

# Advertising Campaigns

ADVR 4328-001 | ADVR 6328

Spring 2021

**Class Meeting:** MW 2:20-3:45 p.m.

Class will meet virtually via Zoom on MW 2:20-3:45 p.m. until notified differently

## Prof. Joel M. Nichols

**Office:** 312 Meeman Journalism Building

**Office Hours:** Tuesdays & Thursdays 11 a.m.-2 p.m. or by appointment

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## COURSE REQUIREMENTS

### Catalog description

Development of an integrative campaign and its execution include all advertising and promotion applications.

### Prerequisites

ADVR 3324, 4326, 4327

### Textbooks, Software and Required Materials

None

### 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 and being on time is mandatory.

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

The Plans Book includes:

Situation Analysis

Target Audience

Supporting Research

Marketing

Creative

Media

Integrative Communication Tactics

ROI

Evaluation Plan

Sources

The Presentation is a 20-minute multimedia slide show that includes components of the Plans Book and all creative executions. The creative executions, including advertising and integrative communication tactics, will be written and produced. Print components could 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.

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for ADVR 4328 to enter your course and read the instructions on the welcoming page

### Course Requirements

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.

**Graduate Requirement:** Graduate students will create a graduate project report, which will include a summary of the project-work performed during the semester, an indication of their contribution to the project, and an evaluation of the overall experience.

### Grading

Assignment categories and points or percentage weights.

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%

B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%

C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%

D+ = 66.5-69.4%; D = 59.5-66.4%

F 0-59.4%

## COURSE SCHEDULE

### *Week 1, JAN 20*

Case Information Review  
Group/Team Determinations  
Develop Creative Brief Document

### *Week 2, JAN 25 & 27*

Report Summary Research Messages/Themes  
Finalize Creative Brief Document

*JAN 31:* 100 Headline/Taglines per student due

### *Week 3, FEB 1 & 3*

Media Team: Media Plan finalization in development  
Writing/Research Team: Situation Analysis, Target Audience, Mktg; Research write-up

Creative Team: Ad Concepts developed; Plans book layout/concepts in development  
Experiential Team: Experiential tactics in development

*Week 4, FEB 8 & 10*

Plans book layouts developed

*Week 5, FEB 15 & 17*

Plans Book 50% Complete

*Week 6, FEB 22 & 24*

Plans Book 90% Complete

*Week 7, MAR 1 & 3*

Ads Complete

Plans Book Layout 100% complete w/links

*Week 8, MAR 8* WELLNESS BREAK

*Week 9, MAR 15 & 17*

Determine Presenters

Begin Speech Writing

Begin PPT

*Week 10, MAR 22 & 24*

*MAR 23:* Plan Book Final Edits

*Week 11, MAR 29 & 31*

PPT Finalization

Speech Finalization

*Week 12, APR 5 & 7*

Speech Memorization

*Week 13, APR 12 & 14*

Speech Practice

PPT Edits

*Week 14, APR 19 & 21*

Finalize PPT Presentation

Practice Presentation

*Week 15, APR 26*

Presentation Delivery to Client

*APR 27* LAST DAY OF CLASSES

*APR 30 – MAY 6* EXAMS

## ASSESSMENT AND OUTCOMES

### Five Pillars in ADVR 4328

- *Critical Thinking:* Students must demonstrate an understanding of marketing, advertising, promotions, media and evaluation objectives and strategies by planning a complete campaign.
- *Media Literacy:* Students are exposed to the vocabulary and tools of the advertising industry. Students conduct research to solve a client's communication problem and apply the gathered information beneficial for strategic campaign planning.
- *Multimedia:* Students prepare a multimedia campaign, including plans book, 20- minute presentation, which they present to the client and a panel of advertising professionals.
- *Professionalism:* Students learn the professional standards and strategies of planning a strategic integrated marketing campaign.
- *Writing:* Students write, design a campaign plan book and write a 20-minute presentation.

### Professional Values and Competencies in ADVR 4328

- 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 current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

### How professional values and competencies will be met

*Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)*

- Conceptualize the structure of an advertising campaign.

- Understand the role cooperation plays in achieving success or failure in group and deadline-sensitive projects.

*Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)*

- Apply social science and communication theory to solve problems.
- Apply the advertising process to solve problems for a client.
- Plan and budget a campaign.
- Work as a member of team or work group.
- Use group processes to produce decision options.

## How assessment of student learning will be met

### *Awareness*

- Student learn the components of an integrated communication campaign: executive summary, situation analysis, target audience identification, marketing objectives and strategies, IC objectives, strategies and tactics, media, budget and evaluation.

### *Understanding*

- Students understand how the components of an integrated communication campaign can achieve the client's goals.

### *Application*

- Students write, design and upload a 21-page campaign Plans Book, produce a minute multimedia presentation, including creative components and present it to a panel of advertising professionals.

## JOURNALISM AND STRATEGIC MEDIA POLICIES

### Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

### Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

### Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

### Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

### Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

## Academic integrity

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

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

## Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

## Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

## AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

## Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

## Diversity and inclusivity

Students are required to respect the differences of others and treat all persons with respect.

Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

### **Weather policy**

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

### **Student support**

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

### **COVID-19 protocols for this course**

#### **Student Accommodations**

Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at [drs@memphis.edu](mailto:drs@memphis.edu). (<https://www.memphis.edu/drs/index.php>)

#### **Academic Integrity**

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. (<https://www.memphis.edu/osa/students/academic-misconduct.php>)

#### **Student Health**

Students who have a positive COVID-19 test should contact the Dean of Students at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu).

#### **Student Resources**

Students who need additional resources can visit the Dean of Students Office website at <https://www.memphis.edu/deanofstudents/crisis/index.php>.



## Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2021

- Anyone feeling sick should stay home and join class virtually.
- Social distance from all others at least 6 feet.
- Wear a mask at all times when in University buildings and on campus.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Have phone or Zoom meetings with professors and classmates. Do not meet face to face, if possible.