

COMM 4335 – 10838 • Advertising Campaigns

Fall 2024 • Professor Sondra Jones

Tuesdays & Thursdays 12:00pm – 1:30 pm • Cotton Memorial Building 306A

Weekly Calendar

(Subject to Change)

Abbreviations:

AD = The Advertising Concept Book

WB = Advertising Campaigns Workbook

TL&A = Truth, Lies & Advertising

AOP = The Art of the Pitch

BB = Blackboard

Units of Instruction:

Unit 1. Setting the Stage for Winning Advertising Solutions:

Team formation, timeline development, research, identifying a problem that advertising can solve (Deliverables: team roster/roles, team charter, timeline, research plan, research summary)

Unit 2. Interpreting Insights:

What did you learn in your research and how do you interpret and develop strategies to solve your client's problems and meet goals? (Deliverables: summary, campaign premise, creative brief, media plan,)

Unit 3. Making and Delivering Effective Campaign Messages:

Develop a media plan and creative concept that reach and engage your audience (Deliverables: Media Plan, Concepts, Creative Executions)

Unit 4. Pitching and Winning: Presentation materials, delivery & judges' critique (Team presentations, Book, slides)

Week	Topics	Reading, Videos and what you will be doing	Assignments Due	Lecture
Week 1 Aug 26-30	Unit 1: Setting the Stage for Winning Advertising Solutions Hello! Syllabus Creating a winning ad agency	Read WB: Ch 1 (on BB) Get to know your team. Determine Agency roles and Agency name Complete 'About Me' Forms	Decide agency roles, name your agency, create roster, and team charter. Due Friday, Aug 30, 11pm (Team submission by Project Manager) "About Me" pdf due Friday, Thursday Aug 29 11pm (Individual submission)	#1 Intro/Syllabus/Working in Teams/Forming your agency/Team charter #2 Agency Roles
Week 2 Sep 2-6 Labor Day Sep 2, UTEP Closed	Unit 1: Setting the Stage for Winning Advertising Solutions Client Reveal! - How research stimulates great creative	Read TL&A: Ch 4 Research Refresher Jacob Gallindo, UTEP Library You'll be planning your research		#3 Asking better questions & creating a research plan Review plan assignment, client reveal, Review timeline
Week 3 Sep 9-13	Unit 1: Setting the Stage for Winning Advertising Solutions - Primary and Secondary Research Digging into data	Read WB: Ch 4 You'll submit your research plan and timeline. You'll dive into conducting research: primary and secondary	Agency Research Plan (Team submission by Account Planner) Project Timeline (Team submission by Project Manager) Both due start of class Thursday, Sep 12	#4 Nuts and bolts: How to Conduct Your Research. Defining the problem to be solved by advertising Review Challenge Doc Review Timelines and Research Plans with each team in Lab

Week	Topics	Reading, Videos and what you will be doing	Assignments Due	Lecture
Week 4 Sep 16-20	<p>Unit 1: Setting the Stage for Winning Advertising Solutions</p> <p>Your brand's position in a competitive landscape</p> <p>What a pitch looks like</p>	<p>Read WB: Ch 5 & 6</p> <p>BB: Pitch video</p> <p>You will keep conducting research: primary and secondary</p> <p>You'll draft your SWOT</p>		<p>No Lecture</p> <p>Lab: Exercise: draft SWOT and Benefits worksheet from WB 5 & 6.</p>
Week 5 Sep 23-27	<p>Unit 2: Interpreting Insights</p> <p>What insights did your research show you?</p> <p>What is a campaign premise?</p>	<p>BB: Pitch video Chick-Fil-A</p> <p>You'll finish up your research: primary and secondary, summarize it and begin to develop your premise.</p>		<p>#5 Research Findings, Insights, Premise</p> <p>Review Research summary and campaign premise</p>
Week 6 Sep 30-Oct 4	<p>Unit 2: Interpreting Insights</p> <p>Writing the Creative Brief</p>	<p>Read TL&A: Ch 5, The Brief</p> <p>Compile, analyze and finalize your research. Develop your campaign premise.</p> <p>Begin creative brief!</p>	<p>Research Summary & Campaign Premise Due 11 PM Friday Oct 4 (Team submission by Account Planner)</p>	<p>#6 "All Creative Briefs Great and Small" or "What goes into a banger brief and why do you even need one?"</p> <p>Review CB assignment</p> <p>Lab Exercise from TL&A Ch 5</p>
Week 7 Oct 7-11	<p>Unit 3: Making and Delivering Effective Campaign Messages</p>	<p>You'll write your creative brief and rework your campaign</p>	<p>Creative Brief Due 11 PM, Friday Oct 11, 11pm (Team submission by Account Planner)</p>	<p>#7 Creative refresher from 3333</p> <p>Reminder about Peer</p>

Week	Topics	Reading, Videos and what you will be doing	Assignments Due	Lecture
	How to Be Creative	premise.		reviews coming up
Week 8 Oct 14-18	Unit 3: Making and Delivering Effective Campaign Messages Great concepts begin with QUANTITY (This phase begins when brief is approved)	WATCH BB: Pitch Video: Whole Foods (good strategy beats pretty creative) READ AD: Ch 6 Generating Strategies & Ideas READ AD: Ch 5 The Tagline	Rework of Research Summary, Campaign Premise and Creative brief due Thursday Oct 17, 11pm (Team submission by Account Planner) Peer Review #1 Due 11 PM Friday Oct 18 (Individual submission)	#8 Types of concepts and strategies Review concept assignment AD Ch 5 & 6 Lab Exercise on concepting6
Week 9 Oct 21-25	Unit 3: Making and Delivering Effective Campaign Messages Developing the Media Plan Prof meets with teams to help guide media and creative	Read WB: Ch 9, Media Read AD: Review Ch 7-12; a review of diverse types of media and how to identify what media are best for your campaign	First Round Creative Concepts Due 11 PM, Friday, Mar 22 (Team submission by CD)	#9 Everybody loves Media Planning: a refresher Review Media Plan assignment Lab exercise: from WB
Week 10 Oct 28-Nov 1 Nov 1 is the last day to drop this class with a "W"	Unit 3: Making and Delivering Effective Campaign Messages Prof meets with teams to help guide media and creative	Read BB: Tips for Writing Your Campaign Plan Book Make the creative Write and design the book	First-round media planning Friday Nov 1, 11pm (Team submission by Media Planner) Final creative concepts Due 11 PM Friday Nov 1, 11pm	#10 Media Measurement: Your client WILL ask, "how do we measure this campaign's effectiveness?" Review Book and slide assignment

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		Work on your slides	(Team submission by Creative Director)	
Week 11 Nov 4-8	Unit 3: Making and Delivering Effective Campaign Messages Refining the Concept and Media Plan	You'll be developing the creative: You'll write and design the presentation book and work on slides You'll be developing your media plan	Book & Slide templates Due start of class Thursday Nov 7 (Team submission by Graphic Designer) Final Concept: How it extends to media. Due 11:00 PM Friday Nov 8 (Team submission by Project Manager)	Review concepts, media plan assignments, Plans book How developed should your presentation ideas be?
Week 12 Nov 11-15	Unit 3: Making and Delivering Effective Campaign Messages Refining the Concept and Media Plan	You will be developing your media plan and creative concepts. You'll be working on the presentation	Final Media Plan Due 11 PM, Friday Nov 15, (Team submission by Media Planner)	Guest lecturer on presenting (Mike Edwards) Review timeline and deliverables for remaining project
Week 13 Nov 18-22	Unit 4. Pitching to Win Presenting your work	Read AOP Ch TBD You'll polish creative, polish media, polish everything.		#10 Presenting your work Lab Exercise: AOP presenting

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Week 14 Nov 25-29 Thanksgiving Week. UTEP closed Nov 28-29.	Unit 4. Pitching to Win Creative assets & presenting skills	AD Ch 14: Presenting and Selling your Work Polish creative, polish media, polish everything Develop your presentation skills Maker Week		No lecture Exercise on presenting Review book printing specs and deadlines to printer
Week 15 Dec 2-6 Last day of classes Dec 5 Dead Day - Dec 6	Unit 4. Pitching to Win Presentation Rehearsal Work on Campaign Presentation Print your book	Provide a Draft Campaign Book PDF to me on Tuesday in class You'll be making your work and your presentation SPECTACULAR!	Draft Book PDF Due TUESDAY start of class (Team submission by Graphic Designer) Dress Rehearsal TUESDAY Dec 3 (Whole team participates) Schedule subsequent Individual Team rehearsals on your own Peer Eval #2 and Student Release Form due Thurs. Dec 5, 11pm (Individual submissions)	No lecture Rehearsal
Week 16 Dec 9-13 Finals Week	Final Presentation	Bring 4 hard copies of your campaign book to the final	Final Presentation: Tuesday, Dec 10 1:00 pm (Whole team participates)	

Week	Topics	Reading, Videos and what you will be doing	Assignments Due	Lecture
			Upload your book and slides to the assignment by 11 pm, Dec 9 (Project Manager submits)	