



B8660: Advertising & Branding

Spring Semester 2015

Prof. Matthias Birk

Columbia Business School

Preliminary Syllabus



Class dates & hours :

January 28 – March 4, 2014

Wednesday 5:45:00 PM to 9:00:00
PM

Classroom: URI 333

Office Hours: Monday 2:00 - 4:00
PM, Office: Uris 502

Instructor Contacts

Professor: Matthias Birk

E-mail: mb2880@columbia.edu

Teaching Assistant: tba

Email: tba

Course Description

The number of choices that consumers have has exploded over the last decade. More than ever, brands must engage with potential consumers. How do you get through to your audience and move them from the point of awareness to the point of engagement and purchase? This is the main question that this course addresses. We will expose you to cutting edge marketing tools, methods and cases as well as most recent trends in advertising and branding such as targeted, viral and interactive ways of advertising and will engage you in evaluating advertisements and campaigns. You will learn different approaches to innovative thinking about advertising and branding and will get a chance to practice these skills in various exercises that will form part of the larger Advertising & Branding Challenge that you will develop for a client (details tba in "Advertising and Branding Challenge" document on Canvas).





You will leave this class with a strong understanding of:

- **Positioning the brand and defining communication objectives:** Learn how to use data to understand market segments and select target markets, tasks and themes for your communication.
- **The principles of influence and persuasion:** Learn the basics of psychological research on persuasion and attitude formation and understand principles of communicating a persuasive message.
- **Message “stickiness” and contagion:** Understand what makes some messages survive, and “stick around” longer than others and why.
- **Creativity & creativity evaluation techniques:** Learn about ways to systematically use creativity templates and evaluate the creativity of campaigns.
- **Viral and other forms of non-traditional forms of advertising:** Using concrete case examples, learn principles of viral and other non-traditional forms of advertising and learn about the role of these in media allocation.
- **The use of storytelling in advertising:** Gain awareness of what makes for a good (and bad) story, and how to use stories in creating infectious campaigns and differentiating a brand





Class Dates and Topics

Class	Date	Topic
1	01/29	Introduction to Principles of Advertising and Branding
2	02/04	Attribute Value Mapping and Creative Brief (introduction to class project – Guest Speakers)
3	02/11	Psychological Principles of Persuasion for Advertising and Branding
4	02/18	Principles of Creativity and Creativity Techniques in Advertising (Guest lecturer: Prof. Rom Schrift, Wharton)
5	02/25	Social and Viral Marketing & Storytelling in Advertising
6	03/04	Presenting your Ad Plan Project to the Client (Guests Speakers)

See detailed description of classes as well as **assignments and readings** for each class on **Canvas** (tba).





Grading

Your overall evaluation is based on class participation and your group Ad Plan (quality of ideas and presentation).

Assignment	Possible points
Class participation	25
Presentation of Ad Plan (group)	25
Ad Plan (group)	50

Class participation includes regular on-time attendance and contribution to class discussions. There will be plenty of time for students to contribute to class discussions. You'll be graded based on the quality of your contribution, not the amount of time you demand in the discussion. In case discussions, high quality class participation includes comments that add to our understanding of a situation and go beyond mere repetition of case facts. You should also take into account the comments and analyses of your classmates to move our discussion forward. Find details on Grading of the **Ad Plan** Grading in the "Advertising and Branding Challenge" Document on Canvas (tba).





Instructor Bios

Matthias Birk (Dr. rer.pol.: HU-Berlin; Dipl.-Psych.: RWTH Aachen) is an Adjunct Associate Professor at Columbia Business School. After his PhD in Marketing, he worked as a strategy consultant for McKinsey & Company advising clients primarily from the healthcare, pharma, telecom, chemical and financial industry.



Matthias' background is in psychology and he is an expert in the area of influencing and changing consumers' attitudes and behaviors. His research focuses on how to communicate with customers in times of crisis and he has published articles in major academic and business journals such as the Sloan Management Review. Matthias is also a guest lecturer at The Wharton School. He worked for Mobius Executive Leadership and the Exetor Group, advising large corporate clients and training corporate as well as NGO executives in the US,

Europe, South America and Asia and is currently the Global Head of Professional Development for the Ralph Lauren Corporation.

