

# ADV 373/PR 377K | IMC Campaigns | S19

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**Teacher:** Matt McCutchin

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## Books & Materials:

All course materials will be available online via Canvas--no additional purchases necessary.

## Catalog Description:

Concept of media mix; matching product, consumer, media profiles; conception, research, planning, and execution of advertising campaigns; special emphasis on advanced copywriting, layout, and production for print and broadcast media. Three lecture hours a week for one semester. Only one of the following may be counted: ADV 373, 373H, PR 377H, 377K. Prerequisite: ADV 370J or PR 367.

## Course Description:

You've been jumping through hoops since you got to UT. Getting into the university itself, getting into the Advertising and Public Relations programs, getting into various sequences, getting internships, and so on. Every step felt like you were jumping through ever-smaller hoops.

Welcome, then, to the final flaming circle: Integrated Campaigns. This course integrates everything you've learned so far -- no more silos.

In this class, we're all creative, and we're all businesspeople. The only thing that differs is our area of expertise. I ask you to please respect each other, and what each of us brings to the table.

Because you're putting things you already know to practical use, there are no traditional tests or lectures or papers in this class--just campaign plans. Truly stunning, professional-level plans.

This class is where it gets real: you create work for a real client, and give them a real presentation of your real campaign ideas. This is going to take a lot of real sweat. You have a semester to do all of this, which believe it or not is quite generous in the real world.

All great campaigns come from an insight--your job will be work together to find it, then bring it to life. You are expected to take a 360-degree integrated view of all the tools at your disposal for reaching customers.

This also takes integrating yourselves: using teamwork like never before to solve real problems. Teamwork is part of your grade, in fact.

We'll also have readings and discussions, all to help you create the best campaign plan. Realize that your plans will change and evolve--constant revision and flexibility are both very necessary in this business.

I will work as your director, guiding and pushing you to do better, smarter work. You will be graduating soon, and I want you to have all the skills you need to jump into a real cubicle somewhere and start earning real money.

### Course Components.

**Classroom.** We'll use this time in several ways; such as discussing campaigns in general, and discussing topics relevant your own work as it evolves. On certain days, your team or subgroup may instead meet with me at a specified portion of our regular class time.

**Campaigns.** The core part of this course—and your grade—are the campaigns you create with your teammates. These projects will be presented to the class as well as clients and guests. You all work together on this, and you all receive the same grade. This will be graded on insight as well as execution and ruthless attention to details.

**Presentation.** You'll present your final project, as a team. This means you'll have to communicate your ideas orally and visually.

**Teamwork.** Your ability to work as part of a team is perhaps the most important factor in succeeding in this industry, besides raw talent and tenacity. Therefore, your ability to work with others is factored into your final grade—in fact, your teammates will assign you this grade, anonymously.

**Independent Inquiry.** This course carries the Independent Inquiry flag. Independent Inquiry courses are designed to engage you in the process of inquiry over the course of a semester, providing you with the opportunity for independent investigation of a question, problem, or project related to your major. You should therefore expect a substantial portion of your grade to come from the independent investigation into your client and marketing situation, and presentation of your own work.

### Grades:

Here's how your final course grade will be calculated:

**80%** = Client Campaign (group grade)

**20%** = Teamwork (individual grade)

**100%** = Total

Final letter grades are calculated according to these cutoffs—no exceptions:

**A** = 94 to 100 **A-** = 90 to <94 **B+** = 87 to <90 **B** = 87 to <84 **B-** = 84 to <80 **C+** = 80 to <77 **C** = 77 to <74 **C-** = 74 to <70 **D+** = 70 to <67 **D** = 67 to <64 **D-** = 64 to <61 **F** = 61 to 0

### Rules:

#### Attendance + Late Work

As a budding professional in a deadline-driven industry, you are expected to complete every section and project on time--no exceptions. All projects are due at the date and time indicated on the Class Calendar.

#### Scholastic Dishonesty

The Department of Advertising has no tolerance for acts of scholastic dishonesty. 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. Please familiarize yourself with the University's policy on Academic Dishonesty [here](http://deanofstudents.utexas.edu/sjs/acadint_whatIs.php) ([http://deanofstudents.utexas.edu/sjs/acadint\\_whatIs.php](http://deanofstudents.utexas.edu/sjs/acadint_whatIs.php)).

#### E-Mail

In this course, e-mail will be used as a means of communication. You will be responsible for checking your e-mail regularly for class work and announcements, as well as Canvas. You can find UT Austin's policies and instructions for University e-mail [here](http://www.utexas.edu/cio/policies/university-electronic-mail-student-notification-policy) (<http://www.utexas.edu/cio/policies/university-electronic-mail-student-notification-policy>).

#### 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](http://cmhc.utexas.edu/) (<http://cmhc.utexas.edu/>)
- CMHC Crisis Line: 24/7 | 512.471.2255 | [cmhc.utexas.edu/24hourcounseling.html](http://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 8-5p | 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](http://cmhc.utexas.edu/commonconcerns.html) (<http://cmhc.utexas.edu/commonconcerns.html>)
- MindBody Lab - [cmhc.utexas.edu/mindbodylab.html](http://cmhc.utexas.edu/mindbodylab.html) (<http://cmhc.utexas.edu/mindbodylab.html>)
- Classes, workshops, & groups - [cmhc.utexas.edu/groups.html](http://cmhc.utexas.edu/groups.html) (<http://cmhc.utexas.edu/groups.html>)

## Course Summary:

Date	Details	
Tue Feb 28, 2017	 <a href="https://utexas.instructure.com/courses/1240267/assignments/4540198">Insights Presentation (https://utexas.instructure.com/courses/1240267/assignments/4540198)</a>	due by 12:30pm
Thu Jan 31, 2019	 <a href="https://utexas.instructure.com/courses/1240267/assignments/4540193">Career Track E-Mail (https://utexas.instructure.com/courses/1240267/assignments/4540193)</a>	due by 11:59pm
Tue Feb 5, 2019	 <a href="https://utexas.instructure.com/courses/1240267/assignments/4540199">Client Kickoff Meeting (https://utexas.instructure.com/courses/1240267/assignments/4540199)</a>	due by 12:30pm
Thu Apr 18, 2019	 <a href="https://utexas.instructure.com/courses/1240267/assignments/4540200">Initial Plans Due (https://utexas.instructure.com/courses/1240267/assignments/4540200)</a>	due by 12:30pm
Thu May 9, 2019	 <a href="https://utexas.instructure.com/courses/1240267/assignments/4540196">Final Campaign Plan Due (https://utexas.instructure.com/courses/1240267/assignments/4540196)</a>	due by 12:30pm
Fri May 10, 2019	 <a href="https://utexas.instructure.com/courses/1240267/assignments/4540207">Teamwork Grades Due (https://utexas.instructure.com/courses/1240267/assignments/4540207)</a>	due by 11:59pm