

**ADV 3001—Advertising Strategy**

**Robert Hughes**

Fall 2019

◀ July		August 2019					September ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
<b>18</b> Module 1	<b>19</b>	<b>20</b> Classes Start <a href="#">Module 1</a>  Assigned Reading and Lectures (See Syllabus for details)	<b>21</b>	<b>22</b> Your reply to the Discussion Assignment to be posted by 11pm EST	<b>23</b>	<b>24</b> Initial responses to classmate discussion posts by 11pm	
<b>25</b> Module 2	<b>26</b> Assigned Reading and Lectures (See Syllabus for details)	<b>27</b>	<b>28</b>	<b>29</b> Your reply to the Discussion Assignment to be posted by 11pm EST	<b>30</b> Select and get Prof Hughes approval for the brand you will use for your semester long project (publicly traded company)	<b>31</b> Initial responses to classmate discussion posts by 11pm	

◀ August	September 2019					October ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>1</b> Module 3  Signed team contract due	<b>2</b> Assigned Reading and Lectures (See Syllabus for details)	<b>3</b>	<b>4</b>	<b>5</b> Your reply to the Discussion Assignment to be posted by 11pm EST	<b>6</b>	<b>7</b> Initial responses to classmate discussion posts by 11pm

◀ August		September 2019					October ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
<b>8</b> Module 4	<b>9</b> Assigned Reading and Lectures (See Syllabus for details)	<b>10</b>	<b>11</b>	<b>12</b> Your reply to the Discussion Assignment to be posted by 11pm EST	<b>13</b>	<b>14</b> Initial responses to classmate discussion posts by 11pm	
<b>15</b> Module 5  Module 4 team assignment due  Post situation analysis and SWOT for selected brand	<b>16</b> Assigned Reading and Lectures (See Syllabus for details)	<b>17</b>	<b>18</b>	<b>19</b> Your reply to the Discussion Assignment to be posted by 11pm EST	<b>20</b>	<b>21</b> Initial responses to classmate discussion posts by 11pm	
<b>22</b> Module 6  Post target audiences for selected brand	<b>23</b> Assigned Reading and Lectures (See Syllabus for details)	<b>24</b>	<b>25</b>	<b>26</b> Your reply to the Discussion Assignment to be posted by 11pm EST	<b>27</b>	<b>28</b> Initial responses to classmate discussion posts by 11pm	
<b>29</b> Module 7  Post goals, objectives and strategies for selected brand	<b>30</b> Assigned Reading and Lectures (See Syllabus for details)						

◀ September		October 2019					November ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
(Module 7 Cont.)		1	2	3 Your reply to the Discussion Assignment to be posted by 11pm EST	4	5 Initial responses to classmate discussion posts by 11pm	
6 Module 8 Post C-D map for selected brand and leading competitor  Module 7 team assignment due	7 Assigned Reading and Lectures (See Syllabus for details)	8	9	10 Your reply to the Discussion Assignment to be posted by 11pm EST	11	12 Initial responses to classmate discussion posts by 11pm	
13 Module 9 Post creative strategies for selected brand	14 Assigned Reading and Lectures (See Syllabus for details)	15	16	17 Your reply to the Discussion Assignment to be posted by 11pm EST	18	19 Initial responses to classmate discussion posts by 11pm	
20 Module 10 Post media strategies for selected brand	21 Assigned Reading and Lectures (See Syllabus for details)	22	23	24 Your reply to the Discussion Assignment to be posted by 11pm EST	25	26 Initial responses to classmate discussion posts by 11pm	

◀ September		October 2019				November ▶	
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
<b>27</b> Module 11 Post digital strategy for selected brand  Module 10 team assignment due	<b>28</b> Assigned Reading and Lectures (See Syllabus for details)	<b>29</b>	<b>30</b>	<b>31</b> Your reply to the Discussion Assignment to be posted by 11pm EST			

◀ October		November 2019					December ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
(Module 11 Cont.)					1	2 Initial responses to classmate discussion posts by 11pm	
3 Module 12	4 Assigned Reading and Lectures (See Syllabus for details)	5	6	7 Your reply to the Discussion Assignment to be posted by 11pm EST	8	9 Initial responses to classmate discussion posts by 11pm	
10 Module 13 Team Cheetos case study assignment due	11 Assigned Reading and Lectures (See Syllabus for details)	12	13	14 Your reply to the Discussion Assignment to be posted by 11pm EST	15	16 Initial responses to classmate discussion posts by 11pm	
17 Module 14 Post Rough draft of Advertising Strategic Plan for selected brand	18 Assigned Reading and Lectures (See Syllabus for details)	19	20	21 Your reply to the Discussion Assignment to be posted by 11pm EST	22	23 Initial responses to classmate discussion posts by 11pm	
24 Module 15 Post final version of Advertising Strategic Plan for selected brand	25	26	27 Thanksgiving Break Have a Happy Thanksgiving!	28	29	30	

◀ November		December 2019					January ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
<b>1</b> Module 16	<b>2</b> Assigned Reading and Lectures (See Syllabus for details)	<b>3</b> Post PowerPoint presentation for final plan including speaker notes	<b>4</b> Class Ends	<b>5</b>	<b>6</b>	<b>7</b>	
<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	
<b>29</b>	<b>30</b>	<b>31</b>					