

COMM 4335 – 23287 • Advertising Campaigns

Spring 2023 • Professor Sondra Jones

Tuesday & Thursday 10:30-11:50 • Health Science/School of Nursing 215

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

Week	Topics	Reading	Assignments Due	Notes
Week 1 Jan. 17 – Jan. 20	Hello! Syllabus Forming Your Advertising Agencies	WORK: Ch 1 (on BB)	Decide agency roles Name your agency Agency rosters due Friday, Jan. 20, 11pm	Optional assignment: Solve this client's problem Due Jan. 20, 11pm About You PDF due Jan. 20 11pm
Week 2 Jan. 23 – Jan 27	Client Reveal! – Online Research Refresher - Jacob Gallindo, UTEP Library	TL&A: Ch 4 How research stimulates great creative AD: Intro	Agency Research Plan Due Monday Jan. 30, 11pm.	
Week 3 Jan. 30 – Feb. 3	Research nuts and bolts – Defining the problem	WORK: Ch 4 Gathering Info	Project managers: timelines due start of class Thursday Feb. 1	You should be conducting research: primary and

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				secondary
Week 4 Feb. 6 – Feb 10	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 Feb. 13 – Feb. 17	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 Feb. 20 – Feb. 24		BB: Pitch video Chick-Fil-A	Research Summary & Campaign Premise Due 11 PM Thursday, Feb. 23	Compile, analyze and finalize your research. Develop your campaign premise. Begin creative brief!
Week 7 Feb. 27 – Mar. 3	How to Be Creative What a concept should look like		Creative Brief Due 11 PM, Mar. 2 Research Summary & Campaign Premise graded, but requested rework, due Mar. 8	You'll be finalizing your creative brief and reworking your campaign premise.
Week 8 Mar. 6 – Mar. 10	Creative Concepting (begins when brief is approved)	BB: Pitch Video: Whole Foods (good strategy beats pretty creative)	Peer Review Due 11 PM Wednesday, Mar. 9	Concepting: quantity is how you get quality

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		AD: Ch 6 Generating Strategies & Ideas AD: Ch 5 The Tagline		
Spring Break Mar. 13 – Mar. 17	Enjoy your break! Come back ready to work.			
Week 9 Mar. 20 – Mar. 24	Media strategy refresher	WORK: Ch 9, Media AD: Review Ch 7-12; a review of different types of media in a campaign	First Round Creative Concepts Due 11 PM Thursday Mar. 23	
Week 10 Mar. 27 – Mar. 31	Prof meets with teams to help guide media and creative	Posted Reading in BB: Tips for Writing Your Campaign Plan Book	Book & Slide templates Tuesday Mar. 28 11pm First-round media planning Due 11 PM Thursday Mar. 30	
Week 11 Apr. 3 – Apr. 7	Prof meets with teams to help guide media and creative	BB: Chuy's Presentation	Final creative concepts Due 11 PM Thursday, Apr. 6	Make the creative Write and design the book Work on your slides
Week 12 Apr. 10 – Apr. 14	Creative & Media Refinement	AD Ch 14: Presenting and	Final Concept: How it extends to media.	Make the creative

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		Selling your Work	Due 11:00 PM Thursday, Apr. 13	Write and design the book Work on slides
Week 13 Apr. 17 – Apr. 21	Creative & Media Refinement	WORK: Ch 10: Pitch help	Final Media Planning Due 11 PM, Thursday, Apr. 20	
Week 14 Apr. 24 – Apr. 28	Creative & Media Refinement			Polish creative, polish media, polish everything
Week 15 May 1 – May 5	Dress Rehearsal Work on Campaign Presentation		Draft Book PDF Due Tuesday in class Dress Rehearsal Thursday, May 4 Peer Eval #2 due Thursday, May 4, 11pm Student Work Release Due Thurs. Thursday, May 4, 11pm	Provide a Draft Campaign Book PDF to me on Monday in class Your chance to make it sing!
Week 16 May 8 – May 12	Final Presentation		Upload your books to the assignment by 11 pm May 9 Final Presentation: Wednesday May 10	Bring at least 4 hard copies of your campaign book to the final