



## Spring 2013 Strategic Campaigns in Advertising – Journalism 424

Department of Journalism  
University of Wisconsin Oshkosh

Class: T/TH 5:30 - 7:40 pm & additional night at Sage 3420

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Textbook: Donald Parente, *Advertising Campaign Strategy: A Guide to Marketing Communication Plans* (4<sup>th</sup> ed.). South-Western Cengage Learning.

Note: This syllabus is a contract between you and me that defines our mutual expectations and responsibilities as a student and as an instructor. **The instructor reserves the right to make any changes to this syllabus deemed necessary as the semester progresses. If you miss class, it is your responsibility to find out what announcements you may have missed.**

### Course Description and Objectives

This is the capstone course of your advertising education. It requires you to integrate all the pieces of your education and experience together to solve marketing communications problems and to develop integrated communication campaigns. **It is less about you learning new material and more about you practicing and experiencing the culmination of all you already have learned.**

Participation in this course sharpens strategic planning skills and prepares students for a career in advertising strategy and campaign development, market research, creative and media execution, public relations, and campaign evaluation. This experience is as close to the real world as advertising majors come before stepping into full-time roles after graduation.

This semester, campaign class will participate in National Student Advertising Competition (NSAC). This course will offer journalism students the opportunity to develop a comprehensive marketing communications plan to address real-world issues for a real-world national client, Glidden. Students enrolled in this course will develop a marketing plans book that will be presented to the client around April. The course and the final plans book will be organized using the following outline:

1. Executive Summary
2. Situation Analysis
3. Research Procedures and Results
4. Campaign Communication Strategy
5. Campaign Evaluation Plans and Methods
6. Summary

## Course Format

I will teach the course using a seminar format and act as project advisor. I will be responsible for planning class sessions until the end of March. One or two team leaders, elected by their peers and advisor, will be in charge of planning for additional team meetings throughout the semester and class sessions from April.

## Grading

The quality of the final plans book, presentation, and the learning experience in NSAC are much more important than a grade. Your final grade will depend on your performance on plans book & presentation, group peer review, and adviser review. Each assignment is graded on a scale from 0 to 100. Only Arabic scores are given on your assignments. The accumulative score from different assignments will be converted to a letter grade when tabulating the final score. **Note: I will not round up - an 89.99 (as close as it is to 90) will still be a B+. If any assignments will not be submitted on time, 10 points will be taken off automatically and will lose additional 10 points/day. If you predict any time conflict, you can always submit before due date.** The weight and grading structure of assignments are:

Plans Book & Presentation.....	50%
Peer Review (two times).....	20%
Adviser Review.....	20%
<u>Attendance &amp; Class Participation...</u>	<u>10%</u>
<b>Total.....</b>	<b>100%</b>

Grades will be distributed on this basis:

A	93-100%	C	70-75%
A -	90-92%	C-	68-69%
B+	88-89%	D+	66-67%
B	80-87%	D	62-65%
B -	78-79%	D -	60-61%
C+	76-77%	F	Less than 60%

### Plan book & Presentation (50%)

You will need to write up an ad campaign plans book. Specific information and format will be provided. Also, specific guidelines for presentation will be discussed later on. In plans book, you will need to include at least five creative executions. **The plans book should be saved in CD and submitted to AAF headquarters and district coordinator by March 22.**

### Peer Review (20%)

This course requires a substantial amount of time be devoted to group work outside of class. **Your peers will evaluate your participation in meetings where your instructor is not in attendance as a part of your final grade.** Note: Being busy with your own job is not an excuse for missing scheduled class or group meetings. Should you not be able to participate in at least one additional group meetings outside class hours per week, you should drop the course.

### **Advisor Review (20%)**

The depth and quality of plans book writing will be evaluated. No typos and should be grammatically correct. I will also closely look at your work ethics, passion, and attitude to complete our goals.

### **Attendance and Class Participation (10%)**

No absences	10% (full credit)
One absence	9%
Two absences	8%
Three absences	7%
Four or more absences	0%

Absences for which a medical or court excuse is provided (professional letterhead required when you come to next class) will be recorded but not figured in the attendance grade. **Remember that if you do not submit official documents, you will still lose attendance point.** Likewise, one absence for which advance notice is given by phone/email or in person will not be figured in the attendance grade. Any significant tardy or early departure from class will be figured as a half absence. Also, **anyone who has more than four class-long, unexcused absences will receive ZERO for the attendance grades.**

**Also, you are required to participate in mock interview.** Note that mock interview will take up 50% of your attendance and class participation grades. The mocks are scheduled for 2-4:30 p.m. on Tuesday, April 2. You will need to fill out the mock interest form at the beginning of semester. You will have to prepare a 'cover letter' and 'resume' to the appropriate employer. Those must be emailed to me by 5 p.m. March 27. Barb will forward those to the employer, so they have time to prepare in advance of the mocks.

### **Policy & Standards**

- 1. Attendance is required** at all class, presentation, client and team meetings, including a significant number and variety of scheduled off-site, after-hour, and off-class day meetings, rehearsals, and presentations. Significant absence from class, team, and other meetings can reduce your final grade in the course by up to two letter grades.
- 2. This course is largely one of teamwork.** You will be placed in work groups and the bulk of the work in the course is achieved through account teams. Within departments or agencies people with varied areas of expertise (e.g., media, creative, account planning, PR) must cooperate and act together to solve marketing communication problems. Like it or not, you will work in teams. Therefore the ability to work effectively and efficiently within this small group setting is essential to successfully completing the course.
- 3. All assignments must be in on time.** Because this is a real-world simulation, deadlines are inviolate! Also, all work must be professional in appearance, just as you would expect an agency to provide to a client. Grammar, spelling, and punctuation count as well as readability.
4. This course involves the creating of advertising and public relations materials for clients. Our clients agree to form a temporary client-agency relationship with the class in the spirit of academic learning. **As an incentive to our clients for volunteering, all materials presented to**

**the clients automatically become their property. All information provided by our clients is strictly confidential and must not be discussed with others not related to the projects.**

5. Everything produced for this class is to be your original work. Enlisting aid from anyone outside the class is considered a breach of UW's policy on Scholastic Integrity and will be dealt with accordingly.

6. 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.

### **Additional Class Requirements**

#### **1. Record Keeping**

Anytime the group finds an article or piece of relevant information (in a digital format) to the case, it should be filed in the dropbox under D2L. Why? **Client who will ask questions of the team following our presentation will evaluate the final team project. Knowledge of the client, industry, case, target audience, strategy, timing, and media vehicles and why we did (or did not) incorporate anything should be explained clearly.** Each of you needs to read the shared articles and build up knowledge on our client. Also, since there are so many people working on this project, the dropbox is a central storage unit for everyone's relevant information.

#### **2. Meeting Reports**

The meeting reports provide a review of what happened at each meeting. It details who was there, what was discussed, what agreements were reached and what needs to be accomplished before the next meeting. Each student is assigned dates when they are responsible for writing and printing the report.

#### **3. Outside Meetings**

**As a team, you will choose an additional night of the week when all team members can meet when necessary.** As the semester moves toward the end of March, these night sessions get lengthy and go late into the night. If you cannot meet outside meeting, you are advised to drop off this class.

#### **4. Fundraising (TBD)**

The development of your campaign and participating in NSAC will cost quite a bit of money (e.g., printing the plans book & final deliverables, conference registration fee, hotel, and transportation). Specifically, the team should aim to raise at least \$500 to cover printing materials only (20 copies of the 32 page plans book: \$500). You will need to discuss and determine different venues how and when to fundraise for our campaign. **You would better discuss ways of fundraising from the beginning of semester.**

### **Course Organizations**

The team will be organized to match that of a typical advertising agency. Jobs will be awarded to individuals who have the interest and ability to perform the following duties:

### *Managing Editor*

Ultimately, this person will be responsible for the contents of the plans book. He or she will coordinate the editorial content and artwork necessary to produce an award-winning book. The Managing Editor will work with the Creative Director and Graphic Designer to layout the plans book. Additional responsibilities include proofreading and ensuring the book is factual and grammatically correct.

### *Editor/Copywriter*

The copywriter will work with the Creative Director to conceive, develop and produce effective copy for the campaign's advertisements. This person will work with the Account Manager to understand client requirements, will facilitate brainstorming sessions where ideas and concepts are created and will write clear, persuasive, original copy. As editor, this person will work with the Managing Editor in response to feedback from the team. He or she will proofread copy submitted by other team members to check spelling and grammar.

### *Account Manager*

It will be this person's responsibility to know our client inside and out. This person will be responsible for the marketing objectives and marketing strategy. He or she will have major input into the creative and media strategies.

### *Creative Director*

This person will be responsible for the creative strategy. Job duties include writing the creative platform, blueprint or brief. The Creative Director will oversee the entire campaign from production to completion, will cast actors and actresses for TV and radio spots and will be the liaison between the Graphic Designer, Copywriter, Editor and Account Manager.

### *Graphic Designer*

The graphic designers main responsibility is to produce design solutions that will communicate our strategy with high visual impact. The first responsibility of our graphic designer is to create a logo or identity for our agency using the team name we choose. Next, the graphic designer will create and present options for the team's plans book, such as color scheme, fonts, ect.

**This person will be the keeper of our plans book. The graphic designer(s) will be the ONLY team member who has access to the INDD files.** He or she will also be responsible for getting the files to the printer by the specified deadline.

### *Media Director*

It is the Media Director's responsibility to maximize the impact of the campaign through the use of different media vehicles. He or she will be responsible for writing the media plan and crafting the media objectives and strategies. This person will make decisions about the best form of media to use and when, research using industry resources and analyze secondary data and thinking creatively about ways to represent our client. It is preferred that this person has taken the Ad Media course or has worked in media roles and has knowledge of Media Flight Plan software to retrieve costs.

### *Media Coordinator*

This person will work hand-in-hand with the Media Director. The Media Coordinator will be

responsible for the budget and flowchart that accompany the media plan. It will also be this person's job to create our target audience profile(s) by identifying and analyzing their characteristics, behaviors and media habits.

### *Project Managers*

In addition to the above positions, the team will nominate two team members to fill leadership positions. The project managers will facilitate weekend sessions and will be the only members who have access to advisers during night sessions and on weekends. Project managers will be recognized for their additional responsibilities in the plans book.

In addition, project managers will serve as the team's librarian, scheduler and planner. As our librarian, this person will organize secondary research and articles from team members. As team scheduler, this person will be responsible for the deadlines specified in the syllabus. It is this person's responsibility to coordinate the efforts of other team members and to handle conflict that may arise. As planner, this person will be our consumer advocate in the group. He or she will comment on the overall marketing strategy and creative direction based on what our target market would believe to be effective.

### **Course Workload**

The course is designed to make everyone's workload as even as possible. **Members are encouraged to voluntarily work on different assignments. Remember that your team members evaluate your individual contribution.** In the end, how much you gain from the class is dependent on how much effort you put into this project. The following is the course outline the class will follow as closely as possible. It is the responsibility of the scheduler to revise this schedule from the beginning of the April and post it on the team's bulletin board the classroom so every team member is aware of upcoming deadlines, changes to timelines, etc.

#### **Tentative Course Outline**

<b>WK1</b>	<b>Jan 29</b>	Syllabus, Fundraising, Agency Organization, Writing Style, and Plans Book Outline Skype with Jeff Griffith, Creative Director at Rodale – Men's Health
	<b>Jan 31</b>	Trend Analysis and SWOT Analysis (Chs. 11 & 2)
<b>WK2</b>	<b>Feb 5</b>	Competitive Analysis (Ch. 3)
	<b>Feb 7</b>	Primary and Secondary Research (Ch. 4)
<b>WK3</b>	<b>Feb 12</b>	Target Market Segmentation
	<b>Feb 14</b>	Communication Strategy (Chs. 6 & 7)
<b>WK4</b>	<b>Feb 19</b>	Creative Strategy (Chs. 8 & 9)
	<b>Feb 21</b>	Creative Executions

<b>WK5</b>	<b>Feb 26</b>	Media Strategy and Vehicles
	<b>Feb 28</b>	Promotion, PR, Budget, and Campaign Evaluation
<b>WK6</b>	<b>Mar 5</b>	Executive Summary and Acknowledgements
	<b>Mar 7</b>	Editing & Layout 1
<b>WK7</b>	<b>Mar 12</b>	Editing & Layout 2 Guest lecture – Mock Interview, Barb Benish
	<b>Mar 14</b>	Printing
<b>WK8</b>	<b>Mar 19</b>	Spring break
	<b>Mar 21</b>	Spring break
	<b>Mar 22</b>	<i>Plans Book deadline</i>
<b>WK9</b>	<b>Mar 26</b>	Rehearsal & Fundraising 1
	<b>Mar 28</b>	Rehearsal & Fundraising 2
<b>WK10</b>	<b>Apr 2</b>	Rehearsal & Fundraising 3 Mock Interview
	<b>Apr 4</b>	Rehearsal & Fundraising 4
<b>WK11</b>	<b>Apr 9</b>	Final Rehearsal 1
	<b>Apr 11</b>	Final Rehearsal 2
	<b>Apr 12</b> <b>Apr 13</b>	<i>NSAC conference at Univ. of Minnesota</i> <i>NSAC conference at Univ. of Minnesota</i>
<b>WK12</b>	<b>Apr 16</b>	
	<b>Apr 18</b>	
<b>WK13</b>	<b>Apr 23</b>	
	<b>Apr 25</b>	Campaign Evaluation & SOS Survey
<b>WK14</b>	<b>Apr 30</b>	
	<b>May 2</b>	
<b>WK15</b>	<b>May 7</b>	
	<b>May 9</b>	