

INTEGRATED COMMUNICATION CAMPAIGNS

ADV F 373 (72425) / PR F 377K (72610)

FIRST SUMMER SESSION, 2020

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COURSE DESCRIPTION

In this class, students are given the opportunity to work the same way an advertising agency would pitch their ideas to create a campaign to win a prestigious new business account.

In this case, you will be creating a campaign to introduce the thrilling new Tesla Model 3.

You will work independently in teams with specific individual responsibilities to create the experience of developing an actual campaign. This is a tremendously challenging assignment and it will require you to apply all the thinking and learning you have learned in the program so far.

This will be your chance to implement all your instincts and ideas into one unified campaign. Through weekly check-ins, via Canvas, we will work on how to match various variables and marketing concepts such as the product, the consumer, media profiles, research, planning and the actual execution of a campaign, into one macro-level understanding of how to position and build awareness and desire for the Tesla Model 3 electric vehicle.

OVERARCHING GOALS AND OBJECTIVES

- 1) The ability to be independent and creative with your work.
- 2) The ability to work together and come together as a team.
- 3) The ability to understand the consumer and communicate an advertising idea effectively while applying all your communication knowledge and skills to demonstrate how your idea will work across all communication platforms including traditional, digital, and all emerging media.
- 4) The ability to create an integrated campaign with a singular point of view.
- 5) Practice and master your total strategic thinking, execute brand communication against that strategy, and polish it off brilliantly using all your visual design skills and learning.

TEACHING METHOD

It is important to note that this class gives you, the students, a great deal of independence and responsibility. This is especially true since it is conducted in a virtual environment, during a short-summer session.

However, I will be available online during the week for live check-ins and any discussions or updates to mentor students via Zoom and the existing Canvas program. It is crucial, that students check Canvas on a daily basis.

STRUCTURE

At the beginning of every week, each team or team representative will meet with the instructor for consultation, via Zoom. At the end of each week, every team should demonstrate progress and share that progress through a Zoom recording or by sending the presentation to Canvas, under the appropriate assignment deck! Overall, anticipate 5 consultations and 5 presentations.

COURSE MATERIALS

Recommended Reading:

Rothenberg, Randall WHERE THE SUCKERS MOON: The Life and Death of an Advertising Campaign (1995). Available at Amazon.com
<https://www.amazon.com/gp/product/0679740422?tag=randohouseinc7986-20>

Gaston Legorburu & Darren McColl, STORYSCAPING: Stop Creating Ads, Start Creating Worlds (2014). Available at Amazon.com
<http://www.amazon.com/Storystaping-Stop-Creating-Start-Worlds/dp/1118823281>

Students will be held accountable for anything posted and discussed on Canvas.
It is the students' responsibility to check Canvas every day during the current summer session.

ASSIGNMENTS

The following section provides a brief summary of the course assignments:

- 1) **Campaign Presentation 1** (Team Project): teams will present their perception of the client and the brand: what is the soul of the brand? What is the purpose and the why of the brand? What is the problem? Who is the target audience? SWOT? (see phase I in the instructions)
- 2) **Campaign Presentation 2** (Team Project): teams will continue working on phase I plus phase 2, which is the creation of an organizing idea. The organizing idea is a short phrase which is the base for the entire communication plan.
- 3) **Campaign Presentation 3** (Team Project): teams will present the third phase of their campaign: the execution phase. Emanating directly from the first and second phases of the campaign, teams will actually showcase their communication work, plan and design (this is your chance to present ads, events, viral movies, social media, new and creative communication ideas, etc'; all in direct conjunction with your client and its target audience).
- 4) **Campaign Presentation 4** (Team Project): continued and improved work on phase 3.
- 5) **The Final presentation + PDF Book** (Team Project): the final presentation and book are the products of all previous presentations. This is the time to refine your work and to create an integrated output. Each team will pitch to the client and a winning team will be selected! (The project is comprised of a book plan + a presentation)

EVALUATION

The following percentage breakdown will constitute your final grade. Final grades will be made using plus/minus grades.

Assignment	Weight
Campaign presentation 1 (Team grade) - week 1	15%
Campaign presentation 2 (Team grade) - week 2	15%
Campaign presentation 3 (Team grade) - week 3	15%
Campaign presentation 4 (Team grade) - week 4	15%
Final Presentation + Book (Team grade) - week 5	25%
Peer Evaluation (Individual grade)	15%

GRADE DISTRIBUTION:

Point total / **Grade**

94-100	A
90-93.99	A-
87-89.99	B+
84-86.99	B
80-83.99	B-
77-79.99	C+
74-76.99	C
70-73.99	C-
60-69.99	D
Below 60	F

COURSE OUTLINE

Students are expected to be prepared according to the following schedule. In case changes do occur to the class' schedule, it will be notified via Canvas.

	Date	Focus	Assignment
1	Thursday, June 4 th	Introduction to class	Review syllabus Watch all messages on Canvas
2	Saturday June 6 th 11:59pm CT (midnight Texas)	Individual Assignment	June 6 th 11:59pm deadline to submit individual biographies
3	Sunday, June 7 th at 11:59pm CT (midnight Texas)	Groups finalized	Sunday June 7 th 11:59pm CT deadline to finalize groups
4	Week 1 (June 8-12)	Phase 1	First Presentation submission: (Deadline: June 12, 5PM CT)
5	Week 2 (June 15-19)	Phase 1+2	Second Presentation submission: (Deadline: June 19, 5PM CT)
6	Week 3 (June 22-26)	Phase 3	Third Presentation submission: (Deadline: June 26, 5PM CT)
7	Week 4 (June 29-July 3)	Phase 3	Fourth Presentation submission: (Deadline: July 3, 5PM CT)
8	Week 5 (July 6-10)	Integration and refinement of all previous presentations	<i>Final Presentation + PDF submission:</i> (Deadline: July 10, 11:59PM CT)

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RELIGIOUS HOLY DAYS OBSERVANCE POLICY

The Texas Education Code specifies that an institution of higher education shall excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. A student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an assignment within a reasonable time after the absence.

<http://www.utexas.edu/student/registrar/catalogs/gi03-04/ch4/ch4g.html#attendance>

POLICY ON SCHOLASTIC DISHONESTY

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. For more information on scholastic dishonesty, please visit the Student Judicial Services Web site at <http://www.utexas.edu/depts/dos/sjs/>.

STUDENTS WITH DISABILITIES

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY.

RECOMMENDATIONS REGARDING EMERGENCY EVACUATION FROM THE OFFICE OF CAMPUS SAFETY AND SECURITY: 512-471-5767

<http://www.utexas.edu/safety/>:

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.

Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.

Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class.

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BEHAVIOR CONCERNS ADVICE LINE (BCAL)

If you have any concerns about the behavior of an individual, please contact the behavior concerns advice line (BCAL) at 512-232-5050