

Campaigns Implementation & Evaluation

STRM 4295-001, 6295-001

Spring 2025

MW 2:20-3:45 p.m., Meeman Journalism 106

Matthew J. Haught, Ph.D.

Office: 300B Meeman Journalism Building

Office Hours: 9:30 a.m.-noon, Tuesday and Thursday and by appointment

Phone Number: 901-678-2402

Email: mjhaught@memphis.edu

COURSE REQUIREMENTS

Catalog description

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

Prerequisites

STRM 4290

Textbooks, Software and Required Materials

None

Required Cost: \$75 (includes AAF membership {\$55} and local AdFed Memphis {\$20} membership)

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.

Accessing the course website

1. Go to the University of Memphis online learning page: <https://memphis.instructure.com/>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for STRM 4295 to enter your course and read the instructions on the welcoming page

Course Requirements

The course is designed to equip students to perform the following: analyze the communication situation, write communication 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.

Graduate Requirement: Graduate students will create a graduate project report, which will include a summary of the project-work performed during the semester, an indication of their contribution to the project, and an evaluation of the overall experience.

Grading

Assignment categories and points or percentage weights.

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%

B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%

C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%

D+ = 66.5-69.4%; D = 59.5-66.4%

F 0-59.4%

COURSE SCHEDULE

(Schedule is tentative and subject to change as necessary. Non-Changeable dates are noted in red.)

Week 1, Jan. 22

Case Information Review, Group/Team Determinations, Four-step process review, PESO review

Week 2, Jan. 27 & 29

Research and planning, Goals, objectives, strategies, tactics, Creative messaging

Week 3, Feb. 3 & 5

Media channels, Media Planning, Budgeting

Week 4, Feb. 10 & 12

Budgeting

Week 5, Feb. 17 & 19

Return on Investment, Evaluation metrics

Week 6, Feb. 24 & 26

Creative workshop

Week 7, March 3 & 5

Creative workshop

Week 8, March 10 & 12 SPRING BREAK

Week 9, March 17 & 19

Presentations/pitching

Week 10, March 24 & 26

Plan Book Finalization

Reference Materials Finalization (Creative, Media, & Budget)

MARCH 28: Materials Due (NSAC plans books which include strategy and two media pages, a maximum of five non-video creative pieces, any original video content that will be shown in the presentation must be submitted electronically to National by 3 pm ET)

Week 11, March 31 & April 2

Speech writing, practice

Week 12, April 7 & 9

PPT Finalization

Speech Memorization

April 10-13: Presentation Delivery

District 7 Competition: University of Alabama, Tuscaloosa, Alabama

Week 13, April 14 & 16

Post Event Discussions

Recap, J+SM Pro Week

Week 14, APRIL 21 & 23

Portfolios

Week 15: APRIL 28 & 30

Elevator pitches

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in STRM 4295

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.

- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work
- Effectively and correctly apply basic numerical and statistical concepts.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current 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)

- Conceptualize the structure of an advertising campaign.
- Describe and apply the advertising process—research, planning, message development, communication, and evaluation.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Apply the advertising process to solve problems for an identified client(s).
- Apply the terminology, techniques and procedures used in advertising, branding, and communications.
- Develop a campaign, proposal, and “client pitch” that solves an actual advertising problem for an identified client(s).

How assessment of student learning will be met

Awareness

- Recognize the components of an integrated advertising campaign: executive summary, situation analysis, target audience identification, marketing objectives and strategies, communications objectives, strategies and tactics, media, budget and evaluation.

Understanding

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

Application

- Create a campaign plan book, and produce a "pitch book, and produce a "pitch presentation," including strategic and creative/tactical recommendations, and present it to a panel of advertising professionals.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

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

AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The

assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

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

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.