

## **Advertising Campaigns**

JOUR 4328-001

Spring 2017

MW 2:20-3:45PM

106 MJ

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### **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	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
- 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. 18	Update Case and discuss groups/Bring Tai Pei stuff to class
Jan. 19	Memphis AdFed meeting
Jan. 21/22	Meet
Jan. 27	First draft of media by Midnight Creative brief and "Big Idea" due by Midnight Final draft of SA, TA, MK, SR due by Midnight
Jan. 28/29	Meet
Jan. 30	Student AdFed meeting/4PM/106 MJ
Feb. 1	Ideas for all of the IC (sponsorships, special events, promotions, PR, social media, etc.) due by Midnight Ideas for evaluation due by Midnight
Feb. 5	Meet/ Superbowl
Feb. 6	ADS deadline
Feb. 8	Next draft of everything due by Midnight Plans Book template due
Feb. 11/12	Meet
Feb. 13	Class will meet
Feb. 15	No class
Feb. 20	Student AdFed meeting 4PM/106 MJ
Feb. 22	Next draft of everything due by Midnight
Feb. 24	All creative executions produced
Feb. 25	ADDYS...AAF/Memphis needs volunteers to set up show in AM and after to take it down.
Feb. 27	Next draft of everything as needed due by Midnight
March 3	Book and creative should be finished, including links
March 3	Alpha Delta Sigma honorary deadline
March 4-11	Spring break Write speech
March 13	Final Peer Evaluation for group #1 Mid-term test. Open Plans Book and speech
March 15	Audition for Presentation team/everyone
Week of March 20	Work on Power Point Presentation Begin practicing speech
March 24	Deadline to upload Plans Book by 5PM ET (Suggest we upload earlier) Deadline to submit online Student Participation Conduct Form. Deadline to upload Reminder Sheet by 5PM ET (Suggest we upload earlier)
March 27	Student AdFed meeting 4PM/106MJ
Week of March 27	Finish Power Point presentation
April 3, 4, 5	Practice presentation
April 6-8	7th district NSAC competition in Baton Rouge
April 10	Final Peer Evaluation for group #2
April 17	Elevator Pitch Student AdFed meeting/ 4PM/106 MJ
April 20	11:30AM/Present to Memphis AdFed
April 26	Last day of class Online portfolio due
April 27	Journalism Awards Banquet/University Club/6PM Study Day
June 8-10	AAF National Conference/New Orleans

## **FIVE PILLARS FOR JOUR4328**

- *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 JOUR4328:**

- 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 JOUR4328:**

### *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 20-minute multimedia presentation, including creative components and present it to a panel of advertising professionals.

## **PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

## **ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation.

Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness*: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding*: assimilation and comprehension of information, concepts, theories and ideas.
- *Application*: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

## **DEPARTMENT 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. Students are to begin the portfolio in JOUR 2121 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but 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 life, via a common email service, such as Gmail or Yahoo.

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 Storify 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:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

**MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to 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). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

**CHEATING:**

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

Further, as this is a journalism/mass communication 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:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUIID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

**DEADLINES:**

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your 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 should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please 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. Mass communications 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.