

## Global Campaign Strategies

Summer 2025  
Monday – Thurs  
Room: TBD

Instructor: Dr. Christopher Chávez  
cchavez4@uoregon.edu

### Course description:

Today, advertising, public relations, and media professionals play an active role in creating 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. As one of the most important production centers in Latin America, Chile plays an important role in global cultural production.

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 will focus on messaging and creative strategy, finding ways to unite audiences while respecting local values and traditions.

To ground our study, we will focus on the Chilean wine industry as a way to understand how local products are marketed to global audiences. While our program will be based primarily in Vina del Mar, we will also visit the following two cities:

- **Santiago:** Chile's capital city and home to several multi-national advertising agencies and public relation firms.
- **Valparaiso:** We will also travel to Second, we will also visit Valparaiso, one of Chile's port cities. It is where immigrants left their mark on the city's architecture and cultural institutions.

### 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

### Deliverables

- *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 1-20. Your grade based on a) Your understanding of the material, and b) the quality of your writing.
- *Class Discussion:* Each of you will lead a 15 -20 minute class discussion on one of the class readings. You will be graded on your understanding of the material, your delivery of the material, and how well you engage your classmates in discussion
- *Campaign Analysis:* You are asked to write a 5-page research paper in which you analyze a global campaign that has a component here in Chile. First, describe the strategic objective of the campaign (what is it designed to do). Second, describe the approach it takes: Global, local, or glocal. Your grade will be based a) on your understanding 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 for Chilean winery. The campaign will include both a creative and strategic component. Your grade

will be based on the strategic thinking behind your campaign, your creative solution to the problem, your presentation of the material, and peer evaluation.

- *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.

Final project (campaign)	100 points
Global campaign analysis	100 points
Online posts (3 x 20 points each)	60 points
Class Reading (Discussion)	20 points
Participation	20 points
<b>Total</b>	<b>300 points</b>

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](mailto:uoaec@uoregon.edu).

### **Class Schedule**

Week 1: *Globalization and Advertising*

June 20: *Jihad vs. McWorld* by B. Barber available at

<https://www.theatlantic.com/magazine/archive/1992/03/jihad-vs-mcworld/303882/> **Group project briefing**

June 21: "Global Scan" by D. Leslie

June 22: "Global Latino" by Chris Chavez

June 23: "How Global Brand Compete" by Holt, Quelch & Taylor at

<https://hbr.org/2004/09/how-global-brands-compete>

June 24: **Client Briefing**

Post 1 due on Sunday, June 26 (End of Day)

Week 2: *Country of Origin Effect and Authenticity*

June 27: "In Search of Authenticity" by Gilmore & J. Pine, available at

<https://www.marketingsociety.com/the-library/search-authenticity#uTqEc2PCiTmXtir0.97>

June 28: "Country of Origin Effect on Perceived Brand Positioning" by C. Adina, C. Gabriela, and S. Roxana-Denisa"

June 29: "Crafting Brand Authenticity: The Case of Luxury Wine" by Beverland June 30: Prep for Excursion to Santiago

Week 3: *The Global Consumer*

July 4: Palmquist, "Tailoring Your Approach to Consumers in Different Countries." Available at

<https://www.strategy-business.com/blog/Tailoring-Your-Approach-to-Consumers-in-Different-Countries?gko=bcea6>

July 5: *Possible Selves* by H. Markus

July 6: *Apple Case Study*

July 7: Reading: *TBD*

Sunday, July 10, Second Online Post Due.

Week 4: *Language and Linguistic Markets*

July 11: "Speech community" by J. Gumperz

July 12: "The Economics of Linguistic Exchange," by P. Bourdieu

July 13: "US Latinos, la Hispanofonia, and the Languages of High Modernity" by J. Del Valle July

14: "Transnationalization of Television Programming" by J. Sinclair

Week 5: *Strategic and Creative Considerations*

July 20: Reading: "Domesticating the French Fry" by M. Caldwell (available on Canvas)

July 21: Reading: Case study

July 22: Reading: Case study

July 23: Reading: Case study

Sunday, July 26 Final Post Due

Week 6: *Wrap Up*

July 27: Lecture

July 28: Lecture

July 29: Client Presentation

July 30: Wrap-up