

OFFICIAL COURSE OUTLINE AND INFORMATION
COMM 4335-22529 – Advertising Campaigns/Spring 2019

Course Number 22529	Tues/Thurs, 1:30 - 2:50 Undergraduate Learning Center (UGLC) 338
Instructor: Mrs. Rhonda Doré	Phone: 747-5490 email: rrdore@utep.edu
Office & Hours: COTT 205	Tuesdays & Thursdays, 9:30 to 10:30 Wednesdays, 9:00 a.m. to 1:00 p.m. or by appointment
Department Office:	Room 201/Cotton Memorial • 747-5129

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PREREQUISITES:

COMM 2330, 3332, 3333, 4330, all with a grade of “C” or better.

REQUIRED TEXT:

Advertising Campaign Strategy: A Guide to Marketing Communication Plans, Fifth edition, by Donald E. Parente and Kirsten Strausbauth-Hutchinson (Cengage Learning) ISBN: 978-1-133-43480-1.

This is a dense little book, but it will help you remember what we’ll learn in class. It covers a great deal, from research methods to mindfulness of your audience. You’ll use this book beyond class, so it’s worth the investment.

Advertising Campaigns Workbook by Harsha Gangadharbatla, Kim B. Sheehan, David Koranda. (Melvin & Leigh publishers) ISBN: 978-0-99730847-1

A hands-on practice book for the skills we’ll be mastering.

OPTIONAL/ADDITIONAL TEXTS:

Truth, Lies & Advertising by Jon Steel. (John Wiley & Sons, Inc.) ISBN: 0-471-18962-6 (This may be the cloth edition, but any edition is fine).

Steel gives us an engaging and straightforward foundation for understanding clients, their goals and how their audiences might respond. And that’s what leads to great advertising.

I. COURSE DESCRIPTION:

This capstone class will teach you how to function in an advertising agency, especially when a pitch happens. You’ll use what you’ve already learned in copywriting, design, media planning and more to collaborate with one another and make a campaign pitch. The pressures and dynamics of an actual pitch are more intense, but after this class, you’ll understand how a great pitch comes together ... and your aim is to make yours not just passable, but a presentation that will win new business. The campaign book, media buy, creative solutions and presentation you produce — if

you do them excellently — can be a calling card for you when you're job hunting.

Every ad agency is a collection of people with diverse skills. Strategists, negotiators, experts in persuasion, experts in media planning, designers, writers and people who love interpreting data can all find great careers in advertising. In smaller agencies, sometimes you have to be all those experts at once. This class will prepare you.

We'll look at how to research clients and consumers, how to formulate a good brief for creative development and how to form a pitch (a pitch book and a live presentation) that includes strategy, media planning and more. We'll work through creative conceiving, creative production, media planning and buying, and how to sell your ideas to a client.

Some of this class will lean toward lecture, and I'll bring you real-world examples I've lived through during the years of my career (I left Sanders\Wingo after 21 years in July of 2017). Being in class is vital to passing this class. At least 50% of class time will be a learning lab where you form a team and get the work done. Your team will depend on you to hold up your end of the work, and it's unprofessional if you are always late, miss class, don't deliver your part on time or don't communicate quickly and effectively with your teammates. Professional behavior makes a real difference out in the working world, and often it's the difference between who gets hired and promoted, and who doesn't. This class is the time to learn and practice excellent professional skills.

Bring your best, most alert self to class. One fundamental of every ad campaign is that things go wrong. Challenges happen. You'll learn to adapt, solve problems and succeed despite that. Doing your best work in a resilient way is what almost every real campaign requires.

Industry professionals will help me judge the campaign final. Expectations are high. Your pitch book will need to be a work of beauty and a piece of perfection: no spelling, grammar or punctuation errors. If you have trouble with basics, I advise you to take advantage of university writing tutoring services at <http://uwc.utep.edu/>. In the real world, mistakes cost money. In this class, they cost grade points.

II. COURSE OBJECTIVES:

You'll leave this class knowing how work flows and accomplishes client goals in a full-service advertising agency, an in-house advertising department or a design studio.

You will:

1. Live the roles of a real-world ad agency.
2. Learn vital collaborative thinking and work methods.
3. Formulate and abide by a timeline.
4. Formulate creative and media strategies.
5. Produce creative work.
6. Plan, justify and budget a media buy.
7. Put together an account plan book and slide presentation.
8. Present your work to professionals.

LEARNING OUTCOMES:

At the end of Advertising Campaigns, you should be able to:

1. Know how a pitch comes together.
2. Write a proper creative brief.
3. Choose what role you want to pursue as an advertising professional.
4. Draft a strategic advertising plan to help a client accomplish business goals.
5. Present your work with confidence.

6. Understand how to collaborate and succeed in an advertising agency.

III. UNITS OF INSTRUCTION:

- Unit 1. Team formation, timeline development, research, identifying a problem advertising can solve.
- Unit 2. Formulating strategies for media and creative
- Unit 3. Production
- Unit 4. Presentation

IV. METHODS OF INSTRUCTION:

Class lectures will contain information and examples the required text does not, so attendance is critical. Classroom work will include collaborative teamwork and problem-solving to train you for becoming part of an advertising agency team. There may be guest speakers to give you some real-world perspective on various topics.

I'll use real-life advertising examples from a variety of sources, as well as supplemental case studies from sources such as Communication Arts and Lürzer's Archive.

V. EVALUATION CRITERIA AND GRADING SCALE:

Grading:

You're about to enter a professional world, so your focus should be learning professional standards rather than completing tasks for grades. Grades in this class are meant to guide you to absolutes you need to master to perform well in an agency environment.

Possible Points

Evaluations

- a. Peer evaluation 5
- b. Individual performance 5

Timing & Quality

- c. Research plan 5
- d. Research summary & campaign premise 5
- e. Creative brief 5
- f. Creative concept reviews (two @ 5 each) 10
- g. Book & slide templates review 5
- h. Media planning review 5
- i. Final creative and media review 5

Campaign Presentation 50

Total 100

Collaborating effectively and supporting your team are core essentials in an ad agency. I will expect a professional standard. Because every team interaction won't necessarily include me, there will be a peer evaluation during the semester to help guide me in individual grading.

There are no tests or final exams in this course. Your final presentation counts for half your grade, but the other half comes in small increments. It's important you meet all those smaller standards — on time and with quality work — or you'll find it affects your ability to deliver a good campaign presentation.

I expect you to throw all your efforts towards making a great campaign, sticking to the timeline and giving your best to your team. True learning and doing is more important in this class than memorizing, but your textbooks are vital guides. Buy them. You'll find they save you with good checklists and information when you're up against a deadline.

Projects will work much like projects in an ad agency. I'll brief you. I'll answer questions. We'll do interim check-in sessions so you'll have a chance to see what you're missing or what's not going quite right, and you'll have time to adjust your work before you present it. Some project work will be on your own, some in groups. Late work will cost you points. All assignments and projects should have polished grammar, spelling and punctuation.

Your individual participation and contributions are critical when you work in a team. Ad agency teams expect every person to do their part (more than their part when need be), so expect to contribute. Agencies reward strong work ethics, both as individuals and in teamwork. I will be continuously evaluating your professional potential.

The letter grade scale shows that even if you have a perfect campaign score, you can fail if you don't keep up with the incremental assignments. You need to stay on time and on strategy to succeed.

Letter grades will be based on these scores:

4.0	A = 90 - 100
3.0	B = 80 - 89
2.0	C = 70 - 79
1.0	D = 60 - 69
0.0	F = 59 and below

The last day for students to drop a class or completely withdraw with an automatic "W" is April 5, 2019. Students who drop after the deadline will receive an F. After the drop deadline, a grade of "W" is possible 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 necessary support documentation.

It's rare to qualify for an "I" or "incomplete" grade. If unusual circumstances have prevented a conscientious student from completing course requirements in a timely way, an "I" is possible if both student and instructor file an incomplete grade contract before the end of the semester.

VI. UNIVERSITY POLICIES

Academic Integrity, Scholastic Honesty and Student Discipline:

Specific advice for our class:

Be mindful of copyright laws. Do not lift wording from any sources verbatim. Do not use source material without crediting it. These are violations of copyright law and a violation of UTEP's scholastic honesty policy.

UTEP's policies:

The University of Texas El Paso prides itself on its standards of academic excellence and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, submitting work for credit that is attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

For the official policies on academic integrity and scholastic dishonesty, please refer to the Handbook of Operating Procedures.

If you have a disability:

The Center for Accommodations and Support Services (CASS) is here to help every student get the most from his or her class experience. If you have a condition that may affect your ability to perform successfully in this course, it's your responsibility to contact CASS at 747-5148, or by email: cass@utep.edu. You can also visit the office in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. Only CASS Staff can validate, and if need be, authorize accommodations for students with disabilities.

VII. CLASS POLICY:

Attendance:

In an advertising agency, your team depends on you to come to work, be on time and do your best work. This class will be no different. Don't let your team down. You're learning to be a professional. If you're unavailable, late or otherwise not holding up your part of the team, that will show in your grade.

Class participation will pay off with useful skills you won't be able to gain by reading the books.

University policy allows students to miss six hours of class time without penalty. After six hours of absence, missing class will affect your grade.

Exceptions:

- If you miss class because of a university-sanctioned event, you must let me know in advance and provide written confirmation of the event. I will let you make up assignments and any exams that took place during the class you missed.
- Religious holidays: you may miss class to observe a religious holy day if you notify me in writing one week in advance.
- Medical emergencies, a death in the family, a flat tire... life presents challenges. If one of these causes you to miss class, I will expect to talk with you in person about it. I also expect you to let your teammates know ASAP why you won't be in class.
- These are not exceptions: personal business, travel, counselor appointments and any other business you can schedule so it doesn't conflict with class. Be smart about planning for events like these.

Lateness:

It's rude. When you're late, you show disrespect for your team and waste everyone's time. If you are more than 15 minutes late, that counts as an absence.

Students attending class should ONLY be 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.

Assignments:

In the advertising world, deadlines are sacred. There is no such thing as late work. If your computer breaks down, if your printer needs ink, etc., adapt and get the job done. Neither clients nor I will accept late work.

Technology and Classroom Etiquette:

No food or drinks allowed in the UGLC classroom.

Personal laptops and tablets

We'll be using them heavily, but keep your mind on business. If you're verging into social media fun or texting friends, I may ask you to leave class. You'll be letting down your team. That will come back to you on peer evaluations.

Cell phones

No recording. No picture-taking. You do not have my permission to film, record or use my image or voice, or to distribute it in any medium, public or private. I will report violations to Student Affairs.

There may be instances when we use social media or other mobile applications for learning purposes.

VIII. IMPORTANT 2019 DATES AND DEADLINES FOR THIS CLASS: (subject to change)

Highlighted items are graded events. If you don't hit these deadlines, you'll lose points.

- Jan. 29 Research refresher. Room 204B UTEP Library.
- Jan. 31 Research plan due
- Feb. 21 Research summary and campaign premise due
- Feb. 26 Creative brief due
- March 5 First creative concept and media review
- March 18-22. SPRING BREAK
- March 28 Second creative concept review
- April 2 Media strategy review. Begin creative production.
- April 4 Templates due for presentation book and slides
- April 5 Spring drop/withdrawal deadline
- April 25 Final review: media and creative
- April 30 Adjustments: media and creative. One hard copy of your presentation book is due to me.
- May 7 Dress rehearsal; presentation books must be finished and bound
- May 9 Campaign presentations

2019 SPRING SEMESTER PACING: (subject to change)

We may have to make adjustments, but the overall pacing is designed to get us to final, competitive presentations by May 9.

- Week 1 Reading: Advertising Campaign Strategy, Chapters 11 and 1
 Tasks: Define your ad agency roles
 January 22: Introductions, basics, review of syllabus,
 January 24: Defining ad agency roles; team and role assignments
- Week 2 Reading: Truth, Lies & Advertising, Chapter 4
 Advertising Campaigns workbook, Chapter 4
 Tasks: Attend research refresher, complete agency name/structure and complete team research plan
 January 29: Special class to refresh research tools: UTEP Library Room 204B with Mr. Jacob Galindo
 January 31: Lab time / Research Plan due
- Week 3 Reading: Advertising Campaigns workbook, Chapter 6

Advertising Campaign Strategy, Chapter 2

Tasks: Research

February 5: How to organize a focus group; one-on-ones; intercepts; ethnographies

February 7: Lab: work on research

- Week 4 February 12: What is a campaign premise? What is a research summary?
February 14: Lab: work on research
- Week 5 Reading: Advertising Campaign Strategy, Chapter 3
Tasks: conduct research
February 19: Refresh: how to write a creative brief. Research.
February 21: Research summary and campaign premise are due.
- Week 6 Reading: Truth, Lies & Advertising, Chapters 4 & 5
Tasks: Campaign concepting / strategy
February 26: Creative brief is due; concepting begins
February 28: Lab: campaign concepting / media strategy
- Week 7 Reading:
Task: Campaign concepting and media strategy
March 5: First creative concept review / 10 concepts. Preliminary media strategy review. How to work from a brief; Luke Sullivan concepting method.

March 7: Lab: continue creative concepting and media strategy.
- Week 8 Reading:
Tasks: Creative concepting and media strategy
March 12: Creative concepting and media strategy
March 14: Creative concepting and media strategy
- Week 9 SPRING BREAK
- Week 10 Tasks: Creative concepting, media strategy
March 26: Review concepts in progress, feedback and adjustment
March 28: Second creative concept review; each team settles on its concept
- Week 11 Reading: Review Chapter 11 of Advertising Campaign strategy
Tasks: Layouts for book and slide themes. Develop campaign book outline. Creative execution begins.
April 2: Media strategy review. Looking at media planning in light of creative, clarity, campaign brief and thoroughness
April 4: Book & slide templates due for review. Creative execution ongoing.
- Week 12 Reading:
Tasks: Refinement of book and slide themes. Creative execution.
April 9: Creative production
April 11: Creative production
- Week 13 Reading:
Tasks: Creative production; presentation practice
April 16: Creative production
April 18: Creative production

- Week 14 Reading:
Tasks: Finalize production and media buy
April 23: Creative production
April 25: Final creative and media reviews
- Week 15 Reading:
Tasks: All presentation materials finalized.
April 30: One hard copy of campaign book due to professor
May 2: Feedback on book due to teams. Finalize book and slides.
- Week 16 Reading:
Tasks: Dress rehearsal and final presentation
May 7: Full run-through of campaigns for internal critique
May 9: Full presentation of campaigns for guest judges.

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