



ADVERTISING CAMPAIGNS AND PRACTICUM JOUR 545.001 AND JOUR 567.001

Jour 545.001 Advertising Campaigns (TR 3:30-4:45) 3 hours
Jour 567.001 Advertising Practicum (MW 5:30-6:45) 3 hours

Adviser: Dr. Tom Weir

Office Hours:

MW 2:00-5:00

TR 2:00-3:15

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OVERVIEW

Jour 545 and 567 will provide you with the valuable experience of developing a comprehensive advertising campaign, from research, creative and plans book to an actual presentation, in a setting that mirrors a business environment as closely as possible. This experience is intended to be a culmination of all you learned about advertising in courses prior to this point.

Through research, you will be able to ascertain and locate culturally diverse target audiences and have both the understanding and ability to reach these consumers with effective and efficient media. In addition to planning the means to communicate, you will exercise the principles for design and copy in order to implement attention-getting and memorable ad messages.

Working under a team concept on **American Advertising Federation's National Student Advertising Campaign (NSAC)**, you will organize, execute and present a complete advertising campaign which includes a situation analysis, primary and secondary research, identifying problems and opportunities, marketing strategy, traditional and nontraditional media, creative strategy and execution, sales promotions and public relations, a budget and post-campaign analysis.

The client for the 2012 competition is Nissan. The company wants you to develop a multi-cultural communications plan that targets African-Americans, Asian-Americans and Hispanic-Americans, both to retain existing customers and to increase market share. To this end, you will produce a "plans book" (32 pages plus covers maximum) consisting primarily of situation analysis & research, media, creative and sales promotion/public relations.

Once the plans book is complete, you will prepare a 20-minute oral presentation with supporting graphics and video. **District 3 Competition will be April 19 and 20, in Charlotte, North Carolina.**

Course Objectives

Primary Student Learning Outcomes:

The course is designed to enable students to achieve the following:

- Demonstrate the ability to design and execute appropriate market research for the client/target audience resulting in a strategic communications message for the campaign
- Demonstrate the ability to utilize primary and secondary research techniques
- Determine primary and secondary target audiences with the most potential
- Select, rationalize and implement a communications mix incorporating both traditional and non-traditional media
- Formulate creative strategy appropriate for the product/service as well as the target audience
- Apply basic design principles when creating persuasive print and video ads.
- Effectively integrate both promotion and public relations techniques to the overall communications plan
- Demonstrate an understanding of the necessity and means to determine the overall effectiveness of a campaign

In addition to the primary outcomes above, students will also be expected to:

Be punctual

Adhere to deadlines

Develop attention for details

Work effectively in group situations

Write grammatically correct and typo-free copy

Indicators of Student Success:

Student learning in group situations is a challenge. However, determining the extent of how much they have mastered the outcomes listed above is indicated in the ability to:

- Build a cohesive campaign with a consistency of concept and design
- Prepare assignments in marketing, research, media, creative, promotions, public relations and production.
- Deliver assignments accurately and at the required time / date
- Design and produce a 32-page plans book
- Script and produce a 20-minute presentation

In addition, some indirect measures considered to be evidence of success in this course include:

- Success of campaign in AAF's 3rd District NSAC Competition
- Finalist evaluation of plans book
- Finalist evaluation of presentation
- Success in acquiring entry-level jobs through contacts made during competition

TEAMS & THEIR FUNCTIONS

To arrive at the final plans book and presentation, the class will consist of the following functional areas: research, media, creative, sales promotion / public relations and production. Above all else, departments will work together to achieve **integrated marketing communications**. Each department will have a manager who is responsible for the people directly under her or him. There will also be an overall team leader (account executive). The AE and managers are responsible for keeping co-advisors up-to-date on all activities within departments through activity reports made regularly. Thus, when there are unanswered questions and/or problems, advisors will turn to the AE or managers.

CLASS POLICIES & PROCEDURES

- The AE and managers will need to meet among themselves (outside of class) so problems can be worked out prior to each class meeting. Managers are responsible for seeing that all deadlines relative to their areas are met and drafts are to the editor in sufficient time for corrected / revised copies to be ready Monday morning.
- The first part of each class (15 minutes) is set aside for announcements, comments and handouts.
- There will be no excused absences. If an emergency occurs, report to your team manager **before** the missed class. Your attendance is not optional. Every member of the team is depending on your performance and participation.
- Class will begin promptly at the starting time for each period, every Monday, Tuesday, Wednesday and Thursday Coliseum 3006 and end when the business for that day is finished.

IN-CLASS ASSIGNMENTS

Each department (research, media, creative, sales promotions / PR & production) will make an oral presentation to the class on dates noted in the schedule that follows. **A typed outline (1 page) of important information, findings and/or conclusions is to be provided to everyone in the class on day of presentation.** If you wish an adviser to make copies, get them to him well before class begins. Guests (i.e. other faculty members) may be invited to attend presentations to critique information, strategy and presentation style.

IMPORTANT

- Adviser will review sections (i.e. research, media, creative and sales promotion / PR) after appropriate directors review their sections and only after the team's **editor** has

concluded all errors/typos have been eliminated. Thus, managers are expected to **schedule** work among their team members so all due dates (drafts and final reports) are met. **Only draft and final report dates are noted in syllabus.**

- When revisions are made to departmental drafts, both the new draft and the old draft with adviser comments will be turned in. Next to each adviser comment, a check mark and the team member's initials should be provided to assure that each adviser comment has been addressed. If you don't make the suggested change, state the reason why.

Departments missing a due date have a "snowball" effect on all other teams. Therefore, late or missed deadlines will not be permitted. **Departments where this happens will collectively have their grades reduced.**

Students are reminded of the following class requirements:


Students are required to attend 3rd District competition in Charlotte, North Carolina—April 19 & 20, 2012. This AAF class commitment extends to AAF's national competition in June.

Failure to abide by class policies and procedures will result in the lowering of a team member's grade for AAF and possible dismissal from the class.

SPRING SEMESTER AAF SCHEDULE

Note: To give us some structure I have scheduled accomplishments for all meetings for the first month. After that the schedule is summarized by weeks.

Date	Activities
January 9 (Monday-5:30)	Class meets at 5:30 pm in Jour 3006. Discussion of Research. Preliminary draft due: Situation Analysis & Research. Team Organization, Review of Schedule, Policies & Procedures.
January 10 (Tuesday-3:30)	Problems and Opportunities. Discussion of procedure for handing in drafts. Research discussion—remaining challenges and opportunities
January 11 (Wednesday-5:30)	PRESENTATIONS: Beginning today, every department makes a status report to the class. Starting next week, we will do presentations on Monday and Tuesday. Today we will focus on secondary research.
January 12 (Thursday-3:30)	PRESENTATIONS: Situation analysis, remaining research issues Promotion
January 16	Martin Luther King Service Day—No classes
January 17	PRESENTATIONS: Media, Research 1 st Draft due: Media.
January 18	PRESENTATIONS: Traffic 1 st Drafts due: Creative and Sales Promotion/PR.
January 19	Wrapping up research and strategic planning / Promotion
January 23	PRESENTATIONS: Traffic, Media, Creative, Sales Promotions/PR, Production. Final Draft due: Research 1 st Draft: Plans book design
January 24	PRESENTATIONS: IMC and Public Relations 1 st Draft due: IMC and public relations

January 25	Perfecting the campaign theme
January 26	Perfecting the media plan & Budgeting
Week of January 30	PRESENTATIONS: Media, Creative, Sales Promotions/PR, Production. 2 nd Drafts due: Creative and Sales Promotion/PR.
Week of February 6	PRESENTATIONS: Media, Creative, Sales Promotions/PR, Production. Open discussion of any pending problems.
Week of February 13	PRESENTATIONS: Traffic, Creative, IMC Final drafts: Media, IMC Public Relations, Promotion
	
Week of February 20	Final drafts of sections for executive summary, media, creative, sales promotions/public relations due to advisors for final proofing.
Week of February 27	Production lays out final book; proofing by editors. Team members must be available for copy issues that may arise.
Week of March 5	SPRING BREAK—If there remains work to be done on the plans book, someone will have to make sure it gets done. BOOK TO THE PRINTER THIS WEEK!
Week of March 12	2-minute presentation tryouts. Election of presenters. Presenters plan and organize presentation.
Week of March 19	***Due: Presentation script read-through & critique. Production schedule for broadcast spots, list of props & materials for presentation. Entire AAF Team present
Week of March 26	Presentation rehearsal and critique. Props for the presentation. Slides. Entire AAF Team present.
Week of April 2	Presentation rehearsal with simulated props. Entire AAF Team present. ***Due: Completed broadcast spots and actual props.
Week of April 9	Presentation rehearsal with final props. Formal dress rehearsal with live audience Entire AAF Team present.
Week of April 16	Leave for 3 rd District Convention in Charlotte. Following room review, presentation team rehearses in adviser's room that evening. Presentation will be Friday, April 20—Time TBA
Week of April 23	Class meets Monday for debriefing, evaluations of team members, paper summarizing your experience with "quotable quotes."

GRADING

Grades in this class, due to its unique nature, are very simple. A student's final grade depends on **three** evaluations:

- | | |
|---------------------------------------|-------------|
| • Adviser | 50% |
| • Team evaluation of your performance | 25% |
| • Attendance & Deadlines | 25% |
| TOTAL | 100% |

A student's evaluation will consist of the following (notice all six factors have to do with responsibility, teamwork, quality of work and availability when and where needed):

- Accuracy, quality & reliability of work
- Attitude and cooperation with team members
- Availability during "crunch times"
- Punctuality and responsibility (especially to class & team meetings)
- Willingness to help wherever needed
- Seeing project through to the end (e.g. national competition in June and any scheduled presentations after district)

EXAMPLES OF PRIOR "COSTLY" AAF MISTAKES

- Missing deadlines
- Acting without listening (adviser's experience can save time & money)
- Not double-checking figures and flow charts for accuracy
- "Waiting" to get started
- Making the same mistake twice
- Failure to have "backups" on everything (i.e. disks & hardcopy)
- Not utilizing the "save" capability of your computer often enough
- Not keeping receipts, not shopping wisely and within guidelines
- Unprofessional work and inaccurate information
- Lack of commitment to team all the way through to nationals
- Treating AAF like a normal class

The university academic calendar for Spring 2012	
January 9—Monday	Classes begin
January 13—Friday	Last day to change/drop a course without "W" grade
January 16—Monday	Dr. Martin Luther King Jr. Service Day—No classes
January 30—Monday	Last Day to apply for May Graduation
February 27—Monday	Last day to drop a course or withdraw without a grade of "WF" being recorded
March 4-11	Spring Break
April 19—Thursday	Awards Day
April 23—Monday	Last Day of Classes
April 24—Tuesday	Reading Day
April 25—May 2	Final Examinations (includes Saturday)
May 4-5—Friday, Saturday	Commencement Exercises