

University of Texas at El Paso - Department of Communication
Official Course Outline & Information – Fall 2016
COMM 4335 - Advertising Campaigns

Lecture Section – 12493

Tues 7:30 a.m. - 10:20 a.m.
Cotton Memorial #306
Thurs Lab 7:30 a.m. – 10:20 a.m.
Cotton Memorial #307

Instructor: Mrs. Carolyn Mitchell

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Mon/Wed 8:30 am – 10:30 am;
Tues/Thurs 12 Noon – 1 pm or by appointment

Department Office:

Room 202/Cotton Memorial 747-5129



PREREQUISITES: COMM 2330 - Principles of Advertising, COMM 3332 - Advertising Design, Graphics and Layout, COMM 3333 - Creative Strategy & Copywriting, COMM 3338 - Integrated Marketing Communications and COMM 4330 - Media Planning are required prerequisite classes for advertising majors with a minimum 2.0 overall GPA in these classes. **If you have not completed all of these prerequisite classes, be prepared to visit personally with your professor during the first week of the semester to determine if you are prepared to take this capstone course.**

REQUIRED TEXTS:

Advertising Campaign Strategy, Donald Parente, 2006 (The Dryden Press-Harcourt Brace and Company, Orlando, FL) Fourth Edition. NOTE: There is a fifth edition available however the fourth edition is acceptable.

RECOMMENDED PERIODICALS:

Students should take advantage of periodicals available in Cotton Memorial room 300. These include *Advertising Age*, *PR Week*, *AdWeek* and *Television Week*. These weekly magazines may be checked out overnight by contacting a lab assistant in the department computer lab. Throughout the course, students may be asked to read and bring to class advertising periodicals and other publications that contain print advertising, to watch commercial television broadcasts, and/or to identify pertinent internet websites. Students should have access to these media.

I. COURSE DESCRIPTION:

This is a lecture/discussion class employing a professional simulation approach. To maximally benefit from the class, it is helpful for students to conceive of this as a media agency trainee experience. Toward that end, this course is designed to encourage student planners to consider the interrelationships among the various elements in an advertising campaign. These relationships are what make a campaign more effective.

The concept of campaign strategy implies a plan that is undertaken for a competitive advantage. Students who take this course should feel very competitive about the campaign they produce, and that is how it should be. Students will be provided with techniques, principles and procedures to develop and evaluate their campaigns. In addition they will learn to set objectives as a prerequisite condition to developing a campaign strategy. Students will be encouraged to stretch their imaginations to develop and design unique strategies and tactics that will support their advertising campaign proposals.

Students will develop an appropriate campaign for a designated client. Students will examine how to

execute the overall strategy with message, media, and related marketing communications strategies. Finally, students will cover the various aspects of presenting the strategy and executions to the client.

II. COURSE OBJECTIVES:

The goals of this course are as follows:

- Develop and plan an original advertising campaign;
- Turn marketing strategies into advertising goals;
- Find out more about clients and their competitors;
- Utilize a variety of research methods to better understand the target consumer group;
- Develop a cohesive creative strategy;
- Segment markets and select the media mix that reaches each consumer group most effectively;
- Incorporate other IMC elements such as public relations, direct marketing and interactive activities as needed; and
- Measure advertising results.

LEARNING OUTCOMES:

Upon satisfactory completion of this course, the student will

- Have a thorough understanding of the entire advertising campaign process by studying a marketing strategy and turning it into an advertising campaign;
- Be able to conduct both primary and secondary research as it relates to campaign development;
- Develop a campaign strategy that filters into creative executions, media placement and other key elements in the IMC approach to campaign development;
- Write a comprehensive campaign proposal; and
- Pitch the highlights of the campaign proposal to a respective client or group of individuals representing the client and/or the advertising industry.

III. UNITS OF INSTRUCTION:

Unit 1. Before the Campaign Begins: Understanding Consumers and Buyers, the Marketing Environment, the Competition and the Product (Chapters 1-4)

Unit 2. Campaign Strategy and the Elements of Effective Campaigns (Chapters 5-8)

Unit 3. Campaign Evaluation and Issues in Campaign Management (Chapters 10-12)

IV. METHODS OF INSTRUCTION:

A variety of the following instructional methods will be utilized, and may vary depending on the individual needs of the students enrolled

- A. Lecture
- B. Lecture-Discussion
- C. Student presentations
- D. Physical samples

V. EVALUATION:

Your grade will be based on a variety of assessment tools, from peer and instructor evaluations to written reports, class and lab participation, assigned sections of the team's written campaign plans book and an oral presentation of the final campaign proposal. Class and lab participation points will represent a student's participation throughout the semester. The student advertising campaign will be explained in detail during class. The presentation dates of the advertising campaign proposal correspond with the university's final examination calendar.

Point values are assigned to the following:

Monthly reports of team meetings and activities (3 reports @ 10 pts. each)

- Research project, participation and report (up to 20 points)
- Campaign plans book and presentation – individual contribution (up to 50 points)
- Campaign oral pitch – individual contribution (up to 25 points)
- Peer Evaluation (up to 25 points)
- Self Assessment (up to 25 points)
- Class and lab attendance and participation (up to 25 points)

Letter grades will be based on these scores:

- A = 200 - 179
- B = 178 - 159
- C = 158 - 139
- D = 138 - 120
- F = 119 and below

A grade of "I" for "Incomplete" is difficult to give in a campaigns class as the campaign project is a team project. An "I" will be given only when unusual circumstances have prevented a conscientious student from completing the requirements of the course in a timely manner. An "I" is a rare grade, and if used, the student and instructor must fill out and file an incomplete grade contract form.

Student Withdrawal:

The last day for students to drop a class or completely withdraw with an automatic "W" is October 28, 2016. After the student drop deadline, students must be dropped from a course with a grade of "F". A grade of "W" can be assigned only under exceptional circumstances and only with the approval of the instructor and academic dean. The student must petition for the "W" grade in writing and provide the necessary supporting documentation.

VI. UNIVERSITY POLICIES

Scholastic Honesty and Student Discipline:

The University of Texas at El Paso expects students to maintain the highest standard of honor in their scholastic work. Scholastic dishonesty (which includes the attempt of any student to present the work of another as his or her own, or any work which s(he) has not honestly performed, or attempting to pass any examination by improper means) is a serious offense and will subject the student to disciplinary action. The aiding and abetting of a student in any dishonesty is held to be an equally serious offense.

All alleged acts or scholastic dishonesty will be reported to the Dean of Liberal Arts for disposition. It is the Dean's responsibility to investigate each allegation, dismiss the allegation, or proceed with disciplinary action in a manner which provides the accused student his or her rights of due process.

Students are expected to assume personal responsibility, to be socially mature and independent, and to function satisfactorily within a structured learning environment. Students attending class should ONLY be those students OFFICIALLY enrolled in the course and section. Children and other family members, friends and guests of class members must wait for students outside the classroom.

The obstruction or disruption of any teaching, research, administrative, disciplinary, public service or other authorized activity on campus is prohibited; any student or group of students creating such an obstruction or disruption will be subject to disciplinary action.

Disability Statement

As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, if a student needs an accommodation then the Office of Disabled Student Services located at UTEP need to be contacted. If you have a condition, which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of the Disabled Student Services. You may call 915-747-5148 for general information about the American with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability.

Individuals with disabilities have the right to equal access and opportunity. It is the student's responsibility to contact the instructor and The Center for Accommodations and Support Services Office (CASS) at The University of Texas at El Paso.

VII. CLASS POLICIES:

Attendance Policy:

It is an unusual student who is able to turn in satisfactory assignments without having previously participated in all of the class activities. Students are expected to attend class regularly, be punctual and be prepared. University and class policy allows for students to miss six (6) hours of class time without penalty.

Students missing class because of a university sanctioned event must inform the instructor of the absence in advance (48 hours), and will be permitted to make up both assignments and activities in consultation with the instructor. A student may receive permission to be absent for the observance of a religious holy day if the student has notified the instructor of his/her intent in writing no later than September 15. Students so excused will be permitted to take an examination in advance or complete assignments.

Should a student have more than six (6) hours of absences prior to the university's official drop/withdrawal deadline, the instructor will drop the student from the class. After the official drop/withdrawal deadline, students with more than six (6) hours of absences will be penalized 5 points per absence for absences exceeding six (6) hours. Although tardiness to class is not recommended, it is accepted with a penalty. Five (5) tardies of 10 minutes or more equal one (1) class absence.

Assignments:

Students are expected to read all textbook assignments in advance of class in order to discuss the material at hand. During the semester, students will be assigned a variety of class assignments. Assignments will be explained in detail and due dates are identified in this syllabus. Each assignment must be the original work of the student. Assignments are NOT accepted after the designated due date. Grammar, spelling, and style will be taken into account when grading written assignments. Please check your spelling and grammar *before* submitting your work. You are expected to use proper English grammar. IM, chat, and email slang and abbreviations are not acceptable forms of communication in this course. Computer related and printing problems are never a valid excuse for not completing or submitting an assignment on time. Therefore it is advisable to complete the assignments early enough to take into account any problems that may occur. Late assignments will not be accepted. . If a student is unable to make it to class when written assignments are due, it is their responsibility to make arrangements to get the material turned in on time.

Technology and Classroom Etiquette:

Students may take notes on their personal laptops during class. However, any use of social media or email is restricted and the privilege to use laptops for note taking will be reversed. Likewise, all personal cell phones and other electronic communication devices **must be turned off** when entering the classroom or lab unless prior permission has been granted by the instructor. The instructor does not consent to being recorded or imaged in any way, nor gives consent, implied or otherwise, for her image or voice to be distributed or appear on social websites, media or other distributed methods public or private. Violations will be reported to UTEP's Department of Student Affairs. When in the computer lab, no food or drinks are allowed.

Extenuating circumstances preventing class attendance, test taking and/or class assignments being turned in on time:

There may be situations arise that cause obstacles to students attending class, taking a test or turning in assignments. Medical emergencies, a death in the family, court appearances, and the like may pose a conflict to scheduled class activities. Students should contact the instructor directly in her office, acknowledging and explaining the situation at hand, and be prepared to provide documentation to support the absence. Personal business, out-of-town trips, counselor appointments, and the like should be scheduled at a time that does not conflict with class or lab dates.

VIII. IMPORTANT 2016 DATES TO REMEMBER:

September 22	Team Report 1 Due (graded)
October 4	Research Report Due (graded)
October 13	Team Report 2 Due (graded)
October 28	Last Day to Drop
November 10	Team Report 3 Due (graded)
November 17	First draft of Plans Book due
November 24-25	Thanksgiving Holiday
November 29	Final Plans Book due (graded)
December 1	Last Day of Classes
	Peer Evaluation & Self Evaluation Due (graded)
December 6	9:00 a.m. Campaign Oral Presentations (graded)

2016 FALL SEMESTER PACING: (subject to change)

The pacing of this course is designed so that students cover (1) appropriate course material so that they are adequately prepared for the demands that will be made on them in subsequent courses, and (2) material in sufficient depth and detail to allow students an opportunity to succeed in its mastery.

Week 1	Introduction to Course
Week 2	The Advertising Campaign Concept
Week 3	Understanding Clients and Consumers
Week 4	Understanding the Marketing Environment
Week 5	Developing a Research Plan/Preparing the Plans Book
Week 6	SWOT Analysis, Campaign Strategy & Objectives
Week 7	Creative Strategy & Tactics
Week 8	Media Strategy & Tactics
Week 9	Interactive/New Media Strategy & Tactics
Week 10	Direct Response/Sales Promotion Strategy & Tactics
Week 11	Public Relations/Event Marketing Strategy & Tactics
Week 12	Campaign Evaluation/Budget
Week 13	First Draft of Plans Book due
Week 14	Delivering a Campaign Pitch
Week 15	Finals plans book due/Develop PowerPoint presentation
Week 16	Campaign Pitch