

JOUR 4328/6328

Advertising Campaigns

Spring 2011

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COURSE SPECIFIC REQUIREMENTS**CATALOGUE/COURSE DESCRIPTION:**

Development of creative strategy and its execution to include layouts, audio tapes, slide shows, storyboards and sales promotion application.

PROFESSIONAL VALUES AND COMPETENCIES FOR SURVEY OF MASS COMMUNICATION:

- Students will demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Students will think critically, creatively and independently.
- Students will conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Students will apply numerical and statistical concepts.
- Students will apply tools and technologies appropriate for the communications professions in which they work.

PREREQUISITE:

JOUR 3324, 4326, 4327

TEXTBOOKS:

None

PURPOSE OF COURSE:

The course is designed to equip students to perform the following: analyze the advertising situation, write advertising and promotional goals, develop creative and promotional goals and strategies, execute all creative (radio, outdoor, television, print, sales promotions applications) and prepare a 20 minute presentation.

GRADING:

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| • Chapters, creative executions, slides, music, speech, etc. | 50% |
| • Mid-term test | 20% |
| • Quizzes | 10% |
| • Peer Evaluations | 20% |

A=90% of total possible

B=80% of total possible

C=70% of total possible

D=60% of total possible

Pluses and minuses will be given.

CLASSROOM FORMAT:

The class will be presented in seminar format. Because of the amount of work and also because the nature of the course is to make this class as real to life as possible, all students will work in groups. Groups will be expected to meet outside of class on a regular basis. **There will also be time to meet during class; therefore, class attendance is mandatory.**

The campaign must be submitted in two parts—Plans Book and the Presentation.

The Plans Book includes:

- Situation Analysis
- Target Audience Analysis
- Supporting Research
- Marketing
- Creative
- Media
- Partnerships, Sponsorships, Events
- Evaluation Plan

The Presentation is a 20-minute multi-media slide show that includes components of the Plans Book and all creative executions. The creative executions (including advertising, partnerships, sponsorships, and events) will be written and produced. Print components should be mounted. Creative production will be based entirely on what creative is needed. In other words, a radio spot will only be produced if radio is needed.

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TENTATIVE TIMETABLE

Jan. 19	Update Case/Discuss and assign groups Bring binder to class
Jan. 20	AdFed Luncheon, 11:45AM-1:15PM, Holiday Inn (UofM)
Jan. 23	AEs meet
Jan. 30	AEs meet
Jan. 31	Ideas of media, sponsorships, partnerships, events sections and creative brief sent as an attachment by Noon
Feb. 1	NSAC Intent to participate deadline
Feb. 2	Meet in groups
Feb. 6	No AEs meeting
Feb. 9	Deadline for NSAC clarification memo #3
Feb. 10	CS, TA, SR, MK sent as attachments
Feb. 10	First draft of media and sponsorships sent as attachment
Feb. 13	AEs meet
Feb. 16	Plans Book template due First draft of creative sent as attachment by Noon Second draft of media and sponsorships due First draft of IC chart and evaluation due
Feb. 17	AdFed Luncheon, 11:45AM-1:15PM, Holiday Inn (UofM)
Feb. 20	AEs meet
Feb. 23	Next drafts everything due
Feb. 27	AEs meet
Feb. 28	Creative executions due Final template of book due
March 2	Next drafts of everything due
March 5-13	Finish Plans Book Finish Speech Finish creative that goes into Plans Book
Week of March 14	Proofread Plans Book Begin Power Point Presentation
March 16	Audition for Presentation team/everyone
March 17	AdFed Luncheon, 11:45AM-1:15PM, Holiday Inn (UofM)
Week of March 21	Print Plans Book Begin practicing speech Finish radio and TV spots as needed
Week of March 28	Finish Power Point presentation
March 31	FedEx Plans Book
April 1	NSAC Plans Book deadline
April 8	NSAC presenter list due
April 11-13	Present in various classes
April 14-16	7th district NSAC competition in Baton Rouge
April 21	AdFed Luncheon, 11:45AM-1:15PM, Holiday Inn (UofM)
April 27	Last day of class
April 29	Spring Awards Banquet
May 19	Present to MAF
June 2-4	AAF National Conference/San Diego

DEPARTMENT POLICIES

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

EXIT EXAM FOR ALL JOURNALISM MAJORS:

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.