

Course: ADV373/PR377K Integrated Communications Campaigns
Semester: Fall 2018

Meeting/ Classroom: T/Th 9:30AM to 10:45AM /CMA 3.120
T/Th 12:30PM to 1:45PM/BMC 3.206

Book: "Perfect Pitch: The Art of Selling Ideas and Winning New Business," by Jon Steel, Jon Wiley & Sons, Inc., Hoboken, NJ, 2007

Availability: "Perfect Pitch," is available at the UT COOP as well as Amazon.com, Half Price Books, etc.

Professor: Dr. Liza Stavchansky Lewis (Dr. Lewis), BMC 4.366 , 471-1101, lizalewis@mail.utexas.edu;
Office Hours: T/Th 1:45PM to 2:45PM

T/A: Bonnie Hao, BMC 4th Floor Station #17, bonniehao0301@utexas.edu
Office Hours: Monday and Wednesday 11AM to 12:30PM

Commencement

"The University of Texas at Austin is an inspiring place that cultivates exceptional people. Our graduates have *upheld the highest standards of academic achievement*. With their new degrees in hand, they are better equipped to make valuable contributions to their families and society, and to pursue their own personal ambitions. They are ready to make their mark on the world."

Larry R. Faulkner, President (former), The University of Texas at Austin

Course Description

Philosophy: This is it! You've made it to *the* capstone course in your academic career. Congratulations – now, be prepared to work. This course requires you to bring every single piece of your education together (academic and industry) to create an award winning communications campaign. It is important to know that this course is less about you learning new material and more about you practicing and experiencing the culmination of all you have learned.

Objectives: The course has several objectives.

1. To provide students with an in-depth understanding of the process of planning; presenting; and, implementing a complete campaign. In order for this to happen, the emphasis in the course is on each individual learning-by-doing. *That is, by developing and presenting a complete campaign for a real client.*
2. Increase student's level of competence and professionalism.
3. Specifically: course is designed to help students sharpen the following skills: strategic and critical thinking; planning; organizational; written and verbal communication; time management; interpersonal; and , task group (bringing out the best in others).
4. Students should really have fun, after all, this is what you've decided to do for your professional life!

Assumptions: You have successfully completed all those prerequisites! There are good reasons for having taken them (trust me – in 5 years or less you will thank the Department). These include introduction to advertising and marketing, research, media, and communication management. IMPORTANT: If you have not successfully completed IC Management (ADV 370J/PR 367), *then you should not be in this class.*

Team Work: As you will encounter in industry, this course is largely one of teamwork. You will create teams for most assignments. Marketing communications, to be effective, requires groups of people to work

together toward a unified goal. Within departments or agencies people with varied areas of expertise (e.g., media, creative, pr, account planning) must cooperate and act together to solve problems. And, on the broader scale, the whole concept of “integrated” marketing communication is about everyone – even those in other disciplines (e.g. sales promotion, direct marketing) – working in a coherent manner, so that they are not creating incompatible solutions to a single problem.

In other words, like it or not, you will work in teams (department/agency teams)

Our agency will have the following departments: Account Services, Account Planning (Research), Media, Public Relations, and Creative.

A department director for each department will be selected by me based on cover letters, resumes, and interviews and each student’s desire for the position (first class day – you will get an assignment to help me determine directors as well).

There will also be a Vice President (leader) for the entire agency. Directors will report to the VP.

Peer Evaluations will be worth 20% of your course grade. You will only evaluate your immediate department team. Directors will be evaluated by their own team AND the agency VP. The agency VP will be evaluated by the department directors.

Standards: Because you will be working for a real client you must:

1. Turn in all work on time: no exceptions.
2. All work must be professional in appearance.
3. Any questions regarding grades are to be asked within **7 days** of learning your grade – including attendance (attendance is part of participation).
4. Attendance will be taken **each time** we meet in the classroom as an entire agency AS WELL AS team meetings with your department. **Directors** of each department will take attendance as well. I will not take attendance the first class day.
5. **Participation:** 5% of your course grade goes to attendance. The other 5% goes to participating / discussing what we are learning / discussing in class (10% total)
6. On that note, I want to say the following concerning grades. I hope that you have now realized, in your senior wisdom, that it’s what you learn, not what you earn, that really matters. I encourage you to “worry” about the quality of your work and how much you are learning, rather than to focus on grades. In the long run, grades are the least important of those issues. However, I must evaluate each student, for a grade, and this is how it will go:

Evaluation:	Campaign project (book)	=	30%
	Campaign Presentation	=	20%
	Peer Evaluation Grade	=	20%
	Individual Assignments	=	10%
	Book Exam	=	10%
	Class participation	=	10%
Total		=	100%

+/- System Beginning Fall 2010, for the first time, UT at Austin implemented a +/- grading system for undergraduate students.

The following scale will be used at the end of the semester for final grades:

A = 93.5 to 100
A- = 89.5 to 93.4

B+ = 86.5 to 89.4
B = 83.5 to 86.4
B- = 79.5 to 83.4

C+ = 76.5 to 79.4
C = 73.5 to 76.4
C- = 69.5 to 73.4

D+ = 66.5 to 69.4
D = 63.5 to 66.4
D- = 59.5 to 63.4

F = 59.4 or below

Please ask your questions early in the semester regarding the +/- grading system.

Deadlines &
Standards:

1. All reading assignments are to be completed prior to class discussion.
2. Materials are often distributed in class.
3. Attendance is required at all class, presentation, and department meetings. Your participation score is based on attendance and active class discussion. Given the nature of the class, wherein advertising/pr account teams make up an essential portion of the course, significant absence from class, team, and other meetings can reduce your final grade in the course.
4. Everything produced for this class is to be your original work. Enlisting aid from anyone outside the class is a breach of UT's Policy on Scholastic Dishonesty and will be dealt with accordingly.
5. Assignments are due on Canvas unless otherwise directed. Department Directors may assign work as well and will create due dates/times.

Late assignments are scored 0. Turn in work early if you have a conflict with the deadline.

6. Grammar, spelling, and punctuation errors can reduce your score by one to two letter grades. If you need help with writing please use the undergraduate writing center. You will lose points if you do not use a computer for outside work.

7. Team presentations are to be presented using Microsoft Office's Power Point or another professional presentation software program/package.

8. **E-mail Policy:** As e-mail has become a favored way to communicate in academia and industry, you must learn to use it appropriately. People have been fired from their jobs for misuse of this communication tool. Thus, when e-mailing me, you will address it formally. Communication between professors and students is professional in nature, not informal. Begin your e-mail with, "Dear Dr. Lewis:" and use block business format. Write professionally, as if you are writing to your boss at work, not to your friend.

I will return your e-mail within 24 hours of receiving it on weekdays or by Monday evening if I receive it on the weekend. Many times I will e-mail you back much faster. E-mail is an excellent way to communicate with me if done appropriately.

9. A schedule has not been created for this course – I am the academic advisor and your agency will create the schedule with my guidance. A few assignments will be from me (including client meeting dates/pitch dates/book exam date) but the rest will be set up by the **student agency**.

10. All students agree to read and abide by The University of Texas at Austin Policy on Academic Integrity: http://deanofstudents.utexas.edu/sjs/acint_student.php**

If you have any questions about what constitutes plagiarism, or any other form of Scholastic Dishonesty, ask me or any other member of the faculty. Students are responsible for their own

conduct and for reporting any violations to their instructor or other member of the Department of Advertising faculty.

11. 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.

12. Documented Disability Statement: The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Student with Disabilities at 512.471.6259 (voice) or 512.232.2937 (video phone). <http://diversity.utexas.edu/disability/>

13. This course carries the Writing Flag. Writing Flag courses are designed to give students experience with writing in an academic discipline. In this class, you can expect to write regularly during the semester, complete substantial writing projects, and receive feedback from your instructor to help you improve your writing. You should therefore expect a substantial portion of your grade to come from your written work.

14. Religious Holy Days Observance Policy/Military Duty/Excused Absences: 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.

If you are in the military and are called to duty for a short time I will also work with you.

Please read UT's policy below:

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

The only other **excused** absence from class is for an official UT event that requires travel or missing a class (for example: UT sports teams, other UT academic teams, TAG, PRSSA). You are required to contact Dr. Lewis in advance to discuss your absence and provide any necessary documentation.

15. 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/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | [512-471-3515](tel:5124713515) | cmhc.utexas.edu

CMHC Crisis Line: 24/7 | [512.471.2255](tel:5124712255) | cmhc.utexas.edu/24hourcounseling.html

CARE Counselor in the Moody College of Communication is: Abby Simpson, LCSW
| CMA 4.134 | [512-471-7642](tel:5124717642) (Please *leave a message* if she is unavailable)

FREE Services at CMHC:

- Brief assessments and referral services
- Mental health & wellness articles - cmhc.utexas.edu/commonconcerns.html
- MindBody Lab - cmhc.utexas.edu/mindbodylab.html
- Classes, workshops, & groups - cmhc.utexas.edu/groups.html

16. **Dean of Students/Emergency Services:** if you have an immediate emergency and must miss several classes – you need to speak with the Dean of Students at UT's Emergency Services. Together, we will work out a schedule for missed classes/work. Please visit this website for more information/help: <http://deanofstudents.utexas.edu/emergency/>

Schedule

Assume classes and/or department meetings on every T/Th of the semester. This may change but you should not schedule internship work, etc. during our agency meeting time slot (class time) on T/Th.