

ADV4800 Advertising Campaigns

TENTATIVE COURSE SCHEDULE – SP | SU | FA 2016

January 8 (Class Begin) – April 7 (Class End)

DAY	CLASS/LECTURE	DELIVERABLES/TASKS DUE
JanuaryThurs 7	<input type="checkbox"/> Orientation and review process <input type="checkbox"/> Discuss Student Fact Sheet <input type="checkbox"/> Review assignment for next class <input type="checkbox"/> Form teams <input type="checkbox"/> Download info packets Discuss	<input type="checkbox"/> TEAM MEMBER'S INFO. Email Dr.Morris a copy of each group member's email address in the CC line and in the body of the email. Put Team Number in Subject line See Example on Canvas
Thurs 14	<input type="checkbox"/> Team Presentations <input type="checkbox"/> What Makes a Campaign / Dr. Morris' Campaign Review? <input type="checkbox"/> Q&A about packets content and course <input type="checkbox"/> <u>Outline: 2 Parts (one Doc per team)</u> <input type="checkbox"/> 1. Info you need to get from client <input type="checkbox"/> 2. Info you need from survey	<input type="checkbox"/> STUDENT FACT SHEET and <input type="checkbox"/> Property Acknowledge Due (bring to class) <input type="checkbox"/> PREVIOUS CAMPAIGN BOOK EVALUATION ASSIGNMENT (presentation, report and handouts)
SAT 17	Submit Draft of Survey	<input type="checkbox"/> RESEARCH SURVEY Questionnaire <input type="checkbox"/> This may be shown to client.
Thurs 21	<input type="checkbox"/> <u>MEET THE CLIENT</u> – <input type="checkbox"/> Review Draft Survey <input type="checkbox"/> Discuss Other Questions <input type="checkbox"/> Give and receive contact info <input type="checkbox"/> Meet with instructor	<input type="checkbox"/> Class Presentation one hour. <input type="checkbox"/> Group Meetings With Client Each team will meet one-on-one with the client for 30 minutes following the class presentation <input type="checkbox"/> Group Meetings with instructor 30 Mins.
SAT 23	<input type="checkbox"/> SURVEY DUE <input type="checkbox"/> Submit Draft of Survey	<input type="checkbox"/> Send Questionnaire to Instructor <input type="checkbox"/> Prepare to Start Survey after Tuesday meeting
	Start Survey Next Week	<input type="checkbox"/> Prepare to start survey after meeting January 29

January 28 – February 18 Team Meetings

DAY	CLASS/LECTURE	DELIVERABLES/TASKS DUE
Thurs 28	<input type="checkbox"/> TEAM MEETINGS BEGIN	<input type="checkbox"/> RESEARCH: Final Review .Begin Survey <input type="checkbox"/> WEEKLY CALL REPORT 1 (Due Tues (Jan 26) by 7:30 P.M One per person.) <input type="checkbox"/> Discuss Client Visit
FEB Thurs 4	<input type="checkbox"/> TEAM MEETING	<input type="checkbox"/> WEEKLY CALL REPORT 2 (Due Tues by 7:30 P.M One per person.) <input type="checkbox"/> Survey Progress Preliminary Findings <input type="checkbox"/> Discuss Progress on Plans Book
Thurs 11	<input type="checkbox"/> TEAM MEETING	<input type="checkbox"/> WEEKLY CALL REPORT 3 (Due Tues by 7:30 P.M One per person.) <input type="checkbox"/> PRESENT SURVEY RESULTS *- <input type="checkbox"/> MARKETING & IMC PLAN DUE
Thurs 18	<input type="checkbox"/> TEAM MEETING	<input type="checkbox"/> WEEKLY CALL REPORT 4 (Due Tues by 7:30 P.M One per person.) <input type="checkbox"/> CREATIVE PLAN (before team meeting)

February 25 – March 14 Team Meetings Continued

DAY	CLASS/LECTURE	DELIVERABLES/TASKS DUE
Thurs 25	<input type="checkbox"/> TEAM MEETING	<input type="checkbox"/> WEEKLY CALL REPORT 5 (Due Tues) by 7:30 P.M One per person.) – SPRING BREAK BEGINS (Feb 27 – Mar 8) <input type="checkbox"/> MEDIA PLAN (before team meeting)
MAR Thurs 10	<input type="checkbox"/> TEAM MEETING	<input type="checkbox"/> WEEKLY CALL REPORT 6 (Due Tues (Mar 17) by 7:30 P.M One per person.) <input type="checkbox"/> Discuss Final Proposal/ Book Sections
March14 Monday	<input type="checkbox"/> Book Drafts	<input type="checkbox"/> BOOK ROUGH DRAFT DUE Morris Office or Advertising Office by 3 PM <input type="checkbox"/> No Team Meeting

March 17 – April 7

DAY	CLASS/LECTURE	DELIVERABLES/TASKS DUE
Tuesday 17	<input type="checkbox"/> Rough Drafts Returned	<input type="checkbox"/> FINISH WORKING ON BOOKS
March Thurs 24	<input type="checkbox"/> LAST CLASS – Discuss Presentations <input type="checkbox"/> Books –Final Versions Due	<input type="checkbox"/> COMPLETE BOOKS (2 total) - bring to class <input type="checkbox"/> RETURN THE BOOK ROUGH DRAFT <input type="checkbox"/> RECAPITULATION REPORT (2 copies)
March Monday 31	<input type="checkbox"/> Presentation Rehearsal	<input type="checkbox"/> PRESENTATION DRESS REHEARSAL <input type="checkbox"/> PRACTICE PRESENTATION* <input type="checkbox"/> Complete Power Point
April Thurs 7	<input type="checkbox"/> FINAL CLIENT PRESENTATIONS	<input type="checkbox"/> POWER POINT PRESENTATIONS <input type="checkbox"/> DVDs of Book-In Design and PDF Plus Copy Of Presentation (2 copies required) <input type="checkbox"/> Invite anyone <input type="checkbox"/> ATTEND ANOTHER TEAM'S PRESENTATION
Monday 11	<input type="checkbox"/> EVALUATIONS	<input type="checkbox"/> PEER-GROUP EVALUATIONS (by 4:30 P.M.)

INDIVIDUAL TEAM MEETINGS SCHEDULE

Each team member will attend (required) one-on-one meetings with the instructor on the scheduled times below. Excused absences from a meeting must be arranged with the instructor prior to the meeting.

TEAM #	MEET TIME	TEAM #	MEET TIME
1	Thursday, 10:30 A.M.	5	Thursday, 12:30 P.M.
2	Thursday, 11:00 A.M.	6	Thursday, 1:00 P.M.
3	Thursday, 11:30 A.M.	Extra	Please establish an out-
4	Thursday, 12 Noon	As Needed	of- class meeting time.

Please establish an out- of- class meeting time with the professor as needed

ADDITIONAL NOTES

Each team must complete the individual plan book sections and be ready to discuss it by the date listed in the schedule. This is not necessarily the format for the final plan books. It is simply the method you used to solve the client's problem and construct the integrated marketing communication plan. Your proposal will be presented to the client in the form of a finished plan book and a team presentation. The instructor will discuss with the team the due dates (or due-date changes) for each section before the scheduled team meeting. You must turn in the sections on the date indicated or it will affect your final grade. If the section does not meet the minimum acceptable standards, a revised version must be turned in to the instructor at the next team meeting.