

Advertising 377 [06510]
Advanced Media Strategies
Spring 2019

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BMC 4.360

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Office Hours: TTh 12:30 – 2:00
& by appointment

Class Meetings: TTh 2:00 – 3:30 in BMC 4.206

There is not TA for this course. There are several critical out of class meetings required throughout the semester per our schedule. Please plan accordingly in advance.

There is no final exam scheduled for our course.

Course Objectives

This is a TexasMedia cornerstone class and our objectives are simple – to transform you into sponges. The outcome of this semester's work will be to have you soak up as much information from as many perspectives as possible across the worlds of communication, technology, and pop-culture. The more you experience, the more flexible you are in your thinking, the smarter your ideas become, the better job you'll get, the sooner you'll get the corner office, and so it goes... Understand from this point on you are a super sponge that can never be too saturated.

Course Description

This class will immerse you in the many issues that comprise the media industry today on the road to fostering your sense of independence in media analysis and recommendation. In here you will be put in the driver's seat where you are personally responsible for creating great media solutions. It is not enough to simply use your "I'm a media person" brain. You must think about the various worlds in today's communication, entertainment, and business environments and attempt to craft ideas that bring these facets all together for your clients in just the right way.

Let's face it. No matter how you look at it, this is a highly competitive field you have chosen. You better know as much as possible about using media as a competitive tool in business because this is what will show immediately how you think – and ultimately – make it happen for you. This means you need to be able to view each scenario you are dealing with from any of many angles. This fluidity of thought is only one of the major things we will be working on.

Throughout the semester, you will be required to complete a number of different assignments that focus on a wide variety of muscle groups in your brain. We will exercise you in large and small group environments as well as individual experiences. You will read, write, and present. You will also be exposed to quick response projects that mimic day-to-day industry demands as well as longer-term projects that allow more in-depth research, analysis, and strategy development. Our goal is to put you into as many different situations and push as many buttons as possible in 15 weeks that are both inside and well outside of your current comfort zones.

**Warning: This is an extremely hands-on class.
Get ready to roll up your sleeves!**

Course Design

This course has been designed as a seminar. That means that I don't do all of the talking. Rather, we have an ongoing exchange of ideas. Most class periods will be devoted to the discussion of selected topics as indicated in your course schedule daily plan of attack. In-class activities will also keep things lively. Throughout the semester, you will also be given class time to use as required agency breakout sessions.

We will complete a variety of work over the next 15 weeks to exercise many different brain muscle sets. Specific logistical details [deadlines and expectations] will be provided for each project at the appropriate time. What follows is a top-line summary of the work we will take on this semester. Please note, late work will be critiqued, but will receive a grade of 0.

- **You, Inc.** - At the beginning of the course, you will be subdivided into small groups and will be asked to pull together a quick, yet professional document and presentation that is meant to jump start your semester while creating maximum sponge potential.

- **Client #1 & Client #2 Insight & Communication Decks/Presentations** – We will work on developing your sense of business as well as of strategy and content development via two very real clients on extremely diverse projects. As always, this semester will include a unique competitive twist for your teams. You will be doing everything from a full digital media presence analysis, to creating media platforms portfolios that center on all mass and niche media, including social, mobile, guerilla, and PR efforts. You will be exposed to new resources and skill sets throughout this process. We will conduct all of this work under very strict non-disclosure agreements, so please take this seriously.

- **Creative Collaboration Brief** – Because it is critical that you work on short-term, investigative strategic development with tangible creative impact we will be doing an experimental project this semester. For two-weeks you will be partnered with ADs + CWs in Texas Creative to research and formulate unique target insights, a solid brand plan, and a detailed content plan. Should this experimental project not come together as intended a substitute individual project will be used.

- **What Now?** - From time-to-time we will have in-class small group work sessions. These impromptu assignments will stem directly from other discussions in the class, and are meant to replicate the quick thinking needed to successfully support a company's need to make in-the-moment decisions. You must be present by signing the daily roster to get credit for these sessions and **there are no make-ups if you miss class on these days.**

- **Peer Rating** – Because team work is such a huge requirement in our industry, each student will be given a detailed peer review at the end of each group project. A student's combined reviews throughout the semester will be used to generate their individual peer rating for the semester. *Please note, a student earning below an acceptable rating on their peer reviews is in danger of not being able to continue in TexasMedia courses in future semesters. In other words, you are here because you want to be. If your performance indicates differently, this is evidence that the program is not for you.*

• **Regular Attendance** - Yes, I'm one of those instructors who actually expects you to attend class and to interact with us while you're there. The reason for this is that our course is so discussion and project based that you have to be present to grow with us. I will take role via a sign in sheet each day and not being present will affect your grade. You must sign the roster each day for yourself (no friend sign ins) to get recorded for attending. I will remind you, but I cannot be asked to "remember" you being there. The sign-in sheet is the final say. Because life happens, two absences are excused. Each additional absence is a 5% deduction.

Course Materials

Most of the materials you will need for this course will be provided on-line via Canvas.

You will also be responsible for covering the costs associated with producing materials for all of your class assignments and presentations. Some semesters this will include any small costs that are incurred for travel to and from client presentations.

You will also be required to sign up for free email updates from two of the following providers of your choice and to regularly check the headlines to stay current:

Media Post - <https://www.mediapost.com/register/>

AdWeek - <http://www.adweek.com/newsletter-signup>

Ad Age - <http://adage.com/help/emailprefs>

PR News - <http://www.prnewsonline.com/>

Media Life Magazine - <http://www.medialifemagazine.com/subscribe/>

Online Wall Street Journal - <http://online.wsj.com/news/technology>

Communications

We will communicate regularly using the Canvas site for this class at <http://courses.utexas.edu>. I will also be glad to have conversations with you via email, but will utilize a guaranteed 48-hour return email policy due to the heavy volume of emails at certain times of the semester. I will not be able to use email to answer your questions regarding projects or other detailed coursework because such questions are best addressed in a person before or after class or during office hours.

Grades

Grades will be handed back with feedback in class per our schedule. Canvas will be used to post final course grades. Grades will be assigned based on the following distribution.

Client #1	25%
Client #2	30%
You, Inc.	15%
POVs	10%
Peer Rating	10%
What Now? [3]	5%
Regular Attendance	<u>5%</u>
	100%

We are under the system of +/- . The following scale will be used to determine the general breaks for final grades.

Proportion of Points	Letter Grade
92.5-100%	A
89.5-92.4	A-
86.5-89.4	B+
82.5-86.4	B
79.5-82.4	B-
76.5-79.4	C+
72.5-76.4	C
69.5-72.4	C-
59.5-69.4	D
Below 59.4	F

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.

University of Texas Policy on Scholastic Dishonesty

To make sure we are all on the same page, the following details UT's policy on academic integrity:

"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. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. For further information please visit the Student Judicial Services Web site: <http://deanofstudents.utexas.edu/sjs>."

What does this policy mean to you in this class? If you are caught cheating in any manner [including plagiarizing work in your project], you will be significantly reprimanded in a manner that correlates with the severity of the problem. This can range from being required to repeat the course, to expulsion from the University. Please take this as seriously as we do!

Documented Disability Statement

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 471-6259 [voice] or 471-6441 [TTY].

If you have already made official arrangements with the Dean of Students office for approved accommodations, please present your official letter of accommodation to me within the first two weeks of class to allow time for us to set up your program of accommodation.

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

- M-F 8-5p | 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

Closing Thoughts

Please notify me in advance if you are having any difficulties with which I can assist. It is my job to make sure that you have all the information and guidance you need to learn a great deal in this course. It is your job to see that you take full advantage of all resources and put forth the effort needed to succeed.

This is what you've been waiting for guys!

Good Luck! And hold on. Here we go!

Advanced Media Strategies
Daily Plan of Attack
Spring 2019

rev. 1
1.22.19

	Day	Date	Topic	Relevant Events
1	T	1/22	Course Overview & Expectations	
2	Th	1/24	Introduction to Yourself and Your Media Cohort	
3	T	1/29	What is a Deck? - Logistics and Basics - You, Inc. Assigned	
4	Th	1/31	Digitas Campus Visit	Ground Hog Day this weekend
5	T	2/5	Client 1 NDA & Reveal - Remaining Time Work Day	Lunar New Year
6	Th	2/7	Project Launch with Client 1	
7	T	2/12	You, Inc. due; Presentations	
8	Th	2/14	Prioritizing Markets - Tiering Structures - What Now 1?	Happy Valentine's Day
9	T	2/19	You, Inc. Feedback Session	
10	Th	2/21	Plan Breakouts - Check Point	
11	T	2/26	Plan Breakouts - Check Point	
	W	2/27	COC CCS Career Fair 10:00 - 3:00, DKR Stadium, 8th Floor	Attendance highly recommended
12	Th	2/28	Interviewing 101: What Now 2?	
13	T	3/5	The Richard's Group Campus Visit	
14	Th	3/7	Plan Strategy Day	Daylight Savings Time starts this weekend
	M	3/11	Client 1 Plans Due by 5:00	
15	T	3/12	Presentation Strategy Sessions	
	W	3/13	Client 1 Presentations	
16	Th	3/14	Texas Media 20th Celebration!!!	
17	T	3/19	Happy Spring Break!	Spring Break
18	Th	3/21	Happy Spring Break!	Spring Break
19	T	3/26	Client 2 NDA & Reveal	
20	Th	3/28	Project Launch with Client 2	
21	T	4/2	Creative Collaboration Kick Off	
22	Th	4/4	Plan Organizational Day - Q&A Session	
23	T	4/9	Creative Collaboration Sessions	
24	Th	4/11	Creative Collaboration Sessions	
25	T	4/16	Plan Breakouts - Check Point	
26	Th	4/18	Plan Breakouts - Check Point	Passover + Easter this weekend
27	T	4/23	Creative Collaborations Due - Discussion	
28	Th	4/25	How Agencies Make Money - What Now 3?	
29	T	4/30	Plan Strategy Day	
30	Th	5/2	Plan Strategy Day	Cinco de Mayo this weekend
	M	5/6	Client 2 Plans Due by 5:00	
31	T	5/7	Presentation Strategy Sessions	
	W	5/8	Client #2 Final Presentations	
32	Th	5/9	Wrap Up Session + Cohort Photo	Last Class Day
Please note, this schedule is highly subject to change due to the nature of the course and the reality of working with outside industry professionals. Updates will be announced and/or posted with new revision numbers as needed. It is the responsibility of each student to keep track of any announced schedule changes.				
Key	Blue Text: Contact with the "outside world" is planned. Please prepare and dress in business casual.			
	Green Text: No organized class meeting. On workdays, meet your instructor in her office.			
	Orange Text: Meeting outside normal class time will be necessary.			