

ADPR 5740
Advertising Campaigns
Fall 2009

Dr. Jennifer Griffith
Rm. 247 Journalism Bldg.
Phone: 542-9128
e-mail: jenni11@uga.edu
Office hours: MWF 1:15 – 2:15 p.m.

Class location: 275 Miller Learning Center
Time: MWF 2:30 – 3:20 p.m.

Course objectives: This course is designed to give students an integrated and comprehensive learning experience in advertising and promotion decision making. Working in three teams, students will approach the problem as an advertising agency would work for a client. By the end of the course, each team will:

1. Analyze marketing/advertising problems accurately, based on a thorough situation analysis.
2. Determine a realistic marketing, advertising, and promotion strategy.
3. Set realistic advertising and promotion objectives and budgets.
4. Plan effective communication message/media/budgeting strategies and tactics that solve well-defined problems.
5. Develop and test message executions to determine if they communicate effectively with target markets.
6. Plan and prepare media programs to reach target audiences efficiently and effectively.
7. Determine optimum advertising and promotion budgets.
8. Specify appropriate means to evaluate and control advertising/marketing programs.
9. Write a comprehensive report and make a formal oral presentation.

Prerequisites: All majors MUST have completed Journalism 3100, 3110, and 3120, 3130. The 5710 course must be completed or you must be currently enrolled. Non-majors will only be allowed into the course with consent from the instructors.

Course materials:

Text: Parente, Donald E. *Advertising Campaign Strategy: A Guide to Marketing Communication Plans*. 4th edition. While this text is not required for the course, it is an excellent resource

Past campaigns plans books: Plans books from classes past will be on hand for format/content reference. Please keep in mind that you will submit six copies of your plans book to the judges, the client, and me at the end of the semester. Your team members will

share the cost of printing these books.

E-mail: Each member of the class must give me the best e-mail address to use to contact him or her. I will collect these at our first meeting and then create a listserv for our class. Each team should construct its own listserv to use during the semester as well.

Course structure:

This is a capstone course, and its structure requires that most of the work be done outside the classroom. Think of this as an agency setting. Your team will conduct research, draft a strategy, brainstorm, select IMC vehicles, and create executions as a cohesive group that employs constant communication throughout the process. Given that we have only a limited time to create a campaign for the client, you must be dedicated to the process and keep up with things as they move along. Some days, the entire class will meet for lectures and discussion, while other days during the semester will be devoted to team meetings, either with me or on your own. The specifics are noted on our class schedule. **Attendance and participation at all class and team meetings is mandatory.** Most of the work for this course happens outside the classroom, and you must be available when our entire class meets and when your team meets to discuss and work on the project. It is inappropriate to schedule trips, vacations, and other extracurricular events during the semester when you need to be here to meet the requirements of this course. **Chronic failure to attend classes and/or team meetings will result in the lowering of your course grade by at least one letter grade.**

Teams: Our class will be separated into three teams. I will assign agency positions based, as much as possible, upon interest and skills in various areas. Each team will have two Account Executives who will be the team leaders.

Course Deliverables: Drafts of plans book – Throughout the semester, I will look and critique drafts of the materials that will go into your plans book.

Plans books: Each team will turn in six copies of their integrated marketing plans books, containing everything from your research to your finished executions. You will also turn in a CD that contains the .pdf file for your book. The plans book will be a major factor in determining how well you do in the course

Presentation: Additionally, you will give a professional, 30-minute presentation that sums up all the work that you have done, followed by a 10-minute Q&A session by a panel of judges and, possibly, our client. In many cases the success of your presentation rests on your ability to respond thoughtfully, intelligently, and thoroughly to questions. Your attendance at the final presentation is mandatory; consider it your oral final exam for the course! Failure to

attend the final presentations will result in your failing the class.

Course evaluation process:

Grades are based on 3 key areas: 1) the quality of the final marketing plans book, including informational and strategic content as well as aesthetics, 2) the formal presentation to the client/judges' panel and team performance during the Q&A session, and 3) peer evaluations by your teammates, given at three points in the semester. Areas 1 & 2 are indicative of the group's work as a whole, while peer evaluations are used to evaluate the individual's work within the group. Thirty percent (30%) of your grade will be based on your instructor's evaluation of your marketing plans book. Another twenty percent (20%) will be based on the presentation to the client and judges. The final fifty percent (50%) will be awarded on the basis of peer evaluations. Peer evaluations are extremely important! To succeed in this course, you must work cooperatively and productively with your team, and it is imperative that you pull your own weight on the team. If the group produces "A" work, and your peer evaluations indicate that you contributed "C" work, your final grade will reflect your team members' assessments of your efforts. Likewise, if your team produces an "A" book to which you have contributed "F" effort, it will NOT average out to a B or C. Please note, if you receive a failing grade on your peer evaluations, you will not receive a passing grade in the course. If your team experiences any difficulties working together, please come to me as soon as possible so that I might facilitate your resolution of the problem. If a problem does arise, whether with group dynamics or personal issues it is YOUR responsibility to come to me in a timely fashion (long BEFORE the evaluation process occurs) so that considerations can be made and damage controlled. Do NOT come to me AFTER you receive your final grade in the class and expect to make a special case. **Also, keep in mind that repeated absences from class and team meetings will result in the lowering of your course grade by at least one letter grade.**

Academic Honesty Policy:

All academic work must meet the standards contained in "A Culture of Honesty." Each student is responsible for informing him or herself about those standards before performing any academic work. All of your work in this course must meet the standards contained in "A Culture of Honesty." You can read UGA's complete statement and policies about academic integrity on the web: http://www.uga.edu/ovpi.academic_honesty/sect01.htm . In keeping with these policies, you may not consult with any other faculty member about the projects assigned in this course without obtaining permission from me prior to approaching the other instructor, nor are you to allow anyone, including student lab assistants and faculty members, to do any of the conceiving, writing, or design work on your projects for you. If you are aware of a climate that promotes academic dishonesty or a situation in which these rules have been violated, please notify me or call 706-542-0432.

Students with disabilities:

The University of Georgia and the Grady College of Journalism and Mass Communication are committed to providing equal educational opportunities for qualified students in accordance with state and federal laws, including the American Disabilities Act. For more information, see <http://www.uga.edu/stuact/handbook/stuaffairs/disability.html/>

TENTATIVE CLASS SCHEDULE

Please note: This syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. These departures will be announced either in class or via e-mail. Our schedule indicates the days we will meet as a class for lectures and/or information sessions. Also, you will notice that several of the dates are simply marked "Teams." On these dates, the teams will be working on the case, either in or outside of class.

Monday 8/17 – Introduction to the course and the case.

Wednesday 8/19 – Organization of teams. Discuss what goes into the plans books.

Friday 8/21 – Rob Marbury from Max20 Advertising joins us to talk about the case.

Monday 8/24 – Situation Analysis/Research lecture

Wednesday 8/26 – Teams

Friday 8/28 – Teams. Research plans due to Dr. Griffith by 5:00 p.m.

Monday 8/31 – Strategy and Objective Setting lecture.

Wednesday 9/2 – Teams

Friday 9/4 – Teams. Marketing Objectives, Strategy, & Rationale draft & Proposed Budget due to Dr. Griffith by 5:00 p.m.

Monday 9/7 – Labor Day holiday.

Wednesday 9/9 – Creative Strategy and Creative Briefs lecture

Friday 9/11 – Teams. Advertising Objective, Strategy & Rationale due to Dr. Griffith by 5:00 p.m.

Monday 9/14 – Creative cont. lecture.

Wednesday 9/16 – Teams

Friday 9/18 – Teams. Creative Brief due to Dr. Griffith by 5:00 p.m.

Monday 9/21 – PR & Promotions lecture.

Wednesday 9/23 – Teams

Friday 9/25 – Teams. Campaign Message & Strategy due to Dr. Griffith by 5:00 p.m.

Monday 9/27 – Media lecture.

Wednesday 9/29 – Teams

Friday 10/2 – Drafts of first ½ of plans books due.

Monday 10/5 – Entire class meets to check in with Dr. Griffith and get feedback on plans books drafts.

Wednesday 10/7 – Teams

Friday 10/9 – Teams

Monday 10/12 – Entire class meets to check in with Dr. Griffith

Wednesday 10/14 – Teams

Friday 10/16 – Teams. PR and Promotions plans due to Dr. Griffith by 5:00 p.m.

Monday 10/19 – Entire class meets to check in with Dr. Griffith

Wednesday 10/21 – Teams

Friday 10/23 – Teams. Media Plans due to Dr. Griffith by 5:00 p.m.

Monday 10/26 – Teams

Wednesday 10/28 - Teams

Friday 10/30 – Fall break

Monday 11/2 – Entire class meets to check in with Dr. Griffith. Evaluation lecture.

Wednesday 11/4 – Teams

Friday 11/6 – Teams. Evaluation plan due to Dr. Griffith by 5:00 p.m.

Monday 11/9 – Teams

Wednesday 11/11 – Teams

Friday 11/13 – Draft of second ½ of plans books due.

Monday 11/16 – Entire class meets to check in with Dr. Griffith and get feedback on drafts of plans books.

Wednesday 11/18 – Teams

Friday 11/20 – Teams

THANKSGIVINGTHANKSGIVINGTHANKSGIVINGTHANKSGIVING BREAK

Monday 11/30 – Entire class meets to check in with Dr. Griffith

Wednesday 12/2 – Plans books due at Athens Blueprint

Friday 12/4 – Presentation lecture

Monday 12/7 – Last day of class. Teams

Thursday 12/10 – Presentations, 3:30 – 6:30 p.m.

Fini!

PEER EVALUATION FORM

Please do this evaluation without consulting other members of the team. The purpose is to provide me with your well-considered judgments of the others in your group. Do not include yourself in this evaluation.

There are four criteria used in the evaluation; they are shown below. Please consider all of these criteria when evaluating each group member. Make every attempt to be honest and fair in your assessments. Each student in your group may be given a maximum of 100 points. A ninety to one hundred- is the equivalent of an "A", an eighty to an eighty-nine is the equivalent of a "B," etc. **Make sure you assign a numerical grade to each member of your team.**

If you have any questions about how to do this, please ask the instructor.

Evaluation criteria:

- Contribution of time
- Contribution of ideas
- Technical quality of work (timely and thorough)
- Ability to cooperate in the group

Grading Scale:

Course grades:

92-100	=	A	(4.0)
90-91	=	A-	(3.7)
88-89	=	B+	(3.3)
82-87	=	B	(3.0)
80-81	=	B-	(2.7)
78-79	=	C+	(2.3)
72-77	=	C	(2.0)
70-71	=	C-	(1.7)
60-69	=	D	(1.0)
< 60	=	F	(0.0)

Team Member Evaluations

Student Name	Points	Additional Comments
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____
10.	_____	_____
11.	_____	_____
12.	_____	_____
13.	_____	_____
14.	_____	_____

Your signature:
Additional Comments:

Your name (printed):