail doesn't cross borders" (HBR); compass.
In person W 3/3/21	Shopping and Retail: Case Discussion	Read: HBR case "From Niche to Mainstream" (Ofek 2018), compass
F 3/5/21	Culture and Communication (video)	Read: DeM, Ch.7
	WEEK 7	
M 3/8/21	Culture and Communication 2 (video)	Bibliography/ outline due; submit on compass
In person W 3/10/21	In-Class Discussion of Case "Competing Against Bling"	Read: "Competing Against Bling"
F 3/12/21	Culture and Communication and media (video)	Read: DeM, Ch.8
	WEEK 8	
M 3/15/21	Film: Marmite: Rejuvenating a Century-Old Brand (United Kingdom case study; video)	Quiz #2 (compass, due by midnight)
In person W 3/17/21	Global and Local Cultural Rituals	Read: Ozlem Sandikci and Sahver Omeraki (2007)"Globalization and Rituals: Does Ramadan Turn Into Christmas?", in NA - Advances in Consumer Research Volume 34, 610-615. (compass)
F 3/19/21	Culture and Advertising Appeals (video)	Read: DeM, Ch. 9

	Week 9	
M 3/22/21	Culture and Executional Style (video)	Read: DeM, Ch. 10
W 3/24/21	Break – Non-Instructional Day	

F 3/26/21	Watch Award-Winning Advertising with video International Advertising Examples London International Advertising Awards https://2019.liaentries.com/winners/ Cannes 2019 Winners: https://www.youtube.com/playlist?list=PLAhp0Gi_wpVbTJDEinaP4FWatvtrf5-Km	
	Week 10	
M 3/29/21	Global Public Relations (video)	
In person W 3/31/21	Public Relations Case /Activity	Advertising Analysis (Assignment Due on compass by midnight) nelsonmr@illinois.edu
F 4/2/21	Product Placements Go Global (video)	
	WEEK 11	
M 4/5/21	Global Sponsorship (video)	
In person W 4/7/21	Sponsorship Activity	
F 4/9/21	Influencers (video)	
	WEEK 12	
M 4/12/21	Global Consumer Issues /Corporate Social Responsibility and Public Service Advertising (video)	Quiz #3 (compass, take by midnight)
In person W 4/14/21	Advertising Ethics and Regulation	
F 4/16/21	Developing and Low-income Countries Focus on Central America and the Caribbean; Advertising Critiques	
	WEEK 13	
M 4/19/21	Acculturation, Remote Acculturation, Remote Enculturation (video)	
In person W 4/21 /21	Advertising & Global Representation HBS Case Discussion: "Ikea in Saudi Arabia"	Rough Draft of Paper Due [optional] on compass
F 4/21/21	Focus on Advertising in Russia; Advertising in India (video)	
	WEEK 14	
M 4/26/21	Work on Project Extra Office Hours /Catch up TBA	Final presentations (recordings) shared

		with professor Nelson by midnight on Tuesday April 27
In person W 4/28/21	Final Presentations	
F 4/30/21	Final Presentations	
	WEEK 15	
M 05/03/21	Final Presentations	
In person W 05/05/21	Final Presentations	Quiz #4 (take on compass, due by midnight)
	Final papers or multimedia /website due by May 13 @ 11.59 p.m. (Central Standard Time). Email the Word doc or PDF or share link to nelsonmr@illinois.edu or Upload on the compass assignment link	

Diversity Statement UIUC is committed to equal opportunity for all persons, regardless of race, ethnicity, religion, sex, gender identity or expression, creed, age, ancestry, national origin, handicap, sexual orientation, political affiliation, marital status, developmental disability, or arrest or conviction record. We value diversity in all of its definitions, including who we are, how we think, and what we do. We cultivate an accessible, inclusive, and equitable culture where everyone can pursue their passions and reach their potential in an intellectually stimulating and respectful environment. We will continue to create an inclusive campus culture where different perspectives are respected and individuals feel valued.

Course Assignments

Culture & Communications Assignment (written paper or website/multimedia + oral presentation)

As an individual, you will select a national culture or subculture of your choice (ideally- not a culture where you lived most of your life).

- A. Introduction. Describe the country /culture: briefly and your product /service /social idea.
 1. Describe the country or subculture in terms of geography/topography/climate, population, political system, economic situation, language, some historical reference. *Indicate how this information is relevant for understanding the 'culture, values, consumer behavior' for your project.*
 2. Psychographic profile (cultural values, cultural dimensions, make a 'cultural onion', consumer behaviors related to your product, service or social issue).
 3. Media /communications (media system /choices and overall media landscape, communication style and language, advertising style, advertising ethics /regulations).

(Approximately 7-10+ pages with graphs, charts, visuals – use references /citations to back up your claims).

- B. Select a product, service, or social idea or problem of your choice (may be a real or fictitious brand). Discuss why you chose this and why it is relevant for this culture. Describe the cultural values/consumer behavior issues surrounding your product/service for this culture (note this also

could be found in A2 above). Provide a summary of the company/*brand*/social problem (about 1-2 pages).

- C. Discuss the overall strategy for the campaign: creative brief: any format is fine, include information on your target audience (1-2 pages)
- D. Then create 2 original advertisements or other communication tactics (e.g., news releases, direct marketing tactics) tailored or localized for that culture. They can be written in English or the local language; however, if you choose to write in the local language, English translations must be provided.
- E. Discuss why or how your executions are appropriate for your particular culture (in other words how the values within your messages relate to the culture's values – how the communication style and/or advertising style/language is appropriate etc) (approximately ½-1 page).
- F. Finally, discuss whether or not the messages would be appropriate to use in the U.S. or if you select the U.S. then discuss whether or not they'd work in another (sub)culture. (about ½-1 page).

The paper should include at least 10 sources, including 5 peer-reviewed academic journal articles or book chapters. See course website on Communication Library website: <https://www.library.illinois.edu/commedia/> There will be some sources on the course compass folder, too.

Paper and references may be in APA or MLA style – as long as you are consistent throughout. Cite all relevant information within the text (use direct quotes if you are quoting verbatim) as well as in a bibliography, footnotes, or references list. The paper must be typed, double-spaced. Executions may be 'rough' (e.g., stick figures, magazine photos, digital photos) but should then be accompanied by a verbal description of elements. *Note that evaluation of executions is based upon strategy/relevancy and not on creativity.* Alternatively, you can choose to create a website or multimedia product, but you must still include all the same information. Please see me with questions. Examples of past projects are available on the course compass website.

Final presentations will occur during the last two weeks of the semester. Grading criteria/rubric is posted on compass.

GRAD STUDENTS SHOULD MEET WITH ME TO DISCUSS ADDITIONAL REQUIREMENTS.

Culture & Strategic Communications Assignment

Selection of Culture & Product/Brand/Service/Social Idea for study

- Upload to compass (choice/rationale)
- Graded as fulfilled/not fulfilled

February 12, 2021

Paper Outline & Bibliography (minimum of 10 sources, 5 peer-reviewed academic sources/book chapter - upload to compass

March 8, 2021

- Graded as fulfilled/not fulfilled

Rough Draft of Paper Due (*Optional*)

rough draft upload to compass

April 14, 2021

Oral Presentation (10-minute Recording)

Shared with Professor Nelson April 27, 2021

Final paper /website or multimedia product

May 12, 2021 (midnight)

Final oral presentations (recordings)

Advertising Analysis

Due March 31, 2021

Advertising analysis. The purpose of this exercise is for you to apply course concepts and see how advertising images and content reflect (or do not reflect) the values and communication style of the culture. (worth 20 points)

1. **GATHER THE ADS.** First, you need to gather a series of ads that portray people of a particular culture outside the United States (if you have not lived in the United States most of your life, you can choose the United States). Pick a country/region that you have a limited understanding. You should gather at least **3 different ads from that country (they can be social media, print, TV etc. – but you need to include a screenshot or link to the ad)**. Please make sure you analyze EACH AD thoroughly using the instructions below. The ads can be from the same brand or different brands.
2. **SUMMARIZE the COUNTRY's Cultural Dimensions and Communication Style** (e.g., Hofstede's dimensions, high vs. low-context). Use class materials.
3. **DESIGN & COMMUNICATION STYLE** describe the ads– answer the questions for EACH AD (1) What is going on? In a paragraph describe the ad (2) How does the ad 'look'? (in terms of aesthetics: color/images, layout/style, headlines/subheads, body copy, logo/slogan). (3) What is the communication style? (e.g., high or low context?) – on what basis do you say this? (4) What is the advertising appeal? (5) What is the execution style? (See/Cite DeMooij Chapters 7, 9, 10).
4. **BRAND.** Is this a local, global or glocal brand? How do you know that? Using concepts from Chapter 2, Global Branding, discuss the brand personality /identity. Think about and describe the type of branding used (e.g., viral branding, cultural branding) and the strategy /architecture.

5. **VALUES AND CULTURAL DIMENSIONS.** What cultural values and dimensions are conveyed with the words, the people, the settings, the images? (see and cite concepts from Chapters 3-4 and 6 in DeMooij).
6. **CULTURE MATCH?** To what degree do each of the advertisements 'match' the country in terms of cultural values and communication style? Do you think the ads would be effective in other countries? Why/not?
7. **REQUIREMENTS.** You should include the copies/screenshots of the print ads /social media/and/or description of the TV commercials (ideal with color pictures or links to the youtube /ads) to the report. Cite all the sources used (including the book – DeMooij).