



Syllabus

of the three-month distance course:

“Marketing & Advertising”

Marketing thinking & creative skills

Teach not thoughts, but thinking.

Immanuel Kant

No of topic	Topics
1	<p>“Marketing – the soul of business”</p> <p><i>Two “marketings.”</i> Marketing methods. & philosophy. Definitions of marketing. Marketers. Where marketing is “made.” Marketers and “marketing robots.” Unified principles.</p> <p><i>Decision-making.</i> General. Negative aspects of decisions. Collegial decisions. What helps to make decisions. What interferes with decision-making. Specifics of marketing decisions. Education. “Correct” experience.</p> <p><i>Information.</i> Information & pseudo-information. Numerical information. Word or image? Much, little, optimal. Information technologies. Information in marketing and advertising.</p> <p>Perception of information. Perception rate. Information noise. IT. Summary.</p>
2	<p>Marketing thinking</p> <p><i>Basics.</i> Thinking. Thinking like Leonardo da Vinci. Logic. Analysis in marketing. Platinum rule. “Customer satisfaction” philosophy.</p> <p><i>Definition of marketing thinking.</i> Foundation of the profession corporate marketing thinking. Transition to marketing thinking.</p> <p><i>Qualities of the creative marketer.</i> Marketer’s personal opinion. No dogmatism. Common sense and intellect. Education. Disciplined imagination. “Selling” inventiveness. Creative intuition. “Relevant” experience. Marketer’s personal opinion. No dogmatism.</p> <p><i>Marketing thinking techniques.</i> Not to reinvent the wheel. Benchmarking. Questions, questions, questions... from the Client’s perspective. Testing. Role-playing a Client. Negative information. “Interfaces.” Visualization. From hypothesis to decision. MBA and marketing thinking. Summary.</p>
3	<p>Workshop</p> <p><i>Introduction.</i> Sellers. Manufactures articles. “Marketing” production. Products. Service add-ons. Pricing. Distribution. Internal marketing. Marketing communications. Positioning. Other elements.</p> <p><i>Selling points (SPs).</i> Language of SPs. Unique selling proposition (USP). Classification of SPs. The more the better! Priority of SPs. Can characteristics sell? Identification of SPs. False SPs. “Secret” SPs. Creation of new SPs. Corporate SPs. Cross-cultural</p>

	<p>marketing and SPs. SPs of imported goods. Objections and objection handling.</p> <p>Marketing audit. Firm. Products. Products. Markets. For each segment. External environment. Complete list of SPs. Marketing guide.</p> <p>Market research. Attitude of people to polls. Quality of questionnaires. “Six myths of market research.” Observation of Clients. Interpretation of research results. Summary.</p> <p>To CEOs about marketing. Marketing soul or marketing department?</p>
4	<p>Your client</p> <p>“Living” man. Man is only interested in himself. Life values. Resources of a human being. Sea of information: myths and reality. Least-resistance path. Heard instincts. How we all hate changes! Who is an authority to us? Is the living man a dummy? Our notions of quality.</p> <p>“Buying” man. A sea of offers. Customer behavior. Purchases. Buyers’ classification. How do they buy products? How do they assess the product? Segmentation.</p> <p>Clientomatio. Who is your client, after all? Help your client. CRM. The unhappy client. Summary.</p>
5	<p>Needs</p> <p>Needs, wants, demand. Macro-needs. Levels of needs. How needs occur. Not products, but solutions. Compromise of needs and solutions. Ways to meet needs. Do we know the Client’s needs? Does the Client know his needs? Latent needs. Creation of needs. Cultural needs. Needs of Russians. Summary.</p>
6	<p>Products (goods and services)</p> <p>What do people really buy? Products and needs. Product + service. Product + service + atmosphere.</p> <p>Product categories. What we know about a category. Importance (involvement) of a category. Awareness in a given market. Commoditization. “Non-advertising” categories. Dynamic categories. “Softness/hardness” of a category. Price-sensitivity. Legal aspects. Prejudices and delusions in a market. Main selection criteria. Specific features of a segment. Country as a selling point. Recognition on a shelf. At the point of sale. How do they evaluate quality? How do they consume the product? Latent needs? Newness. Brand awareness. After sale. Availability.</p>
7	<p>A well-selling product or a well-known “brand”?</p> <p>Branding chaos. Obscure notion. Historical roots of the delusion. The economy of the brand. “Economic” definition. Marketing of names. What’s a good brand? A brand or not a brand? Customer and branding. Under the umbrella of a brand. “Brandability”. “Commoditization” and “debrandization”. Expert brands. Political aspects of branding. Branding in Russia. Brand manager. Summary.</p>
8	<p>New product creation</p> <p>Preparations. Manufactured article. Product. List of SPs. Name of a product.</p> <p>Marketing of packaging. Marketing of physical functions. “Selling” information on packaging. 1st level – within 2-4 meters. 2nd level – product in hand. Other situations. Design style. Marketing approach to packaging. Testing. Bottled product. Book covers.</p> <p>Markets for the product. Manuals. Sales guides. Trade marketing. Marketing communications. Testing. Summary.</p>
9	<p>Marketing communications</p> <p>It’s everyone’s business. Definitions. “Two-way street”. Not expenses, but communications. Multi-sense nature of communications.</p>

	<p>ABC of advertising. What's advertising? Purpose of advertising. Different advertising for different products. Two heroes of advertising. Efficiencies of advertising. What's good advertising? Content is more important than form. "Algebra" of advertising. Advertising and psychology. Participants in advertising process. Advertising "Client": Purchaser/beholder/listener. Advertiser. Adman. Media. Advertising technologies. Fragility of advertising. Summary.</p>
10	<p>The way advertising works</p> <p>AIDA. A client's attention is a valuable resource! Only relevant attention! Vampire – irrelevant attention! "Armor piercers". Advertising environment. "Consumption" of an advert. Subliminal perception. Visual perception. Levels of visual perception. First-level signal. "Selling" illustrations. To read, or not to read? Do not interfere, help! Summary.</p>
11	<p>Problems of advertising</p> <p>Chief problem of advertising. Creativity and pseudo-creativity. Junkiness. Ad award contests. Advertising and arts. Humor and entertaining. Erotics and sex. Other problems. Advertiser's prejudices. Summary.</p>
11	<p>Copywriting</p> <p>Copywriter. Why only copywriter? Advertising copy. "Text" and "language" of advertising. Headline. Sub-head. Body copy. Slogans. Readability. Language of advertising. Formatting. Copywriter and illustrations. Summary.</p>
13	<p>Producing effective adverts</p> <p>Team. Creative process. Stages.</p> <p>Advertising audit. What's advertised? To whom? Advertising environment. Corporate advertising policy. Information sources. "Creative briefs".</p> <p>Strategies and ideas. Ad strategies. Ad ideas.</p> <p>Copy. Basic copy. Heading. Main copy. Composition. Copy-editing.</p> <p>Design. Formatting. Simplicity and readability.</p> <p>Testing. Testing techniques. Focus-groups. Mental testing.</p> <p>Assessing an advert. General. How does it sell? Self-testing. Unnecessary elements. Examples of analysis of an ad. Summary.</p>
14	<p>Advertising means</p> <p>Information potential of media. Technical potential. Kinds of adverts. Reminding advertising.</p> <p>Some media. Advertorials and ad articles. Brochures. Business cards. Catalogs. Classifieds. Direct-mail. E-mail advertising. Exhibition materials. Fax advertising. Fliers. Internet sites. Metro. Outdoor. Packaging. Play bills. POS. Posters. Press. Press-conference materials. Press-releases. Price-lists. Profiles. Radio. Souvenirs. TV commercials. Summary.</p>
15	<p>Some fields</p> <p>Internet. Growth pains. The "splendor and misery" of e-commerce. Internet as a company's backbone. Web-sites. Web-studios.</p> <p>High technologies. Marketing of technologies. High-tech advertising. Egg-headedness. "Baby-talk". Consumer electronics & electronics advertising. Manuals (technical writing).</p> <p>Advertising in foreign languages. Cultural and other differences. Thought differences. Language is no end in itself. Special cases.</p>