

ADV 391K GRADUATE CAMPAIGNS
Integrated Brand Promotion Campaigns
Spring 2019 (#06645)
BMC 3.206
MW 3:30 p.m.-5:00 p.m.
The University of Texas at Austin

Instructor: Dr. Jeeyun Oh
Assistant Professor
Stan Richards School of Advertising & Public Relations

Office: BMC 4.320

Office hours: Monday 2:00 pm – 3:00 pm

Email: jeeyunoh@utexas.edu

Prerequisite: Graduate standing

Course Description

As the capstone courses in the advertising program, this class integrates all of the course work within both the major and outside areas. This is the course in which students learn the most and have the most fun working in agency teams on a real project.

In order 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 task and group projects are used during the semester. The major focus of the course is on the development of an IBP campaign plan for a client; students will work on a range of projects as members of agency account teams. The class does not center on the development of new skills; rather, it is about the refinement and integration of what you have already learned. In addition to an emphasis on developing and presenting a complete campaign, the course is given direction and supplemented through the use of lectures, handouts, video presentations, and recommended readings.

Course Objectives

The objective of the course is to provide students with an in-depth understanding of the process of planning, presenting, and implementing complete IBP campaigns. In order to accomplish this objective, 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.

Secondary objectives of the course are to increase each student's level of competence, professionalism, and ethical thinking. Specifically, the course is designed to help students sharpen the following skills: strategic and critical thinking; planning; organizational; written and

verbal communication; time management; interpersonal; and group work (bringing out the best in others).

Required Course Materials

Berger, J. (2016). *Contagious: Why things catch on*. Simon and Schuster.

Jugenheimer, D. W., Sheehan, K., & Kelley, L. D. (2015). *Advertising media planning: A brand management approach*. Routledge (e-book available on the UT library website).

*Other supplementary readings and video lectures will be available on CANVAS.

Instructional Approach

To achieve the course objectives, I will provide:

- (a) supplemental readings and examples to provide a common framework to structure understanding of the strategic IBP planning process;
- (b) guidance for a major account team campaign development project—as well as several smaller ones—to mirror the work environment on both the client and agency sides of the advertising and communications business; and
- (c) writing assignments and other projects to help focus on key components of the strategic planning process and personal development.

Course Requirements

Main-client Presentation (15%)

Main-client presentations should be 12 minutes long in total. The audience will be your client, me, and your peers who intend to offer helpful feedback. This will consist entirely of group-based work, from initial research to design, deliverables, measurement, testing, etc. Your focus should be on carrying out campaign planning from beginning to end. In order to be an effective pitch, every element should support your main ideas and recommendations.

An essential part of any career is the ability to present ideas in a clear and engaging manner.

While the ideas themselves of course have great value, it would be difficult to overstate the importance of how you present those ideas. Presentation grades will reflect the fact that it is not simply about how good your ideas may be but how effectively you present them.

Plansbook (30%)

A sample outline of a plansbook will be released. You will follow the outline provided, except when revisions are necessary. For everyone, the plansbook is due by Apr 29. You will need to submit a good hard copy and a pdf file to me. The hard copy will be given to your client on the final presentation day.

The advertising business is characterized by attention to details and deadlines. All written work must be prepared using a personal computer and high quality printer. *Late work is not accepted*. Demonstrating creativity, enthusiasm and hard work should be each student's objective during this course and beyond.

(Other) Group Assignments (25% in total)

During the first half of the semester, your group will practice your research and creative skills by choosing one successful advertising/marketing campaign released in the 21st century, analyzing and reconstructing it in a reverse way - you will create a proposal pitch using the idea as if it had not been executed yet. In order to prepare this, your group will (a) identify one successful campaign and explain your rationale (*choosing a campaign*, 5%), (b) perform a situation analysis that likely led to their campaign idea (*case study situation analysis*, 7%), (c) analyze a target market (*case study target market*, 5%) and pitch the main idea of the campaign (*pitch the insight*, 8%) in front of the class.

Individual Assignments (15%)

Individual assignments are designed to prepare you to go into an interview with a strong philosophy of how to complete your job. The first assignment requires you to interview a leader of any small/local/larger business, organization, community, etc., and interview him/her on *why* they do what they do. A Ted talk by Simon Sinek will provide you more information on this question. The second assignment requires you to write an essay on (a) your personal approach to your communications career, and (b) why it is the right approach for you. More details about the assignment will be provided in class.

Attendance (5%)

Attendance will be taken as frequently as possible. **For the third to fifth absences, your final grade will be dropped a letter grade.** For instance, if you missed three classes and had earned a B grade, you will receive a C grade for the course. **The 6th absence constitutes F for the course.**

I expect you to arrive in class on time and to stay for the entire class. **Frequent unexcused, tardy arrivals will be considered as absence.** A random exit may be considered an unexcused absence.

In extremely rare circumstances, students may be unable to attend class due to serious illness or crises. These situations will be dealt with on a case-by-case basis. In general, notice must be given to me **at least 24 hours before the absence** occurs. Excused absences may be due to a work conflict (confirmation should be presented in advance), illness (a doctor's excuse should be provided at the first opportunity) or legitimate emergency situation. **You are responsible for any assignments given and all work missed when absent or late.**

Class Participation (5%)

Your active presence in class is vital to meeting the course requirements. Students are expected to actively participate in class discussion.

Laptop use in lecture is strongly discouraged. Using your laptop or tablet to take notes often leads to checking email and social media or browsing the internet. This hinders your learning and has also been shown to distract those around you (<https://www.brookings.edu/research/better-learning-in-college-lectures-lay-down-the-laptop-and-pick-up-a-pen/>). **If a student is found engaged in any of these distracting activities, s/he will get zero attendance score for the class.** Phones must be in silent mode and all technology (except for taking notes or performing in-class or group activity on your laptop) must be put away during the class.

Peer Evaluation (5%)

Experiencing the rewards and learning to cope with the problems of working in a small group is an important part of the class. Advertising is an all-weather, team sport – thus, your group members will evaluate you as a team member at the end of the semester through a confidential survey.

Late Work Policy

No late work will be accepted for any group work. For individual assignments, I may accept late work, but you will **automatically lose 50% of your score**. Software, network or storage device failure is *not* a valid excuse for late work. No assignment will be accepted two weeks past the due date.

Course Evaluation

ASSESSMENT	PERCENT
Main-client presentation (the final pitch)	15%
Plansbook	30%
Other group assignments (25% total)	
Choosing a case	5%
Case study situation analysis	7%
Case study target market	5%
Pitch the insight	8%
Individual assignment (15% total)	
Interview “why”	5%
Individual essay	10%
Peer evaluation	5%
Attendance	5%
Class participation and professionalism	5%
TOTAL	100%

SCHEDULE

The instructor reserves the right to alter the syllabus during the semester.

Wk	Dates	Topic	Reading	Notes and Assignments (due by 11:59 PM) *individual assignment
1	Jan 23	Class introduction		
2	Jan 28	Fresh ideas Form groups	Berger Intro chapter	Assign: Choosing a case
	Jan 30			No class meeting Choosing a case due Feb 2
3	Feb 4	Discuss case studies; Situation analysis	Jugenheimer Ch 6	Assign: Case study situation analysis
	Feb 6	Emotion	Berger Ch 3	
4	Feb 11	Stories	Berger Ch 6	Due: Case study situation analysis
	Feb 13	Public; Target market	Berger Ch 4 Jugenheimer Ch 7	Assign: Case study target market
5	Feb 18	Pitch		Due: Case study target market Assign: Pitch the insight
	Feb 20	Presentation prep		Pitch the insight due Feb 23
6	Feb 25	Pitch the insight (presentations)		
	Feb 27	Pitch the insight (presentations)		Assign: Client preference
7	Mar 4	Start with “Why”	TED talk by Simon Sinek	Due: Client preference Assign: *Interview “why”
	Mar 6			No class meeting Interview “why” due Mar 9
8	Mar 11	Client Intro		
	Mar 13	Client Intro		Assign: *Individual essay
9	Mar 18, 20	Spring Break		
10	Mar 25	Discuss the plansbook		Due: Individual essay Assign: Plansbook
	Mar 27	Group work		
11	Apr 1	Group work		
	Apr 3	Group work		
12	Apr 8	Group work		Due: Situation analysis (not graded yet)

	Apr 10	Group work or guest lecture		
13	Apr 15	Group work or guest lecture		
	Apr 17	Group work		
14	Apr 22			No class meeting Due: Strategy (not graded yet)
	Apr 24	Group work		Due: Media plan (not graded yet)
15	Apr 29	Group work		Due: Plansbook
	May 1	Final Pitch		
16	May 6	Final Pitch		
	May 8	Discuss pitches		Last class day

Special Notes

Our client has volunteered time and assistance to contribute to the educational goals of our department. All materials furnished by our client are to be treated as strictly confidential. The plans, ideas and other materials prepared for our client become their property and may be used at their discretion. In fact, our hope is that they will use it so you can demonstrate in every interview and conversation forever how effective and brilliant you are.

Policy on Scholastic Dishonesty (<http://deanofstudents.utexas.edu/conduct/index.php>)

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.

Plagiarism

Part of maintaining academic honesty includes avoiding plagiarism. In your work for this class and all others, you must cite sources if you use words or ideas that are not your own. This obviously includes quoted material, but it also covers works that may have inspired your thinking or ideas you build upon. All your works may go through Turnitin software (<https://www.turnitin.com>) that automatically detects plagiarism.

Policy on Religious Holy Days Observance

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

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.

Students with Disabilities (<http://www.utexas.edu/diversity/ddce/ssd>)

Please notify your instructor of any modification/adaptation you may require to accommodate a disability-related need. You will be requested to provide documentation to the Dean of Student's Office in order that the most appropriate accommodations can be determined. Specialized

Other Resources

*Advertising Age: adage.com.

*AdWeek Web site: <http://www.adweek.com/aw/index.jsp>.

*New York Times "Media & Advertising" section:

<http://www.nytimes.com/pages/business/media/index.html>.

*PR Watch Center for Media and Democracy: www.prwatch.org.

*Public Relations Newswire: www.prnewswire.com.

*Public Relations Society of American Web site: www.prsa.org.

*Steel, Jon. Perfect Pitch. John Wiley and Sons, Inc: Hoboken, NJ, 2007. I don't know if you can find a more useful book about persuading audiences through presentations. Looking forward in your lives, it's safe to say this is a skill worth practicing.