

**ADV 373/PR 377K INTEGRATED COMMUNICATION CAMPAIGNS**

(Spring 2019 -- Unique No. ADV 06460/PR 06925)

**MW 8:00a.m.-9:30p.m. (BMC 4.206)**

**Professor:** Dr. Patricia Stout, Ph.D.

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**Office Hours:** Wednesday

**1:30-2:30pm and by appt**

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**Office Hours:** TBA

**Office:** BMC 4<sup>th</sup> floor 4.386

**COURSE DESCRIPTION**

ADV 373 and PR 377 are the capstone courses in the Stan Richards School undergraduate degree program in advertising and in public relations. Prerequisites for this combined course include introduction to advertising/PR and IBP; research; media; and communication management. This class integrates all of the course work in both majors. This is THE course in which students learn the most and have the most fun working in agency teams on a real project.

To provide students with an appreciation of what should be included in an integrated brand promotion (IBP) campaign plan, a major campaign development project and a series of individual and task group projects are completed during the semester. The major focus of the course is on the development of an IBP campaign plan for a real client.

In this class, students work on a range of projects as members of agency account teams. Experiencing the rewards and learning to cope with the problems of working in small groups is an important part of the class.

In addition to an emphasis on developing and presenting a complete campaign, the course includes client meetings, lectures, handouts, presentations, recommended readings, and guest speakers. Further, a set of task group assignments focusing on various aspects of campaign planning is spread across the semester.

**COURSE OBJECTIVES**

-To provide students with an in-depth understanding of the process of planning, presenting and implementing a complete IBP campaign.

-To improve students' ability to gather information about industry and marketplace trends to assist in the design of effective integrated communication campaigns.

-To increase each student's level of competence and professionalism.

-To help students sharpen the following skills: strategic and critical thinking; planning; organizational; written and verbal communication; time management; interpersonal; and, task group/account team (bringing out the best in others in a diverse group work setting).

## **COURSE STRATEGY**

To accomplish these objectives, the emphasis in the course is on each individual learning-by-doing. That is, by working with other students to develop and present a complete campaign for a real client.

Students will utilize:

-A major account team campaign development project, as well as several smaller projects, to mirror the work environment on both the client and agency sides of the advertising and public relations business

-Task group assignments and other projects to help focus on key components of the strategic planning process and personal development

-Supplemental readings, examples, and speakers to provide a common framework to structure understanding of the strategic IBP planning project

## **COURSE MATERIALS**

One textbook is required for this course. Other optional books and resources are recommended. Readings will be posted to the Canvas website <http://courses.utexas.edu> to be read prior to class for in-class discussion, exercises and/or for online comments during the semester. These materials are mandatory unless specified otherwise. Students are expected to stay current with Adv/PR trade press news relevant to IBP. Additional details will be provided.

Required text: Advertising Campaign Planning (5<sup>th</sup> Edition), Jim Avery & Debbie Yount, 2016. Melvin & Leigh, Publishers (available at the UT Coop).

While it is not required reading for the course, I highly recommend you read Jon Steel's Perfect Pitch. The book provides valuable insights into making presentations and winning new business. It will be useful not only for making presentations in this class, but for other presentations you make as you advance in your career.

## **COURSE GRADING**

In general, team members receive the same grades for group exercises and projects. The individual paper assignment offers a chance for personal distinction, since you will have time to work on it and can use essentially all the resources at your command. **Late work will be penalized.** Plus/minus grades will be assigned for the final grade.

The assignments for this class include:

- **Crash Exercises:** These will be short exercises to develop campaigns and to present those ideas. These are tasks you must respond to under time pressure (and typically involve rescheduling other activities already planned or underway).
- **Campaign Development:** The account team's development and presentation of a campaign to the client.

- **Individual Paper:** This written assignment will provide an opportunity to reflect on your personal approach to and viewpoint of advertising/public relations and how it may have evolved over your experiences while an undergraduate student.
- **Class Participation:** Your participation in class is a key element of completing the course. For full credit, you must be in regular attendance (both in class and online), punctual, and have a professional demeanor. It is important to show up prepared for class discussions and presentations and to thoughtfully participate and engage consistently throughout the entire course. Participation includes active engagement in discussions, exercises, and other in-class activities, some of which will have specific grade point values. Effective participation includes a balance of quality and quantity of your contributions throughout the semester. Late and missed assignments will also be factored into this grade. Being successful in this class requires that you demonstrate that you can work productively and respectfully with colleagues.
- **Peer Evaluations:** Your teammates will evaluate your performance for group work. Their evaluations will be averaged and included as a component of your final grade.

### **COURSE GRADING AND GRADE SYSTEM**

Each student's performance will be assessed by evaluating:

- Your problem solving and applications skills through assignments, crash projects, research projects and participation
- Your account team's performance based on the plans book, team presentations, and meeting reports
- Your contribution to team performance through peer evaluations

Your final grade will be calculated as follows:

Assignment	Weight
Crash Exercise #1	15%
Crash Exercise #2	15%
IBP Campaign-50/50 Book & Presentation	30%
Individual Paper	20%
Class Participation	15%
Peer Evaluations	5%

The following grade scale will be used at the end of the semester for final grades. I do not round grades (e.g., a 92.89 is an A-).

Letter Grade	Number Grade
A	93-100
A-	90-92.9
B+	87-.89.9
B	83-86.9
B-	80-82.9
C+	77-79.9
C	73-76.9
C-	70-72.9
D+	66-69.9
D	63-66.9
D-	60-62.9

### **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. Please notify me of your pending absence at least 14 days prior to the date of observance of a religious holy day.

### **DOCUMENTED DISABILITY STATEMENT**

If you have a documented disability that requires academic accommodations, please contact Services for Students with Disabilities (SSD) at (512) 471-6259 (voice) or (512)-410-6644 (video phone) or contact: <http://ddce.utexas.edu/disability/> Faculty are not required to provide accommodations without an official accommodation letter from SSD.

### **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 visit: <http://deanofstudents.utexas.edu/sjs/scholdis.php>

### **USE OF E-MAIL FOR OFFICIAL CORRESPONDENCE TO STUDENTS**

E-mail is recognized as an official mode of university correspondence; therefore, you are responsible for reading your e-mail for university and course-related information and announcements. You are responsible to keep the university informed about changes to your e-mail address. You should check your e-mail regularly and frequently—I recommend daily—to stay current with university-related communications, some of which may be time-critical. You can find UT Austin's policies and instructions at: <http://www.utexas.edu/cio/policies/university-electronic-mail-student-notification-policy>

### **UNIVERSITY OF TEXAS HONOR CODE**

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

### **BEHAVIOR CONCERNS ADVICE LINE (BCAL)**

If you are worried about someone who is acting differently, you may use the Behavior Concerns Advice Line to discuss by phone your concerns about another individual's behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>

### **COUNSELING & MENTAL HEALTH SERVICES**

Taking care of your general well-being is an important step in being a successful student. If stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, there are options available for support.

For **immediate** support: Visit/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p, SSB, 5th floor, [512-471-3515](tel:5124713515), [cmhc.utexas.edu](http://cmhc.utexas.edu) OR CALL CMHC Crisis Line: 24/7, [512.471.2255](tel:5124712255), [cmhc.utexas.edu/24hourcounseling.html](http://cmhc.utexas.edu/24hourcounseling.html)

**CARE Counselor** in the Moody College of Communication is: Abby Simpson, LCSW (M-F 8-5pm, BMC 3.390, 512-471-7642) [https://cmhc.utexas.edu/CARE\\_simpson.html](https://cmhc.utexas.edu/CARE_simpson.html)

**TENTATIVE Course Schedule (NOTE: In addition to the textbook assignments below, supplemental readings and viewings will be posted on Canvas)**

It is expected that readings for each class day have been read prior to attending class. Additional reading and class materials will be provided in class and on Canvas throughout the semester. **The class schedule is subject to change.** \*Chapter readings in Avery & Yount text. [Read all material associated with each chapter.]

Week	Date	Class Topic	*Chap. Readings
1	Jan 23	Introductions, course overview	
2	Jan 28 & 30	Mon – Get Acquainted Wed – Account Team Pitch	Intro;
3	Feb 4 & 6	Situation Analysis	Ch 1
4	Feb 11 & 13	Research -- Secondary Research; Problems & Opportunities (SWOT)	Ch 2 & 3
5	Feb 18 & 20	Primary Research; Objective Setting	Ch 4
6	Feb 25 & 27	<b>Crash Exercise #1</b>	
7	Mar 4 & 6	Creative & Media	Ch 7 & 8
8	Mar 11 & 13	Budget Considerations; Strategic Decision-Making <b>DUE: Individual Paper (Friday, March 15 by noon)</b>	Ch 5 & 6
9	Mar 18 & 20	<b>SPRING BREAK (NO UT CLASSES HELD)</b>	
10	Mar 25 & 27	<b>Crash Exercise #2</b>	Ch 9
11	Apr 1 & 3	Mon – Group work Wed -- Project consultations	
12	Apr 8 & 10	Mon – Group work Wed -- Project consultations	
13	Apr 15 & 17	Mon – Group work Wed -- Project consultations	
14	Apr 22 & 24	Mon – Group work Wed -- Project consultations	

- 15      Apr 29 & May 1 Final Pitch;  
                 **DUE: Plansbook & Slide Deck (Sunday, April 28 by noon)**
- 16      May 6 & 8      Final de-brief and course wrap up  
                         [Friday, May 10 Last day Spring Classes]

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