

INTEGRATED communication campaigns

PR S377K & ADV S373 (UNIQUE #S: 06080 & 06520)

the person handing out grades.

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the real brains of the operation (your TA).

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Office Hours: TBD

course objectives.

Sure, I could get all business buzzwordy about what you're here to do. I could talk about how you're going to "work synergistically as a single unit to effectively communicate a brand message and increase the conversion of a given target market." But I won't. Well, not beyond that last bit. We all know what this class is about. This is where you take everything you've learned in your time here at UT and put it together for one, single, noble purpose - to take over the wor...ahem, to win a client's business. You'll get to know a real world client, do your research, discover the issue/problem/opportunity, do more research, figure out a plan, execute that plan, and then try to convince that client that you're right and everyone else has no idea what they're talking about. Like picking up a new friend at a bar, only with a bigger budget and less risk of getting alcohol thrown in your face. Oh, and you'll do it as a team, because that's what we do in the real world. For realises.

You'll spend 5 weeks working to prepare and deliver a single campaign idea. That's right, all the eggs are in one basket. In the end you're to deliver a planbook and presentation that convinces me and the client that you're the best and we'd be crazy not to hand over our money to you on the spot. Simple. Did I mention you'll be competing with other teams? Well, now I have. Yup, the team whose campaign is chosen will lead the way for the other teams in the execution phase.

Once the client is on board you will execute your stuff, run your stuff out in the real world, analyze the results, and explain what went right and what went wrong. It's a whole campaign from start to finish jam-packed into a single semester.

things to focus on. (worth coming back to a few times, I'd wager)

- Teamwork: I'm talking '80s montage, guitar solo, best buds getting together to get it done kinda teamwork. No loners. No "I do this, you do that and we'll cram it together in the end". I want you all talking, exchanging ideas, building each other up and discovering new territory. Meet every day. Trust me on this. Work as a real team, in real time, in person if possible.
- Good ideas: What do I mean "good"? It's unique, conceptual, solves the problem, engages the customer, talks "with" not "at", has legs that take it into all known media (and some unknown), and above all DOESN'T BORE THE PANTS OFF ME. Oh, and not just two or three of these

things. All of them. If it's been done before, don't do it. I don't want well-researched advertising wallpaper here. You've turned in boring papers already. Now do something you're proud of.

- Research and proof: Don't just tell your idea, sell it. Your idea may be amazingly funny or it may move a client to tears, but you still have to convince them it's the right way to go. If they're gonna spend money with you then they want to know they're getting a solid ROI. They won't just take your word for it. Have a rationale and show it.
- Trust: Does the client trust you and your team with their future? Why should they? Earn that trust. Don't misspell a single word. Don't use outdated research. Prove to them you know their business and above all make them like you. Yeah, go figure. They're human beings and emotional connections are important. Make them like you and they'll like your idea just a bit more. Make them think you're a tool and it doesn't matter how good your idea is.

required text.

Buy this thing. Read this thing. Is there a test? Yes, it's called "life".

Perfect Pitch, Jon Steel ISBN 0471789763

<https://www.amazon.com/Perfect-Pitch-Selling-Winning-Business/dp/0471789763>

suggested texts.

All the books you've read for all your classes previous to this. I'm not kidding. Read them again. Ask your group members if they've read different books and read those too. Life (and this class) is about connecting dots and the more dots you have the better chance you have at doing something amazing.

helpful people and places.

- College of Communication Instructional Media Center:
<http://communication.utexas.edu/technology/imc/>
- Fresh-ups: UT College of Communication Software Workshops:
<http://www.facebook.com/pages/The-Fresh-Ups-UT-College-of-Communication-Software-Workshops/147245465319771>
- UT Counseling and Mental Health Center, 24-Hour Telephone Counseling: 512-471-2255
- Behavioral concerns advice line: 512-232-5050
- Undergraduate Writing Center, FAC 211, 471-6222: www.uwc.utexas.edu
- Student Emergency Services: <http://deanofstudents.utexas.edu/emergency/>

ut policies.

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 512.471.6259, 512.471.6441 TTY.

things to do.

Think smart. Think weird. Invent. Explore. Share.

things to don't.

Cheat - You will be caught, you will fail, you will be kicked out of school. Or worse you won't.

do the work. do it on time. it's your only chance.

Late assignments are a zero. No exceptions. Period. Read that again. And again. No really. Late = an automatic "0". Make arrangements with your TA or me to turn in assignments EARLY if you know you

won't make it to class. Emergency issues should be handled thru Student Emergency Services who will, in turn, contact me. There is no extra credit, only Zuul. Unless you have accommodations from the University and have worked out said accommodations with me AHEAD OF TIME, there is no extra credit work, makeup tests, or other special considerations.

E-Mail and Canvas

In this course, email and Canvas will both be used to communicate. I'm very reachable on my email. So you will be as well. Make sure your Canvas email is updated to a current, reachable account. You will be responsible for checking it regularly for class work and announcements.

grade breakdown:

Briefs where the campaign runs during the semester.

| | |
|------------------------------------|-----|
| Group Campaign Plan Book | 20% |
| Group Campaign Presentation | 20% |
| Executions | 20% |
| Post Mortem | 20% |
| Peer evaluations / Professionalism | 20% |

Briefs that are pitch only. Will include multiple rounds.

| | |
|------------------------------------|-----|
| Group Campaign Plan Book | 20% |
| Group Campaign Presentation | 20% |
| Executions | 20% |
| Client Feedback | 20% |
| Peer evaluations / Professionalism | 20% |

It's tough out there

The world is a little more stressful than usual lately. So, if stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, UT has options available for support. Our CARE Counselor in the Moody College of Communication is: Abby Simpson, LCSW | CMA 4.134 | 512.471.7642 (leave a message if she is unavailable)

Need Immediate Help?

- 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

But, when? WHEN?!

For campaigns that run during the semester.

| | | |
|----------|---|---|
| W, 8/29 | - | Welcome: Syllabus, Introductions, etc. |
| M, 9/3 | - | Labor Day Holiday |
| W, 9/5 | - | Meet the client |
| M, 9/10 | - | First thoughts, strategy, and organization. Develop research. |
| W, 9/12 | - | Launch research initiatives and gather consumer insights |
| M, 9/17 | - | " |
| W, 9/19 | - | Develop budget (such as it is), segmentation, and positioning. |
| M, 9/24 | - | Develop creative and media strategies |
| W, 9/26 | - | " |
| M, 10/1 | - | Polish and practice presentations |
| W, 10/3 | - | " |
| M, 10/8 | - | Pitch to client |
| W, 10/10 | - | Client chooses. Winning directions move forward. |
| M, 10/15 | - | Further concepting on direction. Executions fleshed out. |
| W, 10/17 | - | Concepting continues. Presentation is organized. |
| M, 10/22 | - | Present executions. |
| W, 10/24 | - | Client gives feedback and adjustments on all directions. Students turn around before weekend. |
| M, 10/29 | - | Approval and/or additional changes are given. |
| W, 10/31 | - | Film, Create, and Edit |
| M, 11/5 | - | Film, Create and Edit |
| W, 11/7 | - | Film, Create and Edit |
| M, 11/12 | - | Present. Get final changes. |
| W, 11/14 | - | Last Tweaks |
| M, 11/19 | - | Executions begin their two week run. |
| W, 11/21 | - | Thanksgiving Holiday |
| M, 11/26 | - | Any adjustments are made for second week run. |
| W, 11/28 | - | Run continues until Sunday. |
| M, 12/3 | - | Collect Data and prepare post mortem preso |
| W, 12/5 | - | Continue work on post mortem preso |
| M, 12/10 | - | Post Mortem Presentation |

But, when? WHEN?!

For pitch only campaigns.

| | | |
|----------|---|---|
| W, 8/29 | - | Welcome: Syllabus, Introductions, etc. |
| M, 9/3 | - | Labor Day Holiday |
| W, 9/5 | - | Meet the client |
| M, 9/10 | - | First thoughts, strategy, and organization. Develop research. |
| W, 9/12 | - | Launch research initiatives and gather consumer insights |
| M, 9/17 | - | " |
| W, 9/19 | - | Develop budget (such as it is), segmentation, and positioning. |
| M, 9/24 | - | Develop creative and media strategies |
| W, 9/26 | - | " |
| M, 10/1 | - | " |
| W, 10/3 | - | " |
| M, 10/8 | - | " |
| W, 10/10 | - | " |
| M, 10/15 | - | Polish and practice presentations |
| W, 10/17 | - | " |
| M, 10/22 | - | Pitch to client |
| W, 10/24 | - | Client feedback |
| M, 10/29 | - | Adjust approach, research, executions. Possibly re-concept. |
| W, 10/31 | - | " |
| M, 11/5 | - | Develop creative and media strategies again. Tweak book and presentation. |
| W, 11/7 | - | " |
| M, 11/12 | - | Finalize executions and presentation. Practice. Polish. |
| W, 11/14 | - | " |
| M, 11/19 | - | 2nd Presentation to Client |
| W, 11/21 | - | Thanksgiving Holiday |
| M, 11/26 | - | Receive tweaks |
| W, 11/28 | - | Final touches put on presentation and executions. Deliverables organized. |
| M, 12/3 | - | " |
| W, 12/5 | - | Send to client. Receive any absolutely final needs over weekend. |
| M, 12/10 | - | Send final deliverables. (if needed) |