

## **23146-E: Current and Managerially Relevant Research in Advertising 5 cr**

**Online advanced course, which can be taken by students from both Helsinki and Vaasa.**

### **Course Description:**

Advertising is continually changing. As society changes, so do the many ways in which brands can communicate with their consumers. In this course we specifically look at advertising that targets consumers (i.e., focus on the business-to-consumer (B2C) perspective) and analyze it from a theoretical and managerial point of view. Topics include new media and technology in advertising, stereotypes and influencer advertising, co-creation, sustainability, and social effects of advertising.

The course will bring your knowledge of these topics up to the forefront of current advertising research. The course literature consists of research articles that need to be read before the theory-based lectures. The course also includes guest lectures and workshops. The purpose of these elements is to provide an illustration of how advertising challenges are tackled in business, as well as to put theoretical knowledge into practice.

### **Learning Goal:**

You have a reflective perspective on current developments in advertising, and theoretical insights on central concepts in advertising research. You have broad knowledge to analyze and evaluate current advertising practices and formulate suggestions for further advertising research and development.

### **After completing the course, you will be able to:**

- Describe, compare, and use key theories and concepts in advertising research.
- Hypothesize consumer responses towards advertising, especially new and current forms of advertising.
- Develop managerially relevant recommendations for future advertising.

### **Pre-requisites:**

Completed Bachelor's degree and a minimum of 15 credits in marketing.

### **Recommended Time of Performance:**

First or second year of Master's studies.

### **Total Student Workload:**

134 hours divided into:

- Scheduled (contact) hours: 22 h
- Non-scheduled work: 112 h

## **Examiner:**

Dr. Karina T. Liljedal, Stockholm School of Economics, karina.tondevoldliljedal@hanken.fi.

Karina has several years' experience of working in advertising in London and Amsterdam, at agencies such as AKQA and with brands such as Nike. She has researched advertising since 2011.

## **Instruction:**

The course comprises online lectures and online guest lectures/workshops. The **guest lectures** (with workshops) are **MANDATORY** to attend. **NOTE that it is not possible to compensate non-attendance.**

The first part of the course will focus on theory. Students are expected to read the assigned articles before each lecture. This first half of the course will be concluded by individual assignments (a Moodle quiz and an article analysis).

The second part of the course will include guest lectures and workshops. The purpose of these is to provide managerial perspectives and hands-on problem solving related to the theory taught in the course. This second half of the course will be concluded by a team assignment which includes a written report and video presentation with Q&A. The second half of the course will thus also include voluntary Q&A sessions where course participants can receive guidance related to their group assignment project.

**PLEASE NOTE** that guest lectures and workshops are not recorded.

## **The lectures:**

All lectures will be organized **online in [TEAMS](#)**. You can also find the link to all the lectures in Moodle. All lectures but the guest lectures will be recorded.

Each lecture will have time allocated to your questions. It is recommended that you ask questions during the lecture because many of the other participants might have similar questions.

**NOTE (1):** You need to read the materials **before** the lectures.

**NOTE (2):** The **guest lecture will not be recorded**, and it is **mandatory** for everyone to attend. If you absolutely must skip the lecture, you need to inform Karina T. Liljedal well in advance.

**NOTE (3):** Time and date of guest lectures **may change** before the course starts. This is due to the guest lecturers taking their working hours to participate in the course and we thus need to allow for some flexibility between registering the course schedule months in advance and the dates when the actual lectures take place. The final schedule will be communicated at the course introduction.

You can find all mandatory academic articles listed in the schedule below in Moodle.

## Schedule and Course Material

(Minor changes may take place due to guest speakers!)

Date & Time	Speaker	Topic	Course material to read before the lecture & other preparations
29.08.2022 10.15-11.45	Karina T. Liljedal	Introductory course lecture  What is advertising?	Course syllabus.  Kerr, G. & Richards, J. (2021), "Redefining advertising in research and practice", <i>International Journal of Advertising</i> , 40(2), 175-198.  Dahlen, M. (2021), "It's time for TGA: Truly Good Advertising", <i>Journal of Current Issues &amp; Research in Advertising</i> , 42(2), 123-131.  AND, get to know course Moodle and prepare any questions on the course.
30.08.2022 10.15-11.45	Karina T. Liljedal	Technology in advertising	van Noort, G., Himelboim, I., Martin, J., & Collinger, T. (2020), "Introducing a model of automated brand-generated content in an era of computational advertising", <i>Journal of Advertising</i> , 49(4), 411-427  Voorveld, H. A. M. (2019), "Brand communication in social media: A research agenda", <i>Journal of Advertising</i> , 48(1), 14-26.  Plangger, K. <i>et al.</i> (2021), "Exploring the value of shoppable live advertising", <i>Journal of Advertising Research</i> , 61(2), 129-132.
31.08.2022 10.15-11.45	Karina T. Liljedal	Co-creation in and of advertising	Liljedal, K. T. (2016), "The effects of advertising consumer co-created new products", <i>Journal of Advertising Research</i> , 56(1): 53-63.  Thompson, D. V. & Malviya, P. (2013), "Consumer-generated ads: Does awareness of advertising co-creation help or hurt persuasion?", <i>Journal of Marketing</i> , 77(3): 33-47.  PREPARE 2 questions on co-creation
05.09.2022 10.15-11.45	Karina T. Liljedal	Stereotypes in advertising & social effects	Liljedal, K., Berg, H., & Dahlen, M. (2020), "Effects of nonstereotyped occupational gender role portrayal in advertising", <i>Journal of Advertising Research</i> , 60(2), 179-196.

			<p>Eisend, M. (2019), "Gender roles", <i>Journal of Advertising</i>, 48(1), 72-80.</p> <p>Eisend, M. (2022), "Older people in advertising", <i>Journal of Advertising</i>.</p> <p>Bond, B. J., &amp; Farrell, J. R. (2020), "Does depicting gay couples in ads influence behavioral intentions?", <i>Journal of Advertising Research</i>, 60(2), 208-221.</p>
06.09.2022 10.15-11.45	Karina T. Liljedal	Influencer advertising	<p>Hudders, L., De Jans, S., &amp; De Veriman, M. (2021), "The commercialization of social media stars: A literature review and conceptual framework on the strategic use of social media influencers", <i>International Journal of Advertising</i>, 40(3), 327-375.</p> <p>Hudders, L., &amp; Lou, C. (2022), "A new era of influencer marketing: Lessons from recent inquires and thoughts on future directions", <i>International Journal of Advertising</i>, 41(1), 1-5.</p>
07.09.2022 10.15-11.45	Karina T. Liljedal	Sustainability in advertising	White, K., Habib, R., & Hardisty, D. J. (2019), "How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework", <i>Journal of Marketing</i> , 83(3): 22-49.
14.09.2022		DEADLINE	Moodle Quiz
19.09.2022 10.15-11.45	Karina T. Liljedal	Introduction to group assignment  Q & A	Prepare your questions (if any)
20.09.2022 10.15-11.45 MANDATORY	Carl Unger, CEO Wakai Karina T. Liljedal	Guest lecture & workshop on age stereotypes	Some short readings and a pre-assignment may be distributed prior to the guest lecture/workshop.
21.09.2022 16.00-17.30 MANDATORY	Ciaran Norris, Regional Agency Lead, Facebook Karina T. Liljedal	Interactive guest lecture on social media and technology in advertising	Some short readings may be distributed prior to the guest lecture.
26.09.2022 10.15-11.45 MANDATORY	Wai-Mon Lie, former Netflix, Burberry etc. Karina T. Liljedal	Interactive guest lecture	Please prepare 3 questions each (minimum). Some short readings may be distributed prior to the guest lecture.
27.09.2022 17.45-19.15 MANDATORY	Chungaiz Khan Mumtaz, Chief Marketing Officer, Marni Karina T. Liljedal	Interactive guest lecture	Please prepare 3 questions each (minimum). Some short readings may be distributed prior to the guest lecture.

30.09.2022		DEADLINE	Article analysis
07.10.2022		DEADLINE	Group assignments

## Assessment and Deadlines:

**Grading:** Standard Scale 1-5

### 1) Moodle Quiz 30%

#### **Deadline 14.09.2022**

The quiz is based on the lecture notes and articles listed under schedule/course material. The quiz includes multiple-choice and true-false questions as well as two short open-ended questions. The quiz is developed to check your knowledge and understanding of the course material.

Grading of the Moodle quiz: 50% correct answers give 15 p, 60% give 18 p, 70% give 31 p, 80% give 24 p, and 90% give 27, and 100% correct answers obviously give 30 p. Less than 50% correct answers give 0 p and thus failing the course.

PLEASE NOTE: failing the quiz also leads to failing the course.

### 2) Article analysis 10%

#### **Deadline 30.09.2022**

The purpose of the article analysis is to deepen the course participants' learning on one of the research areas discussed in the course. The article analysis must be based on one of the articles listed under the extended list of course material that will be distributed during Lecture 1. The list includes both the course material listed in the schedule as well as a selection of the articles that will be discussed during the lectures. Only articles that present empirical work will be considered for article analysis. Articles suitable for article analysis will thus be listed as such, and course participants can choose freely between these articles.

The recommended length of each analysis is approx. 400 words. The analysis should be based on the reading of one article and answer the following questions:

1. What is the main contribution of the article and how does it add to advertising research?
2. How is the article relevant for advertising practice?
3. How could the article have been further improved? For example, is there anything that is inconsistent or underdeveloped?
4. Does this article align with Dahlen's (2021) article on truly good advertising? How? Or if not, then why not?

The instructions will also be discussed in more detail during Lecture 1.

Grading of the article analysis (1-10 p) is based on logic in argumentation, level of reflective thinking, discussion quality as well as quality and clarity in language.

### 3) Group assignment 60%

#### **Deadline 07.10.2022**

The group assignment requires the group to write a research proposal (i.e., a written report). The assignment is to come up with a promising topic for a research article based on the research covered in the course, and to write a research proposal in the format of an empirical research article. The focus of the

report will be on the introduction (e.g., why is this research important), the theoretical background and hypotheses/research question(s), and discussion. No data is necessary to collect for this assignment.

Further instructions will be provided and communicated in class (19 September, 10.15-11.45).

**PLEASE NOTE:** in order to pass the course, you need to hand in all assignments on time and get at least 50% of the total points. **No final exam.**