



SYLLABUS

Global Campaign Strategies - SOJC J TBD

Instructor: Christopher Chavez, Ph.D.

Language of Instruction: English

UO Credits: 4

Contact Hours: 40

ROSARIO, ARGENTINA

Course description:

For much of the past century, strategic communications have largely reflected local sensibilities. Radio and television disseminated local knowledge while advertising encouraged consumers to buy national products. Today, this process has become more global in nature. Advertising and PR practitioners play an active role in re-defining community based less on fixed spatial concepts and more on global patterns of consumption. In such a diverse landscape, advertisers and public relations practitioners must craft a range of messages intended to reach audiences living in diverse parts of the world. In this class, we will learn how to construct strategic campaigns intended for global audiences. In the first part of the class, we focus on cultural considerations and the shared values that may unite audiences. In the second part of the class we focus on messaging and creative strategy, finding ways to unite audiences while respecting local values and traditions.

As one of the most important production centers in Latin America, Argentina plays an important role in global cultural production. Specifically, it has become an important center for distributing content to the Spanish-speaking world. While our program will be based primarily in Rosario, one of Argentina's largest urban and cultural centers, we will visit Buenos Aires, home of several multi-national advertising agencies and public relation firms. Furthermore, we will focus on the global wine industry as a way to understand how local products are marketed to global audiences. Consequently, we will travel to Mendoza, the center of Argentina's wine industry. There we and work closely with local wineries for whom we will producing strategic campaigns.

Course objectives:

- To develop a critical understanding of global culture and its relationship to strategic communications
- To become fluent in the process of building and integrated global campaign
- To conduct and utilize research in designing a global campaign message

Textbook: *Global Marketing and Advertising: Understanding Cultural Paradoxes*, by Marieke de Mooij.

- *Online posts:* Three times during the term, you will be asked to reflect on a specific concept or theme raised in class. A specific prompt will be given prior to the due date and you are asked to post your reflections on Canvas. Each log will be graded on a scale from 1-25. Your grade based on a) Your understanding of the material, and b) the quality of your writing.

- *Campaign Analysis:* You are asked to write a 7- 8 page research paper in which you analyze a global campaign that runs in Argentina. As part of the campaign, you will assess the campaigns strategic objectives. You will also assess how the campaign reaches global audiences while tapping into local sensibilities. Your grade will be based a) on your understand of the campaign, and how it works, b) your ability to draw in outside research, and c) the quality of your writing.
- *Final project (campaign):* Working in groups, you will develop a campaign or an Argentine winery. The campaign will include both a creative and strategic component. 40% of your grade will be based on the strategic thinking behind your campaign, 40% will be based on your creative solution to the problem, and 20% will be based on presentation and delivery of the material.
- *Participation:* As you can see, participation is 9 percent of your grade. As a seminar class, you are expected to actively contribute to the course. Furthermore, each student will be asked to lead at least one class discussion based on the readings for that day. Please note that attendance does not equal participation. Students who attend class, and consistently contribute to the class discussion will receive full credit. In contrast, students do not contribute to the class discussion will receive no points for participation.

Global campaign analysis	100 points (33%)
Final project (campaign)	100 points (33%)
Online posts (3 x 25 points each)	75 points (25%)
Participation	25 points (9%)
Total	300 points

Final grades will be assigned as follows:

Grade	Percentage	Points
A	93.0 - 100.0%	279 – 300
A-	90.0 - 92.5%	270 – 278
B+	87.0 - 89.5%	261 – 269
B	83.0 - 86.5%	249 – 260
B-	80.0 - 82.5%	240 – 248
C+	77.0 - 79.5%	230 – 239
C	73.0 - 76.5%	219 – 229
C-	70.0 - 72.5%	210 – 218
D+	67.0 - 69.5%	201 – 209
D	63.0 - 66.5%	189 – 200
D-	60.0 - 62.5%	180 – 188
F	0.0 – 59.5%	0 – 179

Attendance will be taken at each class session. You are permitted one free absence. Any absence in excess of that will lower your participation grade 10 points per absence.

Academic Integrity

The University of Oregon is committed to the highest standards of academic integrity. It is important that you avoid plagiarism, cheating on assignments, fabricating data for a project, submitting a paper authored by anyone but yourself or turning in any work for which you have

received credit in another class. Violations will result in a failing grade in the course. For information, please look to University of Oregon policies:
<http://uodos.uoregon.edu/StudentConductandCommunityStandards/AcademicMisconduct/tabid/248/Default.aspx>

While you will be developing an area of research of interest to you, I also expect that your paper for this class will represent an original effort for this class alone and will not be substantially the same as a paper for another class. Talk to me throughout the term if you have any questions.

Students with Disabilities:

The University of Oregon is dedicated to the principles of equal opportunity in education and accepts diversity as an affirmation of individual identity within a welcoming community. Disability is recognized as an aspect of diversity integral to the university and to society. If there are aspects of this course that may result in barriers to your participation, please notify me as soon as possible. You are also welcome to contact the Accessible Education Center in 164 Oregon Hall at 346-1155 or uoaec@uoregon.edu.

Class Topics and Schedule

Week 1: Introduction to the class: The paradoxes in global marketing;
Readings: Chapter 1 and “Localized Global Marketing Strategy”
<http://www.brandquarterly.com/localized-global-marketing-strategy>

Week 2: Cultural considerations
Readings: Chapters 2 and 3

Week 3: Culture and Consumer Behavior
Readings: Chapters 4 and 5

Week 4: Media and Creative Considerations
Readings: Chapters 6 -10

Week 5: Group Project Presentations