



Department of Marketing

M.Sc. Programme in Marketing

MSCA 665/2

Seminar in Marketing Communications

Section A

Professor :	Michel Laroche	Fall 2009
Office :	ME-13-237	Room: ME-S2-105
Hours :	Anytime	Thursday 17:45-20:15
Telephone:	514-848-2424 ext. 2942	
Fax :	514-848-4576	
e-mail :	laroche@jmsb.concordia.ca	
Internet address:		
	http://www.johnmolson.concordia.ca/faculty-research/ended-rsrch-chair	

OBJECTIVES OF THE SEMINAR

This main objective of this research seminar is to understand the communication process between a company and its markets or other publics. In particular, the focus will be on how specific theories and theoretical frameworks can be used to answer specific questions related to marketing communications. Selected theories, findings, hypotheses and techniques from several disciplines, such as social psychology, sociology, anthropology, political science and marketing, are studied and evaluated in the context of developing the marketing communications programme. More emphasis is given to mass communications than to personal communications.

LEARNING MIX

Each student is expected to participate in **two** major activities, all contributing to understanding the nature of marketing communications:

1. Lectures and class discussions on the assigned readings. Since no textbook is used in this course, it is important to draw as much learning as possible from these readings:

- The readings *must* be done *before* coming to class to ensure a high level of interaction.
- Each assigned article must be thoroughly reviewed by one student, who will prepare a written review (not exceeding five single-space typewritten pages), and present it to the class (20-30 minutes are allocated for each presentation). The scope of the review must include:
 - i* A summary of the conceptual development of the paper, research methodology, major findings and conclusions related to important marketing communication issues (2 pages maximum).
 - ii* An evaluation of the conceptual (e.g., major contributions of the article), and the methodological (e.g., anything new and interesting, as well as major flaws or weaknesses) aspects of the paper (2 pages).
 - iii* Some very specific recommendations for the practice of marketing communications, e.g., under what conditions is music enhancing the effectiveness of a commercial (1 page).

The other students must be prepared to critique the presentation and provide their own suggestions.

2. A term project consisting of an in-depth study of a very specific topic within the general area of marketing communications in Canada. The study must focus on an area that currently requires new research or a new integrative framework, and fresh ideas. The report must contain a complete literature review (about 60-70% of the report), followed by statements of hypotheses or the proposal of a new conceptual model or framework, and/or the research methodology you are suggesting to the reader.

The following schedule must be adhered to by every student:

- i* *Week 4:* Submit the subject of the term project to the professor for approval (1 paragraph, typewritten).

- ii* *Week 13:* Submit the final report for the project. The report must be typewritten, double-spaced with 1 inch margins, and contain a maximum of 25 pages of text (not including the bibliography). There is no limit on the number of exhibits.

EVALUATION

Term project	30%
Reviews of articles	30%
Oral presentations	24%
Participation	<u>16%</u>
<i>Total</i>	<i>100%</i>

SCHEDULE OF TOPICS

Session 1 (September 10)

An Introduction to Marketing Communications

Assignment: Assign reviews to each student.

Session 2 (September 17)

Understanding Advertising Communications: Information Processing Effects

Reviews of three articles:

- Stewart Shapiro, Deborah J. MacInnis, and Susan E. Heckler, “The Effects of Incidental Ad Exposure on the Formation of Consideration Sets,” *Journal of Consumer Research* 24, 1, June 1997, 94-104.
- Stewart Shapiro, Deborah J. MacInnis, and Edward F. McQuarrie, “Understanding Program-Induced Mood Effects: Decoupling Arousal from Valence,” *Journal of Advertising* 31, 4, Winter 2002, 15-26.
- Dana L. Alden, Ashesh Mukherjee and Wayne D. Hoyer, “The Effects of Incongruity, Surprise and Positive Moderators on Perceived Humor in Television Advertising,” *Journal of Advertising* 29, 2, Summer 2000, 1-15.

Session 3 (*October 1*)*Understanding Advertising Communications: New Models and Theories*

Reviews of three articles:

- Kathryn A. Braun-LaTour and Michael S. LaTour, “Assessing the Long-Term Impact of a Consistent Advertising Campaign on Consumer Memory,” *Journal of Advertising* 33, 2, Summer 2004, 49-61.
- Barbara B. Stern, “A Revised Communication Model for Advertising: Multiple Dimensions of the Source, the Message and the Recipient,” *Journal of Advertising* 23, 2, June 1994, 5-15.
- Marie-Odile Richard, “Modeling the Impact of Internet Atmospherics on Surfer Behavior,” *Journal of Business Research* 58, December 2005, 1632-1642.

Session 4 (*October 8*)*Measurement of Advertising Effectiveness*

Reviews of three articles:

- Yuping Liu and L.J. Shrum, “What is Interactivity and Is It Always Such a Good Thing? Implications of Definition, Person, and Situation for the Influence of Interactivity on Advertising Effectiveness,” *Journal of Advertising* 31, 4, Winter 2002, 53-64.
- Edward C. Malthouse , Bobby J. Calder , and Ajit Tamhane, “The Effects of Media Context Experiences On Advertising Effectiveness,” *Journal of Advertising*, Volume 36, Number 3, Fall 2007, 7-18.

- William E. Baker and Richard J. Lutz, “An Empirical Test of an Updated Relevance-Accessibility Model of Advertising Effectiveness,” *Journal of Advertising* 29, 1, Spring 2000, 1-13.

Assignment: Choice of the topic for the major research

Session 5 (*October 15*)

Research on Print Advertising

Reviews of three articles:

- Tina M. Lowrey, L.J. Shrum, and Tony M. Dubitsky, “The Relationship Between Brand-Name Linguistic Characteristics and Brand-Name Memory,” *Journal of Advertising* 32, 3, Fall 2003, 7-17.
- Mark Toncar and James Munch, “Consumer Responses to Tropes in Print Advertising,” *Journal of Advertising* 30, 1, Spring 2001, 55-65.
- Michel Laroche, Maria Kalamas, and Qinchao Huang, “Effects of Coupons on Brand Categorization and Choice of Fast Foods in China,” *Journal of Business Research* 58, 5, May 2005, 674-686.

Session 6 (*October 22*)

Research on Television Advertising

Reviews of three articles:

- Patrick De Pelsmacker, Maggie Geuens, and Pascal Anckaert, “Media Context and Advertising Effectiveness: the Role of Context Appreciation and Context/Ad Similarity,” *Journal of Advertising* 31, 2, Summer 2002, 49-61.

- Michael A. Wiles and Anna Danielova, “The Worth of Product Placement in Successful Films: An Event Study Analysis,” *Journal of Marketing* 73, 4, July 2009, 44-63.
- Yuhmiin Chang and Esther Thorson, “Television and Web Advertising Synergies,” *Journal of Advertising* 33, 2, Summer 2004, 75-84.

Session 7 (*October 29*)

Advertising Creative Theories

Reviews of three articles:

- Thomas W. Whipple, and Mary K. McManamon, “Implications of Using Male and Female Voices in Commercials: An Exploratory Study,” *Journal of Advertising* 31, 2, Summer 2002, 79-91.
- Arthur J. Kover, “Copywriters' Implicit Theories of Communication: An Exploration,” *Journal of Consumer Research* 21, 4, March 1995, 596-611.
- Gita Venkataramani Johar, Morris B. Holbrook, and Barbara B. Stern, “The Role of Myth in Creative Advertising Design: Theory, Process and Outcome,” *Journal of Advertising* 30, 2, Summer 2001, 1-25.

Session 8 (*November 5*)

Advertising Creative Approaches

Reviews of three articles:

- Michel Laroche, Roy Toffoli, Qihong Zhang, and Frank Pons, “A Cross-Cultural Study on the Persuasive Effectiveness of Fear Appeal Messages in Cigarette Advertising: China and Canada,”

International Journal of Advertising 20, 3, 2001, 297-317.

- Judith A. Garretson and Ronald W. Niedrich, “Spokes-Characters,” *Journal of Advertising* 33, 2, Summer 2004, 25-36.
- Thomas W. Cline, Moses B. Altsech, and James J. Kellaris, “When Does Humor Enhance or Inhibit Ad Responses,” *Journal of Advertising* 32, 3, Fall 2003, 31-45.

Session 9 (November 12)

Effectiveness of Media and Promotional Strategies

Reviews of three articles:

- Michel Laroche, Mark Cleveland, and Irene Maravelakis, “Competitive Advertising Interference and Ad Repetition Effects: Comparing High- and Low-share Brands,” *International Journal of Advertising* 25, 3, 2006, 271-307.
- Fortin, David and Ruby Roy Dholakia (2005), “Interactivity and Vividness Effects on Social Presence and Involvement with a Web-Based Advertisement,” *Journal of Business Research*, 58, 387
- Lefa Teng, Michel Laroche and Huihuang Zhu, “The Effects of Multiple-Ads and Multiple-Brands on Consumer Attitude and Purchase Behavior,” *Journal of Consumer Marketing* 24, 1, 2007, 27-35.

Session 10 (November 19)*Marketing Strategy, International Advertising and Public Policy*

Reviews of three articles:

- Hyun Seung Jin, “Compounding Consumer Interest: Effects of Advertising Campaign Publicity on the Ability to Recall Subsequent Advertisements,” *Journal of Advertising* 32, 4, Winter 2003-4, 29-41.
- Deborah F. Spake, Giles D'Souza, Tammy Neal Crutchfield, and Robert M. Morgan, “Advertising Agency Compensation: An Agency Theory Explanation,” *Journal of Advertising* 28, 3, Fall 1999, 53-72.
- Lefa Teng and Michel Laroche, “Interactive Effects of Appeals, Arguments, and Competition across North America and China,” *Journal of International Marketing* 14, 4, December 2006, 110-128.

Session 11 (November 26)*Current Research on Marketing Communications*

Reviews of three articles:

- Claudia V. Dimofte, Mark R. Forehand, and Rohit Deshpandé, “Ad Schema Incongruity as Elicitor of Ethnic Self-Awareness and Differential Advertising Response,” *Journal of Advertising* 32, 4, Winter 2003-4, 7-17.
- Andrei Mikhailitchenko, Rajshekhar (Raj) G. Javalgi, Galina Mikhailitchenko, and Michel Laroche, “Cross-Cultural Advertising Communication: Visual Imagery, Brand Familiarity, and Brand Recall,” *Journal of Business Research* 62, 10, 2009. 931-938.

- Elzbieta Lepkowska-White, Thomas G. Bradshear, and Mark G. Weinberger, "A Test of Ad Appeal Effectiveness in Poland and the United States: The Interplay of Appeal, Product, and Culture," *Journal of Advertising* 32, 3, Fall 2003, 57-67.

Session 12 (*December 3*)

Presentation of Term Projects

Session 13 (*December 10*)

Presentation of Term Projects

Assignment: Final reports