

Advertising Campaigns

JOUR 4328-001

Spring 2019

MW 2:20-3:45PM 106 MJ

Sandra H. Utt

334A Meeman Journalism Building (901) 678-4795 (work)

(901) 628-2553 (cell)

sutt@memphis.edu (email)

COURSE REQUIREMENTS**CATALOG DESCRIPTION:**

Development of an integrative campaign and its execution in include all advertising and promotion applications.

PREREQUISITE:

JOUR 3324, 4326, 4327

TEXTBOOKS:

None

PURPOSE OF COURSE:

The course is designed to equip students to perform the following: analyze the advertising situation, write advertising and promotional goals, develop creative and promotional goals and strategies, execute all creative (radio, outdoor, television, print, sales promotions applications) and prepare a 20-minute presentation.

Grading:

Chapters, creative executions, slides, music, speech, etc.	50%
Mid-term test/questions that judges might ask	20%
Quizzes/Weekly online posting	5%
Portfolio	10%
Elevator Pitch	10%
Peer Evaluations	5%

A=90% of total possible

B=80% of total possible

C=70% of total possible

D=60% of total possible

Pluses and minuses will be given.

CLASSROOM FORMAT:

The class will be presented in seminar format. Because of the amount of work and also because the nature of the course is to make this class as real to life as possible, all students will work in groups. Groups will be expected to meet outside of class on a regular basis. There will also be time to meet during class; therefore, class attendance and being on time is mandatory.

The campaign must be submitted in two parts—Plans Book and the Presentation.

The Plans Book includes:

- Situation Analysis
- Target Audience
- Supporting Research
- Marketing
- Creative
- Media
- Integrative Communication Tactics
- ROI
- Evaluation Plan
- Sources

The Presentation is a 20-minute multimedia slide show that includes components of the Plans Book and all creative executions. The creative executions, including advertising and integrative communication tactics, will be written and produced. Print components could be mounted. Creative production will be based entirely on what creative is needed. In other words, a radio spot will only be produced if radio is needed.

TIMETABLE #1

Jan. 14	Bring hot dog stuff to class
Jan. 18	100 taglines due by Midnight (email to Utt/Haught)
Jan. 19/20	Leaders meet with Utt
Jan. 21	MLK/No class
Jan. 24	Memphis AdFed meeting
Jan. 25	First draft of media by Midnight (email to Utt) Must know buys that require creative Creative manifesto and "Big Idea" due by Midnight (email to both) Drafts of SA, TA, MK, SR due by Midnight (email to both)
Jan. 26/27	Leaders meet with Utt
Jan. 28	Student AdFed meeting/4PM/106 MJ
Feb. 1	Experiential ideas/budget due by Midnight (email to both) Ideas for evaluation and ROI due by Midnight (email to Utt) (Leaders' responsibility) Draft Plans Book template due
Feb. 2-3	Leaders meet with Utt/Superbowl
Feb. 8	Next draft of everything due by Midnight (email to Utt/Haught) Final Plans Book template due
Feb. 9/10	Leaders meet with Utt
Feb. 17	Leaders meet with Utt
Feb. 22	Final draft of words due by Midnight (email to Utt/Haught)
Feb. 23	MAF ADDY Awards. Students will be asked to help. Information to follow
Feb. 23-24	Leaders meet with Utt (if needed)
Feb. 25	Student AdFed meeting 4PM/106 MJ
Feb. 27	All creative executions produced
March 1	Book and creative finished, including links
March 2-10	Spring break. Write speech/Utt's house
March 11	Final Peer Evaluation Mid-term test/Potential judges' questions. Open Plans Book and speech
March 13	Audition for Presentation team/everyone Plans Book edit due in class
Week of March 18	Work on Power Point Presentation Begin practicing speech
March 20	Deadline to upload Plans Book by 5PM ET Deadline to submit online Student Participation Conduct Form
March 21	Memphis AdFed meeting
March 22	Alpha Delta Sigma honorary deadline
March 25	Student AdFed meeting 4PM/106MJ
March 29	Power Point presentation finished. All creative for easels finished
April 4, 5, 6, 7	Practice presentation
April 11-14	7th district NSAC competition in Mobile, AL Take Reminder Sheet and Flash drive
April 15	Final Peer Evaluation
April 15	Elevator Pitch Student AdFed meeting/4PM/106 MJ

April 17	Finish Elevator Pitch
April 18	11:30AM/Present to Memphis AdFed
April 18 or 24	JRSM Banquet
April 24	Last day of class. / Online portfolio due
April 26	Study Day
May 8-9	Semi-finals (if Memphis wins)
June 5-8	Finals / AAF National Conference/Hollywood, FL

FIVE PILLARS FOR ADVR4328

- *Professionalism*: Students learn the professional standards and strategies of planning a strategic integrated marketing campaign.
- *Writing*: Students write, design a campaign plan book and write a 20-minute presentation.
- *Multimedia*: Students prepare a multimedia campaign, including plans book, 20- minute presentation, which they present to the client and a panel of advertising professionals.
- *Critical Thinking*: Students must demonstrate an understanding of marketing, advertising, promotions, media and evaluation objectives and strategies by planning a complete campaign.
- *Media Literacy*: Students are exposed to the vocabulary and tools of the advertising industry. Students conduct research to solve a client's communication problem and apply the gathered information beneficial for strategic campaign planning.

ASSESSMENT PROFESSIONAL VALUES AND COMPETENCIES FOR ADVR4328:

- Students will demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Students will think critically, creatively and independently.
- Students will conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Students will write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Students will apply tools and technologies appropriate for the communications professions in which they work.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):

Students will:

- Conceptualize the structure of an advertising campaign.
- Understand the role cooperation plays in achieving success or failure in group and deadline-sensitive projects.

Performance Standards to Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

Students will:

- Apply social science and communication theory to solve problems.
- Apply the advertising process to solve problems for a client.
- Plan and budget a campaign.
- Work as a member of team or work group.
- Use group processes to produce decision options.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR ADVR4328:

Awareness:

- Student learn the components of an integrated communication campaign: executive summary, situation analysis, target audience identification, marketing objectives and strategies, IC objectives, strategies and tactics, media, budget and evaluation.

Understanding:

- Students understand how the components of an integrated communication campaign can achieve the client's goals.

Application:

- Student write, design and upload a 24-page campaign Plans Book, produce a minute multimedia presentation, including creative components and present it to a panel of advertising professionals.

JOURNALISM AND STRATEGIC MEDIA POLICIES

PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix, or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

EMAIL:

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

COURSE REPETITION:

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

ACADEMIC INTEGRITY:

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism/mass media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

DEADLINES:

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

DISABILITY:

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

STUDENT SUPPORT:

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.