

COMM 4335 21895 – Advertising Campaigns / Spring 2022 OFFICIAL COURSE OUTLINE AND INFORMATION

Course Number 4335-001, CRN: 21895
M/W 9:00 AM -10:20 AM
Room 205, Worrell Hall

Instructor: Mrs. Sondra Jones
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Office: 205 Cotton Memorial

Office Hours:

Mondays: 12:00 noon - 1:00 pm online
Tuesdays: 12:00 noon - 2:00 PM
Wednesdays: 10:30am - 12:00 noon
Thursdays: 12:00 noon - 2:00 pm

Department Office:

Room 201/Cotton Memorial
747-5129



PREREQUISITES:

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

REQUIRED TEXT:

Advertising Selling in Today's World, ISBN: 978-1-7337420-7-89781733742078.

Authors: Ed Russell and Brian Sheehan

Publisher: Stukent. (stukent.com)

Price: \$79.99 (online version)

I see some valuable exercises in here but be aware most of your learning in this course will come from actually doing the work of building an ad campaign hands on. Expect this book to provide guidance for good thinking and approaches, good case studies, analysis of how brands work and how you might structure your client's campaign to win the agency pitch that will be the final project of this course. [Link to buy this book.](#)

OPTIONAL/ADDITIONAL TEXTS:

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. I will be posting required readings from this with the help of the UTEP Library. No need to purchase this, but you certainly may.

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. Excellent research leads to great advertising. Again, I will be posting any required readings from this with the help of the UTEP Library. It's an excellent book you may want to own as you continue your career.

Digital Advertising by Andrew McStay, second edition. (Palgrave/MacMillan) ISBN: 1-137-49434-4 (paperback).

Nearly all campaigns include digital media today. This text can help you clarify what you really need in your media plan and how to best deploy it in your creative thinking.

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 pitch comes together ... and your aim is to make yours not just passable, but a presentation that will win new business. Here's how it works:

I divide this class more or less randomly into teams. After that, you'll get to choose the role you want in your agency group. As part of your agency, you'll write a presentation book, create a media plan and design and make creative solutions for your client. If you do them excellently, they can be a calling card for you when you're job hunting, even if you're looking at a job other than with a traditional ad agency. Why? Because it's all about strategic thinking.

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.

This class begins with a 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 concepting, creative production, media planning and buying, and how to sell your ideas to a client.

Tuesdays will be lecture days. I expect you to be on time and in class. Thursdays function as a team-based lab in which you do your research, collaborate on campaign planning, build your media and creative recommendations and more. I also expect you

to be in our classroom on time. You'll need to do at least one other real-time meeting per week with your team using any platform you choose.

Your team will depend on you to hold up your end of the work, and it's unprofessional if you're always late, miss meetings, don't deliver your part on time or don't communicate quickly and effectively with your teammates. I will drop you from this class if you don't stay in sync with your team and actively participate. Professional behavior makes a huge difference out in the working world, and often it's the difference between who gets hired and promoted, and who doesn't. Now is the time to learn and practice excellent professional skills.

Bring your best, most alert self. 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 your campaign final, which is a live presentation of your campaign strategy, media and creative solutions accompanied by a professional campaign pitch book and slides. 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. Those pros are highly sensitive to mistakes – any mistakes – there. 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.

We'll do our final presentations this way:

- A live presentation in an ad agency conference area or comparable space. (Much depends on how COVID is going...)
- Your campaign book will be due a few days before this for the judges' and my review.
- Judges will listen, ask questions and adjourn with me to choose a winning team.
- Judges will do a final critique round-up before I announce the winning group.

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 advertising business.
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, budget and justify a media buy.
7. Put together an account plan book and slide presentation.
8. Present your work to professionals.

III. **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. Be clear about which 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 business.

IV. **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 of media plan and creative executions

Unit 4. Presentation & critique

V. **METHODS OF INSTRUCTION:**

LIVE:

- This class begins with a refresher mini-course on research: client and corporate.
- We will meet every Monday and Wednesday, 9am-10:20am, in Worrell Hall, 205.

ONLINE:

- I'll provide weekly folders with slides and extra materials you'll find useful.

ON YOUR OWN:

- You will meet with your agency group weekly at a time you arrange for yourselves. These are NOT optional meetings. Every team member should be there, every time.

HOW WE'LL STAY IN TOUCH:

- OFFICE HOURS: (see top of this document)
- EMAIL: UTEP email is the best way to contact me. I check mine every day, and I'll do my best to respond within 24-48 hours of when I see your email. Please email me from your UTEP student account, and put the course number in the subject line. Please state your question clearly, and make sure you include your full name at the end.
- DISCUSSION BOARD: If you have a question you think other students will also have, let me hear it! I can always start a discussion board so you can all share advice and answers.
- ANNOUNCEMENTS: Don't forget to check for them on Blackboard!

VI. 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 perform well in an agency environment. Even though you'll work in teams, not everyone on your team will have the same final grade. Why? Some people simply contribute more than others. Some people let their team down. Again, being proactive in your team role is vital.

Possible Points

Evaluations

- | | |
|--|----|
| a. Peer evaluation (two @ 5 points each) | 10 |
| b. Individual performance (professor's discretion) | 5 |

Timing & Quality

- | | |
|--|----|
| c. Research plan | 5 |
| d. Research summary & campaign premise | 5 |
| e. Creative brief | 5 |
| f. Creative reviews (two @ 5 each) | 10 |
| g. Media planning reviews (two @ 5 each) | 10 |

Campaign Presentation

50

Total	100
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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 two peer evaluations 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 deadlines — on time and with quality work — or you'll find it affects your ability to deliver a good campaign presentation. Late assignments earn no points.

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 or rent them. You'll find they really help you with good checklists and information when you're up against a deadline.

All assignments and projects should have polished grammar, spelling and punctuation.

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. Again, late assignments earn zero points.

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 1, 2022. 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.

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

Highlighted items are graded events. If you don't meet the deadlines, your team will not earn the points.

Jan. 26	Research plan due
Feb. 2	Agency timelines due (project managers)
Feb. 16	Research summary & campaign premise due
Mar. 2	Creative brief due
Mar. 9	First peer review due
Mar. 23	First round creative concepts
Mar 28	Book & slide templates
Mar. 30	First round media planning
Apr. 6	Final round creative concepts
Apr. 20	Final round media planning
Apr. 25	Draft Campaign Book due
Apr. 27	Dress rehearsal
May 11	Final presentation (This is not a finalized date. Very good chance we will do our final presentation on the day assigned to us the week of May 9-13)

VIII. 2022 SPRING WEEKLY SEMESTER PACING: (subject to change)

Please see the weekly course calendar, posted on Blackboard.

VIX. COPYRIGHT NOTICE

Many of the materials used in this course are protected by copyright law. These materials are only for the use of students enrolled in this course, and only for the purpose of this course. It is a violation of copyright law for you to use them for purposes other than this class or to share them with anyone not enrolled in this course. In fact, your own work is copyright protected. In order to share it with future classes, I'll be

asking you to sign a work release toward the end of the course. Other classes have done this so that you can see real examples of how this class went in previous semesters. Students have told me this is a huge help. I hope you'll do the same for future classes.

X. 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 written source material without crediting it. These are violations of copyright law and a violation of UTEP's scholastic honesty policy.

UTEP's scholastic honesty policy:

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

Specific scholastic honesty advice for this class:

Advertising is about creating ideas, not stealing them. Ideas or writing that is not your own original work are completely unacceptable.

If you have a disability:

The Center for Accommodations and Support Services (CASS) is here to help every student get the most from their 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.

XI. COVID-19 PRECAUTIONS

The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org

In our classroom, I encourage you to wear a mask, making sure it covers both your mouth and nose. This is currently a recommendation for all Americans from the CDC, vaccinated or unvaccinated. I am frequently in contact with high risk individuals and I would appreciate your consideration.

I encourage you to get vaccinated and boosted. For more information on UTEP resources, visit this UTEP link, which includes dates and times for Booster clinics at the beginning of the semester.

Assigned seats

For everyone's safety, I'll ask you to sit one seat apart from each other in class. When you meet on your own, I encourage you to work safely with one another.

Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations.

I encourage you to be tested if you feel sick or have been exposed to COVID-19. The City of El Paso's COVID-19 Mega-Testing Site will continue to operate from 8:30 a.m. to 4 p.m. Monday through Sunday on UTEP property at 3333 N. Mesa at Kern Drive. The drive-up site offers nasal or saliva PCR tests. Motorists can access the site from Sun Bowl Drive at Kern Drive. The site includes two dedicated drive-up lanes for UTEP students, employees and their household members who are in the same vehicle. Bring your Miner Gold Card to access the line. No appointment is necessary but participants are encouraged to [pre-register online](#) to save time.

If you have tested positive for COVID-19, please report your results to covidaction@utep.edu, so the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID-19 testing.

If you're considered high-risk according to CDC guidelines and/or you live with people who are considered high risk, you can contact CASS, the Center for Accommodations and Support Services, to discuss temporary accommodations for on-campus courses and activities.

XII. CLASS POLICY:

Attendance:

If you miss more than two classes — excused or unexcused absences — there is a mandatory one-on-one meeting with me, either during my office hours or on Zoom. It's your responsibility to set up this meeting, and until you do, I will continue to count you absent. Excessive absences will result in my dropping you from this capstone course.

People who are successful in advertising show up and do their share of the work. Every project is collaborative, and solid teamwork is highly valued. If you repeatedly miss class

and team meetings, it's unprofessional and it lets down the members of your agency team. It also compromises your team's chances for success.

Because your team is functioning like an agency work team, any member of your team should know where all the members are during meeting times. You will set up your own communication platform and accountability practices.

If you feel that you can't complete the course successfully, please let me know and then contact the [Registrar's Office](#) to initiate the drop process. If you do not, you are at risk of receiving an "F" for the course.

Assignments:

In the advertising world, deadlines are sacred. If your computer breaks down, if your printer needs ink, etc., you adapt and get the job done. All your assignments are team assignments, and it's vital you work together to make sure no assignment is at risk. Neither clients nor I will accept late work. Late assignments earn zero points.

Technology and Classroom Etiquette:

Ensure your UTEP email account is working and that you have access to the Web and a stable web browser. Google Chrome and Mozilla Firefox are the best browsers for Blackboard; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You'll need to have access to a computer/laptop, scanner (or a way to scan a document on your smart phone). You'll need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you don't have word-processing software, you can download Word and other Microsoft Office programs (including Excel, PowerPoint, Outlook and more) for free via UTEP's Microsoft Office Portal. Click the following link for more information about Microsoft Office 365 and follow the instructions.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [UTEP Help Desk](#) since they're trained specifically to help with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!

Netiquette:

Online communication can be challenging. There's no tone of voice, body language or facial expression to give anyone clues about what you mean. Unclear, hasty writing can also cause misunderstandings. Please keep these netiquette (network etiquette) guidelines in mind when you communicate with me and your team. Failure to observe them may result in disciplinary action.

- o Always consider your audience. This is a college-level course; therefore, all communication should reflect polite consideration of other's ideas. Politeness

extends to small things, too. Use a greeting in your emails, for example. “Hello, team.” Rather than launching directly into what you want, such as beginning an email with “Why are we meeting tomorrow?”

- o Be respectful and courteous to your classmates and me at all times. I will not tolerate harassment or inappropriate postings.
- o When reacting to someone else’s message, address the ideas, not the person. Post only what you would comfortably say in a face-to-face situation.
- o Blackboard is not a public internet venue; all postings to it should be considered private and confidential. Whatever you post in these online spaces is for classmates and professor only. Please do not copy documents and paste them to a publicly accessible website, blog, or other space.

Class Recordings:

I will not be recording each class. It’s your responsibility to be in class and on time. In the event you miss a class meeting due to illness or other extenuating circumstances, please catch up via the materials in your weekly Blackboard folders and reach out to your team for any other important information. I do not give you permission to record during class on your own device, which includes images of me, of slides or of classmates.

Student Resources

UTEP provides a variety of student services and support. Familiarize yourself with the bookmarks on the right-hand side of the Blackboard student portal (visible before entering into a course) as well as the resources below.

Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

Academic Resources

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.

Individual Resources

- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.

