

INTEGRATED COMMUNICATIONS CAMPAIGNS

Spring 2019

ADV 373 #06465 /PR 377K #06930

JES A216A

MW 10 a.m. to 11:30 a.m.

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OFFICE/HOURS: BMC 4.350, Mondays from 11:30 a.m. to 12:30 p.m., or by appointment

PREREQUISITES

By this point, you should have successfully completed all the prerequisites. You're good to go. IF, however, you haven't completed IC Management (ADV 370J/PR 367), then you should not be in this class.

REQUIRED MATERIAL

- Perfect Pitch: The Art of Selling Ideas and Winning New Business
By: Jon Steel
ISBN: 978-0471789765
Publisher: Jon Wiley & Sons, Inc., 2006

COURSE DESCRIPTION

This class is the Capstone Class for the undergraduate Advertising and Public Relations programs. The major focus of this course is on the development of a campaign for a client. The class doesn't focus on the development of new skills. Instead, it is about the refinement, integration and implementation of what you have already learned.

In addition to the development of a communications campaign, the course is a mixture of lectures, in-class discussions, assignments, exams and required readings.

COURSE OBJECTIVES

- Provide students with an in-depth understanding of the process of planning, presenting and implementing a communications campaign. 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.
- Increase students' level of competence and professionalism by helping them sharpen the following skills: strategic and critical thinking; planning; organizational, written, verbal and visual communication; time management;

interpersonal and task group (bringing out the best in others).

STUDENT RESPONSIBILITIES

I expect each of you to be responsible individuals. As such, you must:

- Meet strict deadlines and solve sometimes ambiguous problems;
- Sell your ideas and defend your opinions/recommendations;
- Work closely and respectfully with others;
- Demonstrate creativity, enthusiasm and hard work; and
- Present yourself and your work in a highly professional manner.

CLASS ATTENDANCE & COMMUNICATION

Given the nature of this course, we won't meet as a class very often. Therefore, attendance is not mandatory (i.e., no roll taking). With that said, to be successful in this course (and in life), you need to show up. You need to attend all classes, presentations and account team meetings.

If you miss a class for whatever reason, you are responsible for finding out what happened in that class. ***Don't email me*** asking me to summarize the discussion you missed. Check with a classmate for notes.

I will communicate with you outside of class through email or announcements on Canvas. You are responsible for checking your email on a regular basis and are responsible for the content of those emails. Failure to check your email does not excuse you from meeting the responsibilities outlined in the message.

Conversely, email is an excellent way for you to communicate with me. I will respond to your email within 24 hours of receiving it on weekdays or by Monday evening if I receive it on the weekend. Many times I will email you back much faster.

COURSE REQUIREMENTS

The Syllabus, Course Calendar, Assignment Memos and other materials will be posted on Canvas. You will submit assignments on Canvas.

The schedule is tentative and can change, especially since you'll be working with a real client. You are responsible for all changes to the schedule as announced in class and/or on Canvas.

Team Work

As in industry, this class is primarily based around teamwork. 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 (i.e., media, creative, PR, account planning) must cooperate and act together to solve problems. And, on a broader scale, the whole concept of "integrated" marketing communication is about everyone – even those in other disciplines (i.e., 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.

I will pick team leaders based on top résumés and cover letters. The leaders will then act as management and pick their team. Once students have been assigned to a team, that's it. I will not adjust a team's membership.

Teams will consist of varying personalities, skill sets and interests. You must find a way to manage these differences. The ability to cooperate, communicate and work effectively is critical, both in this class and in the real world.

Bottom line is that your team will sink or swim together.

Measure Individual Group Participation with a Structured Peer Evaluation System

Learning to write peer evaluations is a key skill. Early in your career you will be on the receiving end of many such evaluations. Later, you will be required to assess the professional performance of subordinates in measurable, precisely articulated, easily understood terms. You will begin your understanding of this difficult management task with this required assignment.

Client and Ownership

Our client has volunteered their time and assistance to contribute to the educational goals of our School. All materials furnished by our client are to be treated as strictly confidential. In addition, our client agrees to form a temporary client-agency relationship with the class in the spirit of academic learning. As an incentive for volunteering, all materials presented to the client automatically become their property.

Client Campaign

You will create one client campaign during this semester. In groups of four or five, you and your teammates will work as an agency team to compete with other student groups to win the account. You will pitch your campaign to the client on the date indicated on the Course Calendar.

At that time a plansbook will also be due. You will give a physical copy of the plansbook to me and another copy to the client. You will also submit a pdf copy on Canvas.

COURSE EVALUATION

As you come to the end of your college experience, I hope that you realize that it's more about 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 focusing on grades. In the long run, grades are the least important of those issues.

With that said, here's how you'll be evaluated this semester:

Client Plansbook	80
Client Presentation	50
Peer Evaluation	20
Team Plansbook Analysis	15

Mock Presentation	10
Perfect Pitch Exam	20
Resume & Cover Letter	5
TOTAL	200 points

Final grades will be determined on the basis of the following rubric. Please note: to ensure fairness, all numbers are absolute, and will not be rounded up or down at any stage. For example, a B- will be inclusive of all scores of 80.000 through 83.999%. The University does not recognize the grade of A+.

A = 94-100%

A- = 90-93

B+ = 87-89

B = 84-86

B- = 80-83

C+ = 77-79

C = 74-76

C- = 70-73

D+ = 67-69

D = 64-66

D- = 60-63

F = 0-60

Please note that extra credit will NOT be offered.

CLASSROOM CONDUCT

Cell phones must be silenced at the beginning of each class. Students may not take calls or answer text and email messages during class time unless it is a dire, life-threatening emergency. Those who violate this policy will be asked to leave the classroom for the remainder of the class period and will be marked absent. Private conversations are not permitted during lectures and in-class discussions.

COURSE STANDARDS AND DEADLINES

- All reading material and project assignments are to be completed ***before*** class meetings. It helps the quality of class discussion as well as your level of understanding.
- All assignments must be turned in on time. **Deadlines are absolute.** Late assignments will not be accepted. This class simulates the real world, and in the real world, deadlines are non-negotiable. This means that you/your team will receive a 0 for late work. Period.
- No make-up assignments/exam, unless you have a documented emergency or serious illness.

- All work created outside the classroom must be produced on a personal computer and be professional in appearance. Grammar, spelling, and punctuation errors **will** result in a loss of points. If you need help with writing, please use the Moody College Writing Support Program, located in BMC 3.322, <https://moody.utexas.edu/students/moodywriting>.
- Additionally, all work produced for this class must be original. Enlisting aid from anyone outside the class is a breach of UT's policy on Scholastic Dishonesty (see below) and will be dealt with accordingly.
- Team presentations are to be presented using Microsoft Office PowerPoint or another professional presentation software program/package.
- Any questions or arguments about a grade must be presented in writing within seven (7) days after the points are posted or returned.

UNIVERSITY AND COURSE POLICIES/STUDENT RESPONSIBILITIES

Use of Email for Official Correspondence to Students

Email is recognized as an official mode of university correspondence; therefore, you are responsible for reading your email for university and course-related information and announcements. You are responsible to keep the university informed about changes to your email address. You should check your email regularly and frequently—to stay current with university-related communications, some of which may be time-critical. You can find UT Austin's policies and instructions for updating your email address at <http://www.utexas.edu/its/policies/emailnotify.php>.

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.

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 information on academic integrity and plagiarism, see <http://catalog.utexas.edu/general-information/the-university/#universitycodeofconduct>

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 Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone).

Students with Disabilities

Please notify your instructor of any modification/adaptation you may require to accommodate a disability-related need. Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities. Call 512-471-6259 or visit <http://diversity.utexas.edu/disability/>

Attendance University accepted exceptions

Attendance may not be part of your grade for this course, but you still need to show up. Only with a university recognized absence, including medical emergencies authenticated with a doctor's note or family bereavement confirmed by a signed letter from one of your parents, can you make up assignments and exams.

Family reunions or holiday travel are not excusable absences from this class. If you will miss a class for reasons of religious or military observance you must let us know WELL IN ADVANCE (see UT policy below), not the day before. You will still need to get assignments in a day before or after the due date. Plan ahead.

Religious Holy Days

By UT Austin policy, you must notify your instructor 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, 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 before or after the absence if you give the required advance notification.

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 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 | cmhc.utexas.edu
- CMHC Crisis Line: 24/7 | 512.471.2255 | cmhc.utexas.edu/24hourcounseling.html

CARE Counselor in the Moody College of Communication is: Abby Simpson, LCSW - CMA 4.134 | 512-471-7642 (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

Emergency Evacuation Policy

Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a fire alarm is activated or an announcement is made. Please be aware of the following policies regarding evacuation:

- Familiarize yourself with all exit doors of the classroom and the building. Remember that the nearest exit door may not be the one you used when you entered the building.
- If you require assistance to evacuate, inform me in writing during the first week of class.
- In the event of an evacuation, follow my instructions or those of class instructors. Do not re-enter a building unless you're given instructions by the Austin Fire Department, the UT Austin Police Department, or the Fire Prevention Services office.
- Information regarding emergency evacuation routes and emergency procedures can be found at: <http://utexas.edu/emergency>