

## **Advertising Campaigns**

JOUR 4328/6328-001

Spring 2014

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### **COURSE REQUIREMENTS**

#### **CATALOGUE/COURSE DESCRIPTION:**

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

#### **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:**

Chapters, creative executions, slides, music, speech, etc.	50%
Mid-term test	20%
Quizzes	5%
Final Exam	15%
Peer Evaluations	10%

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.

#### **FOR GRADUATE STUDENTS:**

This course is offered at both the undergraduate and graduate levels. Enrolled graduate students are required to do work appropriate for their academic level. This includes but is not limited to a paper on an assigned topic, class presentations, book reviews and/or special assignments/projects.

**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
- Supporting Research
- Marketing
- Creative
- Media
- Integrative Communication
- Evaluation Plan

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 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.

## TIMETABLE #1

Jan. 22	Update Case and discuss groups/Bring Mary Kay binder to class
Jan. 25/26	Group Leaders meet
Jan. 31	First draft of media sent as attachment by Midnight Ideas for Sponsorships, special events, promotions, PR, social media, Buying environment, online experience and evaluation sent as an attachment by Midnight Creative brief and “Big Idea” sent as attachment by Midnight Final draft of SA, TA, MK, SR sent as attachments by Midnight
Feb. 1/2	Group Leaders meeting [Superbowl Feb. 3]
Feb. 8/9	Group Leaders meeting
Feb. 12	Utt traveling. Continue to work.
Feb. 16	Final media sent as attachment by Midnight First draft of sponsorship, social media and evaluation sections sent as attachments by Midnight First draft of creative sent as attachment by Midnight
Feb. 17	Plans Book template due
Feb. 19	Second draft sections due First draft of Executive Summary due
Feb. 19	All creative executions due
Feb. 22	ADDYS
Feb. 22/23	Group Leaders meet
Feb. 24	Third drafts as needed sent via email by midnight
March 1/2	Group Leaders meet
March 3	Book and creative should be finished.
March 8-16	Spring break Write speech
March 17	Final Peer Evaluation for group #1 Mid-term test. Open Plans Book and speech
March 19	Audition for Presentation team/everyone
March 21	Deadline to upload Plans Book
Week of March 25	Work on Power Point Presentation Begin practicing speech Finish radio and TV spots as needed
March 27	AdFed Luncheon, 11:45AM-1:15PM, Holiday Inn (UofM)
March 28	Deadline to upload Reminder Sheet
Week of March 31	Finish Power Point presentation
Week of April 8	Practice presentation Finish Reminder Sheet
April 7-9	Present in various classes
April 10-12	7th district NSAC competition in Birmingham
April 24	AdFed Luncheon, 11:45AM-1:15PM, Holiday Inn (UofM) Present Mary Kay
April 30	Last day of class
May 1	Study Day
May 7	Final Exam/1-3PM
May 29-31	AAF National Conference/Boca Raton, Fla.

## ASSESSMENT

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4328:**

- Students will demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass 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 write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Students will apply tools and technologies appropriate for the communications professions in which they work.

### **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

#### **Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):**

*Students will be graded against the following, which represents what an “excellent” Plans Book should include:*

#### **Executive Summary**

A brief synopsis demonstrating recognition of the problem or challenge and the highlighting of the campaign’s response in key areas such as:

- Target Market
- Campaign Strategy
- Creative Concept
- Media
- Integrated Concepts

#### **Situation Analysis**

This section is divided between internal and external analyses

##### *Internal*

- Product Performance Analysis
- Strategic Determination Analysis
- Corporate Culture and Identity
- Previous promotional performances

##### *External*

- Market Analysis
- Customer Analysis
- Competitive Analysis
- Environmental Analysis

### **Target Audience Identification:**

- Has the target been segmented on specific demographic, geographic, psychographic, or behavioral traits?
- Does the plan demonstrate the target's connection and value to the client?
- Have the authors taken themselves/subjective value judgments out of the equation and arrived at defining the client's best-case prospects from primary and secondary research

### **Objective Setting for Marketing**

This section uses the same marketing objectives considered in the setting of the overall IMC marketing objectives:

- Objectives have to be realistic and measurable
- Defined in measurable outcomes
- Targeted at a specific audience
- Objectives have to be pre-tested and post-tested
- Objective pre-testing occurs in the market research portion of the program
- Results set the starting point for the campaign
- Defines the concrete corporate, marketing, communication objectives for the Overall IMC Objectives section of the plan

### **SWOT Analysis**

*SWOT Strategy or Problem/Opportunity Statement*

A disconnect often exists between SWOT findings and campaign strategy or primary research goals. Choosing a SWOT strategy or providing a problem/opportunity statement connects secondary research to primary research and development of overarching campaign strategy

### **Campaign Theme**

Does the campaign develop an overarching campaign theme and strategy that pulls together all further strategic and tactical elements into a unified, cohesive and single-minded plan?

### **Overall IMC Objectives**

These indicate an understanding of how objectives are established and ultimately dictated from a corporate financial perspective.

- State objectives in concrete measurable tasks
- Specify the target audience
- Indicate a benchmark starting point and indicate the degree of change sought determined by market research
- Target audience's present status in terms of the response hierarchy (awareness, knowledge, image, attitudes and intentions)
- What is the degree to which these must be changed by the advertising?
- Specify time period for accomplishing objectives

*Corporate*

- Objectives address, reinforce positive both short-term comprehension and long term issues and loyalty by generating:
- Sales
- Market share
- Profit
- Cash flow

*Marketing*

- Positively influences brand equity by establishing goals based on increasing:
- Brand association
- Brand knowledge
- Brand image
- Marketing Objectives

*Communication*

- Communication objectives
- Recognition of brand awareness, attitude or liking, trial purchase and attitude about liking, trial purchase
- Awareness
- Comprehension
- Conviction
- Action

*Branding*

Key issues here are to identify the key components of brand architecture including:

- Brand elements
- Primary and secondary brand associations
- Brand characteristics – functional and emotional
- Brand personality
- Brand essence and higher calling
- Drivers for building brand loyalty and equity
- A values-based approach to branding also allows the student to understand positioning more effectively when they are required to identify and connect shared values between company and consumer.

*Positioning*

*Message Strategy*

**IMC Strategy Development**

A better sense of strategic selection/determination can be gained from having the students recognized that, as with objective setting, there is an overarching corporate strategy dictating the tone and direction the campaign must take:

<i>Corporate</i>	<i>Marketing</i>	<i>Communication</i>
Grow	Differentiate	Informative
Maintain	Cost-leadership	Affective
Harvest	Focus	Habit formation
Divest	Preemptive Move	Self-satisfaction
Innovate	Synergy	

## **IMC Tactics**

Each section must list specific objectives, strategic approaches, and connection/relevance to the target audience

- Advertising
- Does the creative brief provide proper direction and insight for creative execution?
- Does the creative strategy support the overarching campaign theme, media strategy, and directly address the target?
- Direct Marketing
- Sales Promotion
- PR
- Interactive
- Personal Selling

## **Media**

Does the plan include?

- Objectives
- Strategy – flighting, continuity, pulsing
- Schedule
- Reach and Frequency requirements
- Total GRPs, TRPs, CPM
- Geographic weighting and seasonality
- Balance of traditional and non-traditional based on understanding of target's media consumption
- Budget

## **Campaign Timeline**

- Has a clear and definitive start and end dates been established?

## **Budget**

- Is there a clear budgeting method in place?
- Is the budget breakdown clearly established?
- Do budget allocations maximize the campaign's ability to meet the client's objectives?
- Does the plan recommend co-ops, partnerships, value-added components to extend the value of the plan?

## **Evaluation**

- Does the plan provide for the ability to measure the success of the campaign using evaluation criteria that correlates with the degrees of change established in the objectives?
- Does the plan examine potential ROI scenarios given the client's level of investment?
- Does the plan recommend monitor and control techniques during the campaign timeline?

**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 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.

**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/TABLETS/LAPTOPS:**

You must only use them for class purposes 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.