

**ADV4800 – Advertising Campaigns
Spring 2019 Syllabus**

Instructor: Dan Windels

Class Time: Mon., 4:05 – 6:00 pm, Wed. 4:05 – 4:55 pm

Class Location: Florida Gym (FLG 0285)

Email: dwindels@ufl.edu

Office: Weimer Hall 1013 (Between CJC reception and The Agency)

Office Hours: Mon. & Thurs. 10:00 am – 12:00 (or by appointment)

Phone: 352-273-3066

Course Communication:

Please email me using the subject line “ADV4800” with any questions about assignments, class content, or if you just want to talk advertising. Please include as much information as possible in your email so I can provide you with an accurate response. Contacting me through Canvas email is the most efficient way to communicate. I will make every effort to respond to your email within 36 hours of you sending it.

Notice

Students requesting special classroom accommodation(s) must first register with the Dean of Students Office. The office will provide documentation to the student who must then provide this documentation to the instructor when requesting the accommodation(s).

About Advertising Campaigns

ADV4800 is the capstone course of the Advertising Program at the University of Florida College of Journalism and Communications; it’s about strategic advertising planning; it’s the culmination of what is taught in the research, strategies, copy and design, media planning, promotion and public relations courses taken prior to ADV4800.

Theoretically, this course is intended to assist students in acquiring the intellectual skills needed in developing well-planned and effective advertising strategies, but in practice, this course is designed to focus on application. Competing teams of five-to-seven students prepare advertising campaign plans for a client that is selected by the instructor.

Client selection is discussed in another section; the product or service may be real or fictitious (case studies). Real-world clients seem to give students more realistic, challenging and rewarding experiences, but, there are benefits with case-studies also.

Course Goals & Objectives

The purpose of this course is to provide students with hands-on opportunity to develop an advertising campaign plan for a client. The learning objectives of the course are:

- 1) To further develop the skills used in creating advertising and marketing communications, focusing on: research, strategies, copy and design, media selection, sales promotion and public relations.

- 2) To allow students to apply the terminology, techniques and procedures used in the business of marketing communications and advertising.

To provide students with an actual advertising problem, and to guide them through the development of a campaign plan and proposal “client pitch”

Pre-Requisites

Class Standing/Level: Senior - If you are not a senior, please inform the instructor.

Requirements for the Course

The course has been designed to provide the students with concepts and experiences needed to meet the previously-stated objectives and to measure the amount of success toward reaching the objectives. To successfully pass the ADV4800 course, you must complete all of the individual and team tasks listed by the dates on the schedule. Refer to the *GRADING POLICY* section to see what the weighted percentages are for the tasks:

Individual Tasks

- Attend all class and team meetings, and be on time (like a real professional job)
- Read the suggested supplemental material
- Submit the *Student (About You) Fact Sheet*
- Submit the *Campaign Plan Book-Property Acknowledgment Form*
- Complete the *Final Presentations Attendance Requirement*
- Submit the *Peer-Group Evaluation Forms*

Team Tasks

- Complete the *Team Information Sheet*
- Complete the *Previous Campaign Book Evaluations*.
- Complete each plan section task and submit a written draft for each section
- Complete your final *Campaign Book Rough-Draft Submission*
- Submit two identical hardcopies of the plan book plus 2-3 DVDs containing all the work/computer files created for the client (e.g. book layout, creative executions, research files, final presentation, etc.)
- Complete a dress-rehearsal of the proposed formal presentation for the instructor
- Complete a formal presentation for the client, instructor and audience
- Submit two copies of the *Plan Books Recapitulation Report*

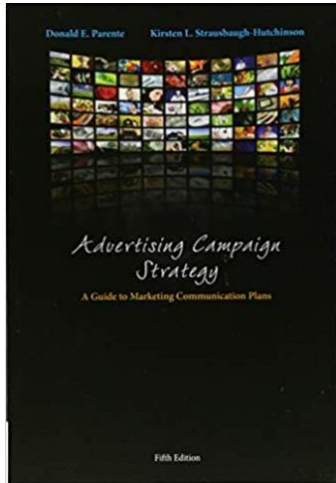
Course Website:

All course communication, announcements, assignments, and grades will be posted on Canvas. Please confirm that you have a valid and correct email address connected to your Canvas account. It is your responsibility to check Canvas regularly.

- Canvas - <https://elearning.ufl.edu>
- UF Help Desk, available 24-7 - <http://helpdesk.ufl.edu>

Textbooks

No specific text is required for this class. Material may be assigned from textbooks and placed on reserve in the library or given to students in the form of handouts. Also, you will probably find notes and materials from your previous advertising classes helpful. Two very good reference texts for this course are *Advertising Campaign Strategy, 5/e* (2014) and *Advertising Campaign Planning, 5/e* (2015).



Class Organization

This class will be structured to mirror the process that advertising agencies use when pitching new business or when pitching a new campaign to an existing client. The entire class will work together to solve our client's business problem. We will work as one advertising agency and one cohesive team. Your primary task for the semester is to produce a single advertising campaign plans book and to deliver your recommendations through a formal face-to-face presentation to our client.

Based on your interests, skills, and abilities, I will place you in various groups, which will act as departments in the agency. The assignment to groups will change over the course of the semester and as you progress through the different stages of the campaign's development. You will spend class time honing your skills in data collection and research, media planning and analysis, copywriting, design, production, and evaluation.

A copy of your final plans book will be turned in for evaluation at least one week prior to the end of the semester. This will enable you to make final adjustments before presenting to the client.

Group Work

The class was not designed to allow absolute specialization in one department. This is a total team effort. You can expect to work on several aspects of the campaign throughout the semester. The expectations for group work in this class are as follows:

- Assume you are in a professional agency, where showing up for work and then doing your share of the work are NOT optional.
- Since this is a group/class project, all the group/class members will probably obtain the same grade for the plan and presentation. However, after assessing "*peer evaluation*," member(s) who received low evaluation scores will earn lower scores than other members.

- If your group member is not performing up to group standards, he/she must be given a written warning that they are in danger of being "fired" from your group. Written warnings must state exactly how the team member has failed to live up to the expectations of the other team members. Groups are required to give me a copy of any written warning and to make an appointment, including all members, with me within one week of submitting the letter to discuss possible solutions.
- If you are fired, you will form a one-person agency by yourself and complete all the requirements for this campaign.

Peer Evaluation

For the success of group activities, each group member's dedication and meaningful contribution are critical for success. Peer evaluations are confidential written reports of your contributions and the contributions of each member of the team project.

- Peer evaluations will be assessed at the completion of each of the group activities. Your peer evaluation grade will be decided based on your group members' evaluations of your contribution to various group projects and activities, such as your attendance at meetings, preparation for and participation in those meetings, completing the assignments given by your group, etc.
- A peer evaluation form will be posted on Canvas. Using the form, evaluate your group members' contribution objectively for each group activity and submit the completed form on Canvas before class on your specified due date. Evaluations will be based on the following criteria:
 - **Contribution/Involvement**
 - **Quality of Work**
 - **Comments (mandatory for each person)**
- Peer evaluation is not optional. Failure to turn in the completed form on your specified due date or late submission will result in receiving a zero for this portion of your grade.

Class Attendance/Absence

Class attendance is *extremely* critical for this course. You are expected to come to every class. If you miss a class without providing a valid excuse in writing, your class participation grade will be *lowered*. To be excused, an absence must be recognized as valid by the [University of Florida](#) and documentation must be provided to the professor. (*E-mail notification will not be accepted as a valid excuse for an absence.)

- Make-up assignments will be given ONLY when you provide legitimate reasons in writing.
- Excused absences will not reflect negatively or positively on a student's final grade.
- Because the nature of each course is different, practices for making up assignments may differ.

Valid reasons for excused absences by the University of Florida include:

- Illness
- Serious family emergency
- Special curricular requirements such as judging trips or field trips
- Court-imposed legal obligations such as subpoenas or jury duty
- Military obligations
- Religious holidays ([see university guidelines](#))

Given the fact that students sometimes get very ill and yet don't go to the doctor, sometimes have personal issues that don't fall in line with the university's attendance guidelines, and sometimes just plain forget, you will be allowed one and only one unexcused absence from a regular class meeting or from a called group session. If you feel you are unable to meet these strict requirements you should not take this course.

Important Class Policies

Closely read all of the stated class policies. If you are unable to meet these requirements you should not take this class.

- **Class Information** - Students are responsible for checking Canvas frequently for latest class information and updates.
- **Assignments** - All the assignments *must* be submitted at the beginning of the class. No late WORK will be accepted.
- **Outside Group Work/Activities** - You can expect that the majority of the work for this course will be done outside regular class meetings. Therefore, you may have to adjust your personal schedule to meet the demands of this course.
- **Punctuality** - Be on time to class. Deadlines are *extremely* important in the advertising industry.
- **Preparation & Participation** - Come to class with assignments completed and reading material covered. I will assume that you have read the assigned materials before the class and expect you to actively participate in class discussion.
- **Due Dates** - Dates and time for assignments and deadlines are *not* negotiable.
- **Class Etiquette** - Each class member should be respectful of others. Don't text, look at social media feeds, or search the web for non-class related information during class time. If you must leave early, you should notify me in advance.

The Client

You will be informed up front whether your client is real or a case study. Past experience has shown that actual clients seem to give students more realistic, challenging and rewarding experiences, although, it can become troublesome at times for the instructor to manage the situation effectively. Work from real clients requires more time to secure, and it requires more effort to effectively deal with a client that has a real advertising problem compared to a case study that has been created for simulation. Whenever a real client is used in this class, the following protocol is used to match the client to the student teams; it is helpful for determining what the expectations and limits of the project will be:

- 1) The client is matched to the school and class by contacting those business or other organizations that appear to be large enough to provide a sizable marketing and advertising communications problem and small enough so as not to overpower the course.
- 2) An assignment that is large enough to allow the teams real choices in the selection of media and perhaps even in geographic segmentation. Our preferred "lowest possible budget" that we are willing to work with is \$50,000 in proposed media expenditures; we have worked with \$30,000+ budgets. We would much prefer significantly larger possibilities. From a geographical standpoint, a regional account is better than a national one. This is because more attention must be paid to individual cities and media scheduling possibilities. Some recent clients contracting with the Advertising Department have given us advertising budgets ranging from \$100,000 to \$800,000 per year to work with.
- 3) A fee is paid to the school by the client for the assignment. This is helpful to defray some of the costs for conducting the course and other school expenses. Some of the fee will be awarded to the students at the end of the campaign to help cover some of the costs.
- 4) The client will visit the class sometime during the first three weeks of the semester (or as soon as possible) in order to present the official assignment to the class and to answer questions. During this visit, each student team should be prepared to ask questions about the product or service to be advertised. The client should provide the class with information about the product or service before the meeting; however, students will need to prepare themselves by conducting additional secondary research.

- 5) The client should be available to answer questions throughout the term. Teams should be required either to select one member to initiate all team/client contact or all questions should be presented to the instructor who will make the contact. Regardless of the method that is chosen, contact should be limited to once or twice a week in order to minimize interruption of the client's normal business activity.
- 6) In some cases, visits to the client's business may be helpful. If teams would benefit from seeing the manufacturing process, the service, or any aspect of the business assigned, then the instructor may arrange a group trip. Some products or services cannot be portrayed clearly without some observation by those preparing the advertisements. Amusement parks or housing developments are good examples of the need for on-site visits.
- 7) The client should be prepared for at least one more visit to the class. Although it may be helpful for the client to return midway through the course to evaluate progress or answer questions, it is essential that the client return at the end of the course to view the students' final presentations. Although each team will present the client with an advertising plans book, the campaign cannot be clearly understood by the client without a verbal-and-visual presentation. This also gives the client an opportunity to ask questions and to question rationale.

University Policy on Accommodating Students with Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office at <https://drc.dso.ufl.edu>.

The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible during the term for which they are seeking accommodations.

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

UF Plagiarism Policy

Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

For UF's Plagiarism Policy visit <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>

My Role:

My role as instructor is to identify critical issues related to the course, direct you to resources, teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way.

Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements. At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Grading Components:

Student development and mastery of skills will be assessed based on the following items:

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| • Adv. Campaigns Plan Book/Presentation | 40% |
| • Peer Evaluations | 30% |
| • Activities/Assignments/Quizzes | 15% |
| • Attendance/Participation/Instructor Evaluation | 15% |

Final Course Grading Scale:

A	93-100%	C	74-76%
A-	90-92%	C-	70-73%
B+	87-89%	D+	67-69%
B	84-86%	D	64-66%
B-	80-83%	D-	60-63%
C+	77-79%	E	Below 60%

Please note that all final grades will be rounded up or down to the nearest whole number. For example, if you receive a 93.45% or above it will be rounded up to a 94%. If you receive a 93.44% it will be rounded down to a 93%.

U Matter, We Care

U Matter, We Care serves as UF's umbrella program for UF's caring culture and provides students in distress with support and coordination of the wide variety of appropriate resources. Families, faculty, and students can contact umatter@ufl.edu seven days a week for assistance for students in distress.

Agency Position Descriptions:

Brand Strategy, Research, Consumer Insight (STRAT)

Serves as the “voice of the consumer.” Oversees all research designed to determine a brand’s situation (product, marketplace, target, competitive analysis) in order to identify a ‘fit’ between the product and its consumer. Directs methodologies such as coffee house chats, in-depth interviews, focus groups, on site observations, ethnographic research, surveys, etc. to create a situation and SWOT (strengths, weaknesses, opportunities, threats) analysis. Must be a people watcher, curious about human nature and ask the questions why? and how?, must be a watcher of trends, understand the basics of strong research methods, e.g. how to construct valid, non-biased survey or interview guide, must be able to grasp the connection between product/consumer.

Media Planning (MEDIA)

Serves as the bridge between the established brand message and getting that message in front of the right target audiences. Responsible for working with Creatives and Social Media Strategy/IMC Promotions team in finding unique ways to get the right message to the right people at the right time, when they’re in the mode to receive information. Directs budget allocation to various traditional channels, (e.g., print, broadcast, billboards, Internet, as well as identifies uncharted nontraditional media, e.g. wild postings, transit, branded content events, etc.). Must be a trend watcher and out-of-the-box thinker, be informed about emerging technology and messaging outlets, must understand rates and rating data, be able to do basic media math, must know Excel and how to build spreadsheets and charts.

IMC Promotion (IMC)

Serves to guarantee the integrated marketing component in the plan. Works with the Creatives in translating the core message into unique and interesting contact points for the consumer that go beyond advertising, e.g. social media, PR, sponsoring events, creating contests and giveaways, viral marketing, wild postings, buzz marketing, grassroots tactics, brand experiences, etc. Must be majorly in tune with cutting edge social marketing trends, have good writing skills, possess organizational/logistical skills, be able to understand the big picture while managing individual pieces, must know how to infiltrate target markets and get a brand down to where people live in both real and digital environments.

Creative (CR)

Serves to bring the brand message to life in a relevant, unique, and memorable way. Brainstorms concepts that drive home the promise of a product. Constructs written components (copywriter) and visual components (art director) of communications pieces. This team in its entirety will be responsible for not only the creative ad executions, but also laying out or creating visual representations of the social /PR/promo/direct pieces. Must have strong computer software skills in Photoshop and InDesign, must be able to think out of the box and brainstorm ads as well as physically lay them out, must be empathetic and understand consumer insight and how it is used to sell products.

Group Leader (GL)

The leader of each team. Responsible for serving as the liaison between the team and: (1) the client, (2) the professor, and (3) other teams. Responsible for delegating work within the team, overseeing team progress, and ensuring that deadlines are met. Responsible for motivating the team, finding solutions that meet campaign objectives, and communicating well with others.

Book Design Team (DESIGN)

Responsible for the writing, editing and layout of the plans book and layout of the PPT. Oversees deadlines with all teams. Negotiates timetable with printer.

Presentation Team (PRES)

Responsible for writing, designing and performing the presentation. Oversees deadlines with all teams. Develops the Keynote presentation.

Course Schedule:

The course schedule lays out the broad topics that we will be covering this semester. If there is any need to adjust the schedule you will be notified in advance.

Week	Day / Date	Topic	Assignment
1	Mon. 1.7	Introduction to Course and Semester Syllabus & Campaigns Bio Sheet Watch Video of NSAC Winning Presentation & Review NSAC Winning Plans Book #1	Complete Campaigns Bio Sheet & Sign Syllabus Read NSAC Winning Plans Book #1
	Wed. 1.9	Possible Quiz on NSAC Presentation Advertising Dept Teams Assigned Teams Elect Group Leaders (GL) & Exchange Information Client Briefing – Develop Questions	Read NSAC Winning Plans Book #2 Develop (2) client questions per person
2	Mon. 1.14	Possible Quiz on NSAC Plans Book #2 **Client Visit to Class, Q&A** Assign (4) Research Teams to Assist (STRAT)	Read “Guide to Conducting Secondary Research” Begin Developing Research Plan
	Wed. 1.16	Possible Quiz on Client Presentation (STRAT) Research Teams Update	“Guide to Conducting Primary Research” Refine Research Plan
3	Mon. 1.21	NO CLASS – MARTIN LUTHER KING JR. DAY	
	Wed. 1.23	(STRAT) Present Research Plan & Methods Present DRAFT Research Plans for Situation Analysis – All Research Teams	Review PPT “Creative Projective Techniques in Research” Finalize Research Methods & Start Begin Recruiting Survey Participants (10-15 per person)
4	Mon. 1.28	(STRAT) Team Check in Present Research Progress – All Research Teams	Collect Data Analyze Data Write (3) Key Findings
	Wed. 1.30	Present Research Progress – All Research Teams	Draft of Primary Research Peer Evaluation #1 Due
5	Mon. 2.4	(STRAT) – Presents Potential Messaging Statements	
	Wed. 2.6	Possible Quiz on Research Findings (STRAT) – Present Revised Messaging Statements	Conduct Message Statement Testing – All Groups
6	Mon. 2.11	(STRAT) Message Statement Testing Progress	Finish Message Statement Testing
	Wed. 2.13	(STRAT) Present Message Testing Findings, Begin Working on Creative Brief with Advertising/IMC Objective	Message Statement Findings Due
7	Mon. 2.18	(STRAT) – Present Creative Brief w/ Adv./IMC Objectives (DESIGN) Team Selected (CR), (IMC), & (MEDIA) Development Begins (DESIGN) Begin Designing Layout for Plans Book & PPT	Creative Brief Due
	Wed. 2.20	Possible Quiz on Creative Brief (MEDIA) Develop Media Plan (CR) & (IMC) Developing Ideas (STRAT) Begin Writing Up Research Findings for Final Book (DESIGN) Work on Layouts for Plans Book & PPT	Develop Media Plan Develop Creative & IMC Ideas
8	Mon. 2.25	(MEDIA) Present Initial Media Plan (CR) & (IMC) Work & Present Internally to Team (STRAT) Writing Up Research Findings (DESIGN) Work on Layouts for Plans Book & PPT	Develop Media Plan Develop Creative & IMC Ideas
	Wed. 2.27	Possible Quiz on Media Plan (CR) & (IMC) Work & Present Internally to Team (MEDIA) Work on Media Plan (DESIGN) Finalize Layout for PPT, Work on Writing & Editing Plans Book Content	Peer Evaluation #2 Due

9	3.4 – 3.8	NO CLASS – SPRING BREAK	NO CLASS – SPRING BREAK
10	Mon. 3.11	(CR) & (IMC) Present Initial Creative Ideas (MEDIA) Present Media Plan 2 (STRAT) Begin Developing Campaign Evaluation Measures (DESIGN) Writing & Editing Plans Book Content Assign Presentation (PRES) Team Roles	All Working on Deliverables
	Wed. 3.13	(CR) & (IMC) Present Update 1 on Creative Ideas (DESIGN) Writing & Editing Plans Book Content	All Working on Deliverables
11	Mon. 3.18	(CR) & (IMC) Present Update 2 on Creative Ideas (MEDIA) Present Media Plan 3 (PRES) Rehearsal 1 (DESIGN) Writing & Editing Plans Book Content	All Working on Deliverables
	Wed. 3.20	(CR) & (IMC) Present Update 3 on Creative Ideas (PRES) Rehearsal 2 (DESIGN) Writing & Editing Plans Book Content	All Working on Deliverables
12	Mon. 3.25	(CR) & (IMC) Present Final Creative Executions (MEDIA) Present Final Media Plan (PRES) Rehearsal 3 (DESIGN) Writing & Editing Plans Book Content	All Working on Deliverables
	Wed. 3.27	Work Day – Compiling All Information	Peer Evaluation #3 Due All Working on Deliverables
13	Mon. 4.1	Presentation Dress Rehearsal	All Working on Deliverables Schedule Printing of Plans Book with Printer
	Wed. 4.3	Work Day – Final Work on Plans Book & Fine Tune Presentation	All Working on Deliverables
14	Mon. 4.8	Work Day – Final Work on Plans Book & Fine Tune Presentation	All Working on Deliverables Deliver Final Plans Book to Printer Schedule Printing of All Creative Materials with Printer
	Wed. 4.10	Final Plans Book Due by Friday @ 5:00 pm	Final Plans Book Due by Friday @ 5:00 pm All Working on Deliverables
15	Mon. 4.15	Work Day - Final Presentation & All Creative Deliverables	All Working on Final Deliverables
	Wed. 4.17	Work Day - Final Presentation & All Creative Deliverables	All Working on Final Deliverables Deliver All Creative Materials to Printer in Time for Final Presentation
16	Mon. 4.22	Final Presentation to Client	Final Client Presentation
	Wed. 4.24	Final Peer Evaluations Due	Peer Evaluation #4 Due
Final Exam	TBD	Final Presentation (backup date)	

Remove, Sign, and Turn in on First Day of Class

* I have read this syllabus for ADV4800 (Advertising Campaigns) with Professor Dan Windels thoroughly.

** I fully understand the course grading and class policies.

SIGNATURE: _____

FULL NAME: _____

DATE: _____

Student Fact Sheet (About you):

- Name you wish to be called:
- Your area of interests:

- Your expectations of this class (what do you want to get out of it?):

- Please indicate your preference for this campaign.
(1 – first, 2 – second, 3 – third, and 4 – fourth choice)

Brand Strategy/Research/Consumer Insight Team	
Integrated Marketing Communications (IMC) Team	
Media Planning Team	
Creative Team	