

# Advertising 373 (06475)/Public Relations 377K (06940)

## Integrated Communication Campaigns

Tuesday/Thursday 1230p-2p  
BMC 4.206

---

Professor	Tracy Arrington
Email	tracyarrington@austin.utexas.edu
Office	BMC 4.356
Office Hours	Tuesday 930-1030a, Thursday 930-1030a and by appointment
TA	To be named
Book	<i>Perfect Pitch: The Art of Selling Ideas and Winning New Business</i> by Jon Steel
Book Avails	The UT COOP, Amazon, Barnes & Noble, Half Price Books and other retail locations

### Course Overview and Objectives

Welcome to the capstone course in your undergraduate academic career! Congratulations! But... there is still work to be done. In this course you will bring together every ounce of experience you've had to date – academic, industry AND life – to create an outstanding and comprehensive communication campaign for a real-world client with real-world challenges. This course is less about learning new material and more about practice, implementation and execution of all that you have learned. It will be what you make of it. So make it great.

Course objectives include:

- Researching, planning, producing, presenting and implementing an in-depth communication campaign. We will be learning by doing.
- Leveraging, building upon and honing skills learned in your introduction to advertising and marketing, research, creative, media and communication management courses. These include strategic and critical thinking, planning, prioritization, organization, written and verbal communication, time management, interpersonal communication and teamwork.
- Increasing each student's level of professionalism.
- Having fun, producing stellar work and finishing your undergrad time at UT on a high note.

### Structure & Participation

**Teamwork** – As is true in industry, no one can build campaigns alone. Not well, anyway. Thus, the lion's share of work done in this course will be done in teams. Cooperation, professional courtesy, inter-disciplinary integration and cohesion will be critical. Disagreements, debates and discussions are a healthy part of the campaign development process, but ultimately everyone must pull in the same direction to deliver successful results for the client.

**Agency Structure** – Our Campaigns class will function as a full-service agency with five key departments:

- Account Service
- Account Planning (Research/Strategy)
- Media
- Public Relations
- Creative

At the beginning of the semester, after a review of cover letters + resumes, interviews, and noting each student's level of interest re: working in leadership, I will select an Executive Vice President for the course, along with five Directors (one per department). Agency professionals will report to their respective Directors, and Directors will report to the EVP.

Since teamwork is required for success, and accountability a major factor in industry, peer evaluations will weigh heavily against your final grade. Agency professionals will be evaluated by their departmental peers, Directors will be evaluated by their departmental peers and the EVP and the EVP will be evaluated by the Directors.

**Attendance & Participation** – Attendance will be taken each time we meet in the classroom, as well as at each departmental team meeting, and participation noted. Directors will take attendance and rate participation at team meetings. This information will be turned in to the EVP, who will compile and turn the data in to the course instructor. Of the 10% slated for this course element, 5% will be tied to attendance, 5% to participation.

## **Standards & Non-Negotiables**

- Late work will receive a 0. If it's due at 12n, 12:01p is late. Feel free to turn work in early if you fear a conflict/issue may arise.
- Late arrival to a meeting (classroom or departmental) will result in loss of attendance credit for that meeting.
- All work must be client-ready.
- Your colleagues/classmates, client contacts, professors, TAs and academic staff are to be treated respectfully and with professional courtesy at all times.
- Email is the preferred method of communication in industry and will be for this course as well. Note that professional courtesy standards apply to email. Ensure that you address message recipients appropriately and remove personal chats from work-related emails.
- Assume classes and departmental meetings will take place during our assigned class time. Do not schedule internships, work or other activities during this time slot.
- Everything produced for class assignments is to be your original work. Enlisting aid from anyone outside the class is considered a breach of UT's *Standards of Academic Integrity* and will be dealt with accordingly. All written assignments produced outside the classroom are to be composed on, and output as, hard copy from a personal computer.
- Grammar, spelling and punctuation errors can derail the impact of great work. Ensure that all work is edited by more than one person prior to presentation.
- The EVP and Departmental Directors may create assignments to drive the team forward and will issue due dates/times for these assignments. These due dates/times are to be respected as if they were issued from the professor.
- Presentations should utilize professional software, such as Microsoft Power Point, Google Slides or Adobe InDesign.
- The schedule of events is tentative and is subject to change. Students are responsible for changes to the schedule as announced in class or via email.

## Grading

A	93.5-100%
A-	89.5-93.4%
B+	86.5-89.4%
B	83.5-86.4%
B-	79.5-83.4%
C+	76.5-79.4%
C	73.5-76.4%
C-	69.5-73.4%
D+	66.5-69.4%
D	63.5-66.4%
D-	59.5-63.4%
F	59.4% or below

Individual Assignments	10%
Book Exam	10%
Campaign Project Part 1 – Concepts + Presentation of Concepts	20%
Campaign Project Part 2 – Final Book	20%
Campaign Project Part 2 – Final Presentation	10%
Peer Evaluation	20%
Class Attendance & Participation	10%
TOTAL	100%

## Course Schedule

A comprehensive schedule has not been created for this course. The schedule will be set by the student agency, with guidance from the professor. The following dates will be included on the course schedule:

January 22	Course and Colleague Introduction, Resume + Cover Letter Best Practices
January 24	Agency Structure, Submission of Resumes + Cover Letters
January 29	Interviews
January 31	Interviews
February 5	Client Briefing
February 26	Book Exam
February 28	Presentation Workshop
March 12	Client Pitch (Concepts)
May 7	Client Pitch (Final)

The schedule should also include 1-2 guest speakers. The student agency is to decide what type of guest speaker(s) they'd most like to host in class – creatives, strategists, media planners, PR professionals, etc. The professor will arrange for the speakers to participate.

## 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.

Documented Disability Statement: The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://www.utexas.edu/diversity/ddce/ssd/>.

Mandatory Reading: All students agree to read then abide by the University of Texas at Austin's *Standard of Academic Integrity* and understand the nature of *Academic Dishonesty* as defined by UT-Austin at: [http://deanofstudents.utexas.edu/sjs/acint\\_student.php](http://deanofstudents.utexas.edu/sjs/acint_student.php) and [http://deanofstudents.utexas.edu/sjs/acadint\\_what\\_is.php](http://deanofstudents.utexas.edu/sjs/acadint_what_is.php)

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, a meeting, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

## **Counseling and 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 or call the Counseling and Mental Health Center M-F 8a-5p, SSB 5<sup>th</sup> Floor, 512.471.3515, [cmhc.utexas.edu](http://cmhc.utexas.edu), or call the CMHC Crisis Line 24/7 at 512.471.2255

The CARE Counselor in the Moody College of Communication is: Abby Simpson, LCSW. She is available M-F 8a-5p in CMA 4.134 or can be reached at 512.471.7642 (leave a message if she doesn't answer).