

UW Oshkosh
Department of Journalism
61-424 Strategic Campaigns in Advertising (NSAC)
Spring 2009
T/TH 8:00-10:10 a.m.

Instructor: Dana Baumgart
Office: Clow 106D
Office Hours: 1:00-2:00 PM or by appointment
Phone: 920.450.9350 cell
Email: baumgard@uwosh.edu

REQUIRED TEXTS:

Advertising Campaign Planning by Jim Avery (either edition is fine)

REQUIRED READING:

The Century Council case study and Clarification Memos #1-#3

SUGGESTED READING:

Binge: What Your College Student Won't Tell You by Barrett Seaman

OTHER:

All students must sign up to receive RSS feeds from The Century Council Web site.

COURSE DESCRIPTION AND OBJECTIVE:

This year, the Strategic Campaigns in Advertising offers students interested in careers in advertising the opportunity to develop a social marketing and communications plan to address the serious issue of overconsumption of alcohol on college campuses for The Century Council, the 2009 sponsoring organization of the National Student Advertising Competition (NSAC). The UW Oshkosh team will present their plan as part of the District 8 NSAC, held on April 24-25, 2009 in Minneapolis, MN.

Before the team travels to Minneapolis, students will work in teams to develop innovative strategies, action plans and complementary creative and media executions to address the challenges identified by The Century Council in the case study provided by the American Advertising Federation (AAF).

The intensive requirements of the NSAC competition builds marketing insight, sharpens strategic planning skills, and prepares students for a career in marketing, business development, public relations, marketing research, media planning and advertising. This experience is as close to the real world as advertising majors come before stepping into full-time roles after graduation.

Course format:

- A seminar format is designed for this class to enhance student's learning of marketing strategy, action planning, creative development, plan implementation and campaign evaluation.
- Dana Baumgart advises the team with the assistance of Dr. Elizabeth Crawford.
- Team leaders, elected by their peers and advisers, will be in charge of planning for class periods.

Course organization

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, The Century Council, inside and out. This person will be the team's resource on the case study and clarification memo #1-#3. This person will also 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 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 (2)

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 print conference reports, collect secondary research and articles from team members and organize "The Box" in Clow 128. 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.

MARKETING PLANS BOOK DEVELOPMENT

Organization of the team's plans book will follow the outline found in our textbook. Our social marketing campaign will come together using the following nine steps:

1. Define core problem
2. Support best solutions with research findings
3. Support with SWOT
4. Define TARGET
5. Define branding approach (consider 3 Bs)
6. Define marketing objectives
7. Create marketing action plan and budget
8. Develop creative strategy and media plan
9. Evaluation

GRADING

The quality of the final plans book and presentation and the learning that goes with this experience are much more important than a grade. You are all responsible for one another's grade, but more important, you are all responsible for one another's work.

Your final grade will be evaluated as follows:

Plans Book & Presentation	50%
Peer Review	35%
<u>Adviser Review</u>	<u>15%</u>
Total	100

POLICIES

1. This is a team project, class attendance is mandatory. Excessive absences (after 3) will lower your final grade by one full letter. Your fifth 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.
4. Do **NOT** work on something that is unrelated to NSAC assignments during the class hours. At the end of this course, your peers and adviser will be responsible for 50% of your final grade. If you choose to work on other assignments or answer email or text messages during class discussions, your scores will be severely penalized.

ADDITIONAL CLASS REQUIREMENTS

1. Record Keeping

a. THE BOX

Anytime the group finds an article or piece of relevant information to the case, it should be filed in THE BOX. Why? A panel of judges that 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 is fair game. Also, since there are so many people working on this project, TH BOX is a central storage unit for everyone's relevant information.

b. Conference Reports

The conference 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. Conference report template can be found on D2L. Each student is assigned dates when they are responsible for writing and printing the report.

2. Outside Meetings

As a team, you will choose an additional night of the week when all team members can meet when necessary. During the month of March, these night sessions get lengthy and go late into the night.

3. Fundraising

The development of your campaign, including the plans book and travel expenses, will cost quite a bit of money. The team should aim to raise at least \$2000 to cover these expenses. The cost can be broken down as follows:

PRESENTATION MATERIALS

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

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

HOTEL/TRAVEL

Per night room charge: \$120

Nights needed: 3

Rooms needed: usually 3

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

Food: TBD

As a team, you will need to brainstorm a few fundraising opportunities. You will receive some money from the ADDYs (3.6.09) and by hosting a friends and family night prior to leaving for the District competitions.

4. Ad Club

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.

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.

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 and post it on the team's bulletin board in Clow 128 so every team member is aware of upcoming deadlines, changes to timelines, ect.

COURSE OUTLINE

DATE	SUBJECT	READINGS & DEADLINES
2/3	Syllabus Fundraising View NSAC 2008 (AOL) winning team presentation Define core problem	Syllabus (D2L)
2/5	Team elections Agency name activity Social Marketing Lecture	Social Marketing PPT (D2L)
2/10	MARKETING STRATEGY DISCUSSION #1 Support solutions with research Nielsen & other AAF partners Lecture	CH 6 Clarification Memo #3 Questions Due
2/12	MARKETING STRATEGY DISCUSSION #2 SWOT Analysis Policies & Procedures	2009 Policies & Procedures Statement Intent to participate & Acknowledgment of Policies and Procedures Forms Due to AAF HDQ by 5PM EST
2/17	MARKETING STRATEGY DISCUSSION #3	
2/19	MARKETING STRATEGY FINALIZED	
2/24	WORK SESSION: Sub-teams meet to brainstorm creative strategy, media objectives/strategies, plans book design and situation analysis	CH 7, CH 8
2/26	WORK SESSION: Sub-teams meet to brainstorm creative strategy, media objectives/strategies, plans book design and situation analysis	
3/3	WORK SESSION: Sub-teams present creative strategy, media objectives/strategies, plans book design and situation analysis	
3/5	WORK SESSION: Sub-teams work on respective contributions to plans book Fox River Ad Club Presentation @ 9:30AM	
3/10	WORK SESSION: Sub-teams work on respective contributions to plans book	
3/12	WORK SESSION: Sub-teams finalize respective contributions to plans book	List of NSAC team members due to AAF HDQ by 5PM EST
3/17	PLANS BOOK LAYOUT	
3/19	PLANS BOOK LAYOUT	
3/20-3/24	MARCH MADNESS CRUNCH TIME!!!	
3/25 (SB)	Files due to printer	
3/31	Selection of five presenters	NSAC plans book and CD to AAF HDQ
4/2	PRESENTATION DEVELOPMENT	
4/7	PRESENTATION DEVELOPMENT	List of presenters due to AAF
4/9	PRESENTATION DEVELOPMENT	
4/14	PRESENTATION DEVELOPMENT	
4/16	PRESENTATION DEVELOPMENT	
4/21	PRESENTATION: Rehearsals	

4/23-4/26	District 8 NSAC Competition April 24-25, 2009 Willey Hall - U of M/Radisson University Hotel, Minneapolis, MN District Coordinator: Bob Thomas, bob@inkjetideas.com	
6/3-6/7	NSAC National Finals AAF National Conference June 4-7, 2009 Arlington, Va	