

COURSE: 61-424 Strategic Campaigns - NSAC
SCHEDULE: 3:00 – 5:00 p.m., T, TR
ROOM: 128 Clow

INSTRUCTORS:

Kathy Fredrickson: fredrick@uwosh.edu

Dana Baumgart: baumgard@uwosh.edu

Course Description:

Strategic Campaigns in Advertising is the capstone course offered by the undergraduate advertising curriculum of UW Oshkosh Journalism Department. It offers journalism, marketing the design students the opportunity to develop a comprehensive marketing communications plan to address real-world issues for the sponsoring organization of the National Student Advertising Competition (NSAC). Students work in teams to develop innovative strategies and branding plans to address the marketing challenges identified by the sponsoring organization in the case study provided by the American Advertising Federation.

The intensive requirements of the NSAC competition builds marketing acumen, sharpens strategic planning skills, and prepares students for a career in marketing, brand management, business development, public relations, marketing research, media and advertising.

2008 Case Study Objectives:

Sponsoring Client: AOL and their family of AIM products

1. Increase trial and grow usage of AIM products by 15%
2. Bridge the gap between AIM messaging and AIM social media
3. Increase AIM brand awareness

Course format:

- A seminar format is designed for this class to enhance your learning of marketing strategy, action planning and creative development/implementation.
- The course is taught by faculty advisors, Kathy Fredrickson and Dana Baumgart
- The work on the marketing plan and book must be created and executed by the students.
- Students participating in the course are highly encouraged to join the UW Oshkosh Student Ad Club. Only schools that have official chapters of AAF are eligible for the NSAC. Therefore, it is important to join the Ad Club to support the eligibility.

Your Instructors:

Kathy Fredrickson

Kathy Fredrickson is the director of development and marketing for UW Oshkosh College of Business. Since 2004, Kathy has been responsible for increasing alumni involvement and support, which has resulted in 200% growth in funds in the college of business endowment. In addition to her development responsibilities, she is also responsible for strategic marketing for the College.

Kathy also owns a marketing consulting business, imark consulting (www.imarkconsulting.net), serving the marketing, branding, media and public relations needs for her clients. Kathy's tenure in the marketing field includes seven years as Director of Client Services with two area advertising agencies. She has over 14 years of experience in business development and marketing for business-to-business and consumer clients.

Kathy has earned the reputation as a reliable source for business advice to the communities Northeast Wisconsin. Since 1999 and with over 100 articles to her credit, she shares her marketing insights as a guest MarketSmart columnist for the Appleton *Post Crescent*. She is past President for Sales and Marketing Executives of Northeast Wisconsin and past President of the College of Business Alumni Board.

Kathy has a bachelor of business administration degree in marketing from UW-Whitewater and a master of business administration degree from UW Oshkosh. She serves as an adjunct professor for the College of Business and for the Department of Journalism at UW Oshkosh. In 2003, she and Dr. James Tsao lead the National Student Advertising Competition team to winning first place at the District 8 competition.

Dana Baumgart

Dana Baumgart is an Adjunct Professor for the Department of Journalism, teaching Ad, Copy, Layout and Production, Advertising Media and Magazine Editing and Production.

Her previous career experience includes 3 years as Team Leader of Client Services at BRAND Spank'n NEWS (BSN), an advertising and marketing firm located in Neenah, where she responsible for the production of various direct mail campaigns and building relationships with her clients in the cable industry.

In 2006, Dana became the Managing Editor of a 20-page custom publication, *Connected Living*, published by BSN.

Before working at BSN, Dana worked as a Marketing Coordinator for a construction company in

Menasha and did a 12-month internship at Thrivent Financial (f/k/a Aid Association for Lutherans) in Multimedia Marketing.

Dana graduated from UW Oshkosh with a bachelor of business administration degree in marketing and completed a master of science in organizational leadership and quality from Marian College in December 2004.

COURSE WORKLOAD

The course is designed to make everyone's workload as even as possible. Members are encouraged to voluntarily work on different assignments that will be merited. In the end, how much you gain from the class is dependent on how much effort you put into this project.

TIPS FOR GROUP MEETING FACILITATION AND INVOLVEMENT

- Set clear objectives
- Prepare your materials before the meeting.
- At the conclusion of the meeting, revisit the objectives to make sure they were accomplished.

COURSE EXPENSES (2007 estimates)

20 copies of the 32 page plans book: \$500

Ad boards and covers (5 of each): \$300

HOTEL

Per night room charge: \$120

Nights needed: 3

Rooms needed: usually 8

Approx cost: \$1800

Cost for transportation (gas): TBD based on # vehicles

Food: TBD

GRADING

Marketing plan book	50%
Peer Review	25%
Involvement score (faculty rating)	25%

Total	100
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Calculating the score of your plan book (50% of the total grade):

1st Draft Passed	50 points
2nd Draft Passed	45 points
3rd Draft Passed	42.5 points

Policies

1. Class attendance is mandatory. Excessive absences (more than 2) will lower your final grade by one full letter. Four absences will lower your grade by 2 full letters. Six absences will lower your final grade to an "F".

2. Due to the nature of the assignment and instructional methodology, it is impossible for you to take out an "incomplete" grade. If you cannot complete the course within the semester for one reason or another, you are strongly advised to see the instructor as soon as the situation arises, and to withdraw from the class.

3. The course requires a substantial amount of time be devoted to group work outside of class. Your peers will evaluate your attendance in these meetings as a part of your involvement. Note that being busy with your own job is not an excuse for missing scheduled class or group meetings. Should you not being able to participate in more than two or three group meetings outside class hours, you should drop the course.

5. Do NOT work on something that is unrelated to your NSAC assignments during the class hours (except the break time). Your involvement score, which is determined by the instructors, will be severely penalized if you do.

2008 NSAC Team Meeting Schedule

Part I Interim Meetings

TUES, 1/7

Time: 5-8 pm

Location: Clow 128

Instructors: Baumgart and Fredrickson

Agenda:

1. Fundraising discussion
2. Collage activity
3. Team assignments and priorities

TUES, 1/29

Time: 5-8 pm

Location: Clow 128

Instructors: Baumgart and Fredrickson

NOTE: Final clarification questions due to AAF by 1/31

Agenda:

1. View NSAC 2007 winning team presentation
2. Team updates
3. Required and suggested reading discussion
4. **Strategic case study assignments (WARS, COMEBACKS, NOSTAGLIA)**

Part II Target Market Discovery and Education

Required Reading:

1. **2008 National Student Advertising Competition Case Study**
2. **2008 Case Study & Polices and Procedures Statement**

Instructor Resource List:

- Marketing to the Campus Crowd
- Juicing the Orange
- Marketing Mistakes and Successes
- Reverse Psychology Marketing
- Brand Harmony by Zastrow

TUES, 2/5

Time: 3-5 pm

Location: Clow 128

Instructor: Fredrickson

Agenda:

1. Team updates
2. CASE study quiz
3. Agency name presentation

THURS, 2/7

Time: 3-5 pm

Location: Clow 128

Instructor: Baumgart

TUES, 2/12

Time: 3-5 pm

Location: Clow 128

Instructor: Fredrickson

Agenda:

1. Team updates
2. Strategy presentation
3. Agency logo presentation

Part III Marketing Plans Book Development

2008 Marketing Roadmap

- Define core problem
- Support best solutions with research findings
- Support with competitive analysis insights
- Support with SWOT
- Define TARGET
- Define branding approach (consider 3 Bs)
- Define marketing objectives
- Create marketing action plan and budget
- Evaluation

THURS, 2/14

Time: 3-5 pm

Location: Clow 128

Instructor: Baumgart

Agenda: Brand model and Creative strategy

TUES, 2/19

Time: 3-5 pm

Location: Clow 128

Instructor: Fredrickson

Agenda: Marketing Action Plan Development

THURS, 2/21

Time: 3-5 pm

Location: Clow 128

Instructor: Baumgart

Agenda: Creative Strategy and Creative development timeline determined

TUES, 2/26

Time: 3-5 pm

Location: Clow 128

Instructor: Fredrickson

Agenda: Creative Strategy presentation, Marketing Action Plan Development
(MEDIA, INTERACTIVE, PR EFFORTS)

THURS, 2/28

Time: 3-5 pm

Location: Clow 128

Instructor: Baumgart

TUES, 3/4

Time: 3-5 pm

Location: Clow 128

Instructor: Fredrickson

THURS, 3/6

Time: 3-5 pm

Location: Clow 128

Instructor: Baumgart

TUES, 3/11

Time: 3-5 pm

Location: Clow 128

Instructor: Fredrickson

THURS, 3/13

Time: 3-5 pm

Location: Clow 128

Instructor: Baumgart

TUES, 3/18

Time: 3-5 pm

Location: Clow 128

Instructor: Fredrickson

THURS, 3/20

Time: 3-5 pm

Location: Clow 128

Instructor: Baumgart

Spring Recess, 3/23-3/30 - 4/1 Plans book and CD due to AAF Headquarters

Part IV Developing Creative and Presentation

TUES, 4/1 CRITICAL POINT – Selecting project presenters and creative directors

THURS, 4/3 NOTE: List of NSAC presenters due by 4/4 to AAF

Time: 3-5 pm

Location: Clow 128

Instructor: Baumgart

TUES, 4/8

Time: 3-5 pm

Location: Clow 128

Instructor: Fredrickson

THURS, 4/10

Time: 3-5 pm

Location: Clow 128

Instructor: Baumgart

TUES, 4/15

Time: 3-5 pm

Location: Clow 128

Instructor: Fredrickson

THURS, 4/17

Time: 3-5 pm

Location: Clow 128

District 8 NSAC Competition

April 18–19, 2008, Crowne Plaza – Riverfront, St. Paul, Minn.

District Coordinator: Shane Dailey, shane@paulsenmarketing.com

NSAC National Finals

June 8–9, 2008, Atlanta, Ga.