

# ADPR 150

## ADPR @ the Internet

Fall 2005  
TuTh 12:35-1:50

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### COURSE OBJECTIVES:

- Understand strategic approaches to using the Internet for advertising and public relations applications.
- Analyze contemporary issues facing advertising and public relations practitioners considering the use of the Internet to improve communication for their clients or organizations.
- Understand in some depth the implications of the Internet as a communication tool in major areas of advertising and public relations, including audiences, messages, integration with other, more traditional media, public opinion, relationship building with various publics, and e-commerce.
- Know legal and ethical uses of the Internet, including what information to put on the Internet, what to collect from users of the Internet, how to distribute information to audiences, copyright laws and other relevant issues.
- This course will NOT provide instruction on how to create Web pages or any of the other technical aspects of Internet use. This course will focus on discussion of strategic approaches to using the Internet for advertising and public relations applications.

### PRE-REQUISITES:

Adpr 140 (Ad Principles) or Adpr 180 (PR Principles)

### COURSE REQUIREMENTS:

This course will be conducted using a seminar format. This means that you will be expected to attend class regularly and be prepared for class discussion by completing assigned readings **BEFORE** the topic is scheduled to be discussed. In addition your performance on the following will determine your final grade:

Mid-Term Exam	25%
Research paper	30%
Assignments/In-class Exercises	10%
Class Participation	10%
Final exam	25%
T O T A L	<hr style="width: 100%; border: 0.5px solid black; margin-bottom: 5px;"/> 100%

**RESEARCH PAPER:**

A term paper developed over the course of the semester will focus on assessing the advertising and public relations activities on the Internet utilized by a major U.S. corporation selected by you. A proposal summarizing some of the adpr activities utilized by the selected corporation, along with plans for how you will assess these activities, who you will contact and a bibliography of articles discussing the company and its efforts will be submitted for approval by the instructor. Details and deadlines will be provided in future handouts.

**ASSIGNMENTS/IN-CLASS EXERCISES:**

This class will be "interactive" meaning there will be lots of interplay among attendees. Each student will give at least one in-class report on an ADPR Internet issue. Short articles on timely subjects will be distributed periodically for reading and in-class discussion that day. **NO IN-CLASS ASSIGNMENTS CAN BE MADE UP.** Any assignments due at a later class date should be **TYPED, DOUBLE-SPACED, WELL-WRITTEN AND ORIGINAL.** Academic dishonesty will be dealt with severely, in accordance with the College's policy on such available for review in the Dean's Office.

**CLASS PARTICIPATION:**

Come to class prepared (completing assigned readings, well-rested, nourished, ready to contribute). Those who volunteer contributions are looked on more positively than those who must be drawn into the discussion with questioning.

**GRADUATE CREDIT:**

Graduate credit is available for this course. Eligible students must notify instructor of their interest to receive graduate credit at the beginning of the semester. Additional work (e.g., paper, more extensive analysis on a regular class project, added class meetings) will be assigned in consultation with the instructor and must be completed before graduate credit is granted.

**TEXTBOOKS:**

1. Advertising on the Internet by Kay and Medoff, 2001, Massachusetts: Allyn & Bacon. (KM)
2. Public Relations on the Net by Holtz, 2002, NY: Amacon. (H)

**RECOMMENDED RESOURCES:**

Additional books that may assist you are listed in Appendix E of Holtz and also include the following available at Memorial Library: Horton, Online PR, (HD59.H598 2001); Middleberg, Winning PR in the wired world (HM1221.M53 2001); Slevin, The Internet and Society (HM 851.S58 2000); Strauss & Frost, E-marketing (HF55415.1265 S774 2001); Wilhelm, Democracy in the Digital Age (JF 799.W55 2000)..

**OFFICE HOURS:**

TuTh 2-4 p.m  
W 10-noon.  
And by appointment 288-3451

## Weekly Itinerary

<u>Week</u>	<u>Topics</u>	Chp (KM or H)
8/29	Introduction to the course and background	Glossary-both texts
9/5	How marketing comm discipline changed by Internet? <b>(Tuesday: Glossary Quiz)</b>	KM 1&2; H 1&2
9/12	ADPR on the Internet	KM 3&4
9/19	MORE ADPR on the Internet	H3; Blog RR
9/26	Audience approaches, ethics, law <b>(Paper proposal due: Thursday)</b>	H 4
10/3	Research on-line	KM 5; H 5
10/10	MORE Research	H 15
10/17	<b>Midterm-Tuesday (No class Thursday)</b>	
10/24	Ad messages on-line	KM 6 & 7; H--Appendix B
10/31	Media relations, Stockholders/Gov't	H 6, 7, 8
11/7	Community/Employee Communication	H 9, 11
11/14	Cause/Issue/Activism on Internet	H 10, 12
11/21	Crisis Communication <b>(No class Thursday)</b>	H 13
11/28	Writing for the Internet & <b>Paper discussions</b>	H Appendices A, C
12/5	<b>More paper discussions</b>	
12/12	<b>Final exam-Monday 8:30-10 a.m.</b>	

## Weekly Itinerary-Spring

<u>Week</u>	<u>Topics</u>	Chp (KM or H)
1/12	Introduction to the course and background	Glossary
1/19	How marketing comm discipline changed by Internet? <b>(No class Monday; Wednesday: Glossary Quiz)</b>	KM 1&2; H 1&2
1/26	ADPR on the Internet	KM 3&4
2/2	MORE ADPR on the Internet	H3
2/9	Audience approaches--ethical, legal <b>(Paper proposal due: Wednesday)</b>	H 4
2/16	Research on-line	KM 5; H 5&13
2/23	Ad messages on-line	KM 6&7; H-- Appendix B
3/1	<b>Midterm-Wednesday</b>	
3/5	<b>SPRING BREAK!</b>	
3/12	Research on-line	KM 5; H 5&13
3/19	Media relations, Stockholders/Gov't	H 6, 7, 8
3/26	Community/Public Opinion on the Internet	H 9, 10
4/2	Crisis Communication	H 11&12
4/9	ADPR & Internet Logistics	H Appendix A
4/16	Writing for the Internet	H Appendix C
4/23	Paper discussions	
4/30	More paper discussions	
12/12	<b>Final exam-Monday 8:30-10 a.m.</b>	

**Web Site Analysis Research Project  
Final Report and Oral Presentation**

**Written report:** Report should be typed, double-spaced, with pages numbered and reference list conforming to proper citation style (MLA or APA). Writing must conform to rules of good style, clarity, grammar, punctuation, spelling and organization. Although no page limits exist, typical reports should be in the 15-25 page range. Address the topic thoroughly, yet concisely. Include the official web address at top of your report. Do not simply submit the filled in scorecard submitted at start of semester as your paper. Keep visuals (e.g., Web page printouts) to a minimum (3 pages max). **DUE DATE: ASSIGNED DAY OF ORAL PRESENTATION (4/25, 4/30 or 5/2)**

**Oral presentation:** In class presentation should be no longer than 5 minutes in length (they will be timed so practice how long it takes). Give overview of Web site (what PR and ad activities go on there), your assessment of different aspects of site from a marketing communication standpoint, citing several specific examples of good and bad parts of the site. There will be 3 minutes of Q & A after each presentation and we will immediately launch into the next presentation. You can use audio visual aids limited to handouts or overheads. No tours of your web site are allowed.

**DUE DATE: VOLUNTEER OR RANDOMLY ASSIGNED DAY OF PRESENTATION (4/25, 4/30 OR 5/2). MISSING PRESENTATION DATE FOR WHATEVER REASON WILL RESULT IN 'F' FOR 25% OF YOUR PROJECT GRADE.**

Relations w/ Consumer/Publics---Demogs on Internet users

- Consumer Beh. Info acquisition/processing changes
- Relationship marketing
  - Customer Experience---place, price less relevant with Internet shopping---
  - quality of customer service, on-time delivery, prod representation (does product do what I expected), ship & hand, privacy policies;
- 3 Org. Structure Boundaries of firm, org structure new
- 4 Advertising messages: Web page design, banner ads, links
- 5 Advertising promotions: Free stuff, free Internet access, free computers to schools in exchange for banner ads (ZapMe.com)
- 6 E-commerce
- 7 Public relations messages: corporate communication/financial; image development; fund-raising.
- 8 Public opinion and communication flow: between org and various publics, internal and external; activism, crisis communication
- 9 Ethical issues: database building, research, "cookies"  
(Cattapan piece)
- 10 Research using the Internet: Surveys, focus groups, longitudinal, historical
- 11 Societal issues: communication within families, social groups (chat rooms, dating), addiction, crimes, balancing transactional capacity (selling things) and connection capacity (creating community)

Fitzpatrick, M. Women seen thriving in e-commerce, Chi Trib 4/10/00 sec. 4 p. 1-8

Create networks vs hierarchies, relationships over power pyramids. Fits e-commerce business structure

Good web sites must BALANCE transaction capacity (selling things) with connection capacity (creating community)

Hwang, Suein (May 18, 2000) Bringing love to the Internet, Wall St. J. pp. B1, 4.  
Interview with Kevin Roberts, Saatchi chief exec off,:  
TV was supposed to replace radio and didn't; Internet is supposed to replace TV, it wont.

Internet must change from supplier of info to developer of relationships. Great brands have mystery and sensuality. Internet must provide these things. Think of 'e' not as electronic, but Emotion.