

COMM 4335 – 10973 • Advertising Campaigns

Fall 2023 • Professor Sondra Jones

Tuesdays & Thursdays 10:30 – 11:50 • Hudspeth Hall Room 213

Weekly Calendar

(Subject to Change)

Abbreviations:

AD = The Advertising Concept Book

WORK = Advertising Campaigns Workbook

TL&A = Truth, Lies & Advertising

BB = Blackboard

Yellow Highlights = Assignment Due

Email Weekly Meeting Notes to skjones@utep.edu by start of class on TUESDAYS

Week	Topics	Reading	Assignments Due	Notes
Week 1 Aug. 28- Sep. 1	Hello! Syllabus Forming Your Advertising Agencies	WORK: Ch 1 (on BB)	Decide agency roles Name your agency Agency rosters due Friday, Sep. 1, 11pm	Optional assignment: Solve this client's problem Due Sep. 1, 11pm About You PDF due Aug 29, 11pm
Week 2 Sep. 4 –8	Client Reveal! – Research Refresher - Jacob Gallindo, UTEP Library	TL&A: Ch 4 How research stimulates great creative AD: Intro	Agency Research Plan Due Thursday Sep. 7, 11pm.	
Week 3 Sep. 11 - 15	Research nuts and bolts – Defining the	WORK: Ch 4 Gathering Info	Project managers: timelines due start of class Wednesday Sep. 13	You should be conducting research:

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	problem			primary and secondary
Week 4 Sep. 18 - 22	Watch a previous pitch – What is a campaign premise?	WORK: Ch 5 & 6 BB: Pitch video		You will be conducting research: primary and secondary
Week 5 Sep. 25 - 29	Account Planning: the brief What makes a great brief?	TL&A: Ch 5, The Brief AD: Ch 2		You will be conducting research: primary and secondary
Week 6 Oct. 2 - 6		BB: Pitch video Chick-Fil-A	Research Summary & Campaign Premise Due 11 PM Wednesday, Oct. 4	Compile, analyze and finalize your research. Develop your campaign premise. Begin creative brief!
Week 7 Oct. 9 - 13	How to Be Creative What a concept should look like		Creative Brief Due 11 PM, Oct. 11 Research Summary & Campaign Premise graded, but requested rework, due Wed, Oct. 18	You'll be finalizing your creative brief and reworking your campaign premise.
Week 8 Oct. 16 - 20	Creative Concepting (begins when brief is approved)	BB: Pitch Video: Whole Foods (good strategy beats pretty	Peer Review Due 11 PM Wednesday, Oct. 18	Concepting: quantity is how you get quality

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		creative) AD: Ch 6 Generating Strategies & Ideas AD: Ch 5 The Tagline	Rework of Research Summary and Campaign Premise due Wednesday Oct. 18	
Week 9 Oct. 23 - 27	Media strategy refresher		First Round Creative Concepts Due 11 PM Wednesday, Oct. 25	
Week 10 Oct. 30 – Nov. 3	Prof meets with teams to help guide media and creative	WORK: Ch 9, Media AD: Review Ch 7-12; a review of different types of media in a campaign	Book & Slide templates Due 9 AM Monday, Oct. 30 First-round media planning Due 11 PM Wednesday, Nov. 1	November 3 is the last day to drop this class with a “W”
Week 11 Nov. 6 - 10	Prof meets with teams to help guide media and creative	Posted Reading in BB: Tips for Writing Your Campaign Plan Book	Final creative concepts Due 11 PM Thursday, Nov. 9	Make the creative Write and design the book Work on your slides
Week 12 Nov. 13 - 17	Creative & Media Refinement	BB: Chuy’s Presentation	Final Concept: How it extends to media. Due 11:00 PM Friday Nov. 17	Make the creative Write and design the book Work on slides
Week 13 Nov. 20 - 24	Creative & Media	AD Ch 14: Presenting and	Final Media Planning Due 11	Thanksgiving Nov. 23.

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	Refinement	Selling your Work	PM, Tuesday. Nov 21	UTEP closed Nov. 24
Week 14 Nov. 27 – Dec. 1	Creative & Media Refinement			Polish creative, polish media, polish everything
Week 15 Dec. 4 - 8	Dress Rehearsal Work on Campaign Presentation		Draft Book PDF Due Monday in class Dress Rehearsal Wednesday, Dec. 6 Peer Eval #2 due Thurs. Dec 7, 11pm Student Work Release Due Thurs. Dec 7, 11pm	Provide a Draft Campaign Book PDF to me on Tuesday in class Your chance to make it sing!
Week 16 Finals Week Dec. 11 - 15	Final Presentation		Final Presentation: Tuesday Dec 12 1:00 pm Upload your books to the assignment by 11 pm Dec. 11	Bring at least 4 hard copies of your campaign book to the final