

**ADV 373/PR 377K INTEGRATED COMMUNICATION CAMPAIGNS**  
(Fall 2018 -- Unique No. ADV 06060/PR 06529)  
**MW 11:00a.m.-12:30p.m. (CMA 3.120)**

**Professor:** Dr. Patricia Stout, Ph.D.  
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**COURSE DESCRIPTION**

ADV 373 and PR 377 are the capstone courses in the Stan Richards School undergraduate degree program in advertising and in public relations. Prerequisites for this combined course include intro advertising/PR and IBP, research, media, and communication management. This class integrates all of the course work in both majors and is the course in which students learn the most and have the most fun working in agency teams on a real project.

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 and task group projects are completed during the semester. The major focus of the course is on the development of an IBP campaign plan for a real client.

In this class, students work on a range of projects as members of agency account teams. Experiencing the rewards and learning to cope with the problems of working in small groups is an important part of the class.

In addition to an emphasis on developing and presenting a complete campaign, the course is given direction and supplemented through the use of client meetings, lectures, handouts, DVD presentations, recommended readings, and guest speakers. Further, a set of task group assignments focusing on various aspects of campaign planning is spread across the semester.

**COURSE OBJECTIVES**

-To provide students with an in-depth understanding of the process of planning, presenting and implementing complete IBP campaigns client.

-To improve students' ability to gather information about industry and marketplace trends to assist in the design of effective integrated communication campaigns.

-To increase each student's level of competence and professionalism.

-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 in a diverse group work setting).

## **COURSE STRATEGY**

To accomplish these objectives, the emphasis in the course is on each individual learning-by-doing. That is, by working with other students to develop and present a complete campaign for a real client. Students will utilize:

- A major account team campaign development project, as well as several smaller projects, to mirror the work environment on both the client and agency sides of the advertising and public relations business
- Task group assignments and other projects to help focus on key components of the strategic planning process and personal development
- Supplemental readings, examples, and guest speakers to provide a common framework to structure understanding of the strategic IBP planning project

## **COURSE MATERIALS**

One textbook is required for this course. Several optional books and resources are recommended. Readings will be posted to the Canvas website <http://courses.utexas.edu> to be read prior to class for in-class discussion, exercises and/or for online comments during the semester. These materials are mandatory unless specified otherwise. Students are expected to stay current with Adv/PR trade press news relevant to IBP. Additional details will be provided.

Required text: Advertising Campaign Planning (5<sup>th</sup> Edition), Jim Avery & Debbie Yount, 2016. Melvin & Leigh, Publishers (available at the UT Coop).

While it is not required reading for the course, I highly recommend you read Jon Steel's Perfect Pitch. The book provides valuable insights into making presentations and winning new business. It will be useful not only for making presentations in this class, but for other presentations you make as you advance in your career.

## **COURSE GRADING**

In general, team members receive the same grades for group exercises and projects. The individual paper assignment offers a chance for personal distinction, since you will have time to work on it and can use essentially all the resources at your command. Plus/minus grades will be assigned for the final grade.

The assignments for this class include:

- **Crash Exercises:** These will be short exercises to develop campaigns and to present those ideas. These are tasks you must respond to under time pressure (and typically involve rescheduling other activities already planned or underway).
- **Campaign Development:** The account team's development and presentation of a campaign to the client.
- **Individual Paper:** This written assignment will provide an opportunity to reflect on your personal approach to advertising and how it may have evolved over the course of the semester.

- **Class Participation:** Your participation in class – during in-class exercises and discussions – is an important element of completing the class. It is important to show up prepared for class discussions and presentations. Effective participation includes balancing of quality and quantity of your contributions throughout the semester.
- **Peer Evaluations:** Your teammates will evaluate your performance for the class. Their evaluations will be averaged and included as a component of your final grade.

### **STUDENT EVALUATION**

Each student's performance will be assessed by evaluating:

- Your problem solving and applications skills through assignments, crash projects, research projects and participation
- Your account team's performance based on their plans book, team presentations, and call reports
- Your contribution to team performance through peer evaluations

Assignment	Weight
Crash Exercise #1	10%
Crash Exercise #2	15%
IBP Campaign-50/50 Book & Presentation	35%
Individual Paper	20%
Class Participation	15%
Peer Evaluations	5%

Letter Grade	Number Grade
A	93-100
A-	90-92.9
B+	87-.89.9
B	83-86.9
B-	80-82.9
C+	77-79.9
C	73-76.9
C-	70-72.9
D+	66-69.9
D	63-66.9
D-	60-62.9

**RELIGIOUS HOLY DAYS OBSERVANCE POLICY**

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. Please notify me of your pending absence at least 14 days prior to the date of observance of a religious holy day.

**DOCUMENTED DISABILITY STATEMENT**

If you have a documented disability that requires academic accommodations, please contact Services for Students with Disabilities (SSD) at (512) 471-6259 (voice) or (512)-410-6644 (video phone) or contact: <http://ddce.utexas.edu/disability/> Faculty are not required to provide accommodations without an official accommodation letter from SSD.

**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 more information visit: <http://deanofstudents.utexas.edu/sjs/scholdis.php>

**USE OF E-MAIL FOR OFFICIAL CORRESPONDENCE TO STUDENTS**

E-mail is recognized as an official mode of university correspondence; therefore, you are responsible for reading your e-mail for university and course-related information and announcements. You are responsible to keep the university informed about changes to your e-mail address. You should check your e-mail regularly and frequently—I recommend daily, but at minimum twice a week—to stay current with university-related communications, some of which may be time-critical. You can find UT Austin's policies and instructions at: <http://www.utexas.edu/cio/policies/university-electronic-mail-student-notification-policy>

**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.

**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 & 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](http://cmhc.utexas.edu) OR CALL CMHC Crisis Line: 24/7, [512.471.2255](tel:5124712255), [cmhc.utexas.edu/24hourcounseling.html](http://cmhc.utexas.edu/24hourcounseling.html)

**CARE Counselor** in the Moody College of Communication is: Abby Simpson, LCSW (M-F 8-5pm, CMA 4.134, 512-471-7642)

