

# ADV4800 Advertising Campaigns

## COURSE SCHEDULE –FA 2020

Tuesday Period 4-6  
10:40AM-1:40PM

### September 1

DAY	CLASS/LECTURE	DELIVERABLES/TASKS DUE
<u>September</u> Tue   1	<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 <b>See Example on Canvas</b>
		<input type="checkbox"/> STUDENT FACT SHEET And Prop Acknowledgment Due (bring to class)
<u>September</u> Tue   8	<input type="checkbox"/> <b>Team Presentations</b> <input type="checkbox"/> <b>Discuss Research</b> <input type="checkbox"/> <b>Outline: ( one per team)</b> <input type="checkbox"/> 1.Info you need to get from client <input type="checkbox"/> 2. Info you need from survey	<input type="checkbox"/> PREVIOUS CAMPAIGN BOOK EVALUATION ASSIGNMENT (presentation, report and handouts) <input type="checkbox"/> <u>Due to Dr. Morris Monday, Sept 7 Noon</u> <input type="checkbox"/> <u>Two Lists</u> <input type="checkbox"/> What do you know for the survey? <input type="checkbox"/> What do you need to know from Client?
Tue   15	<input type="checkbox"/> What Makes a Campaign / Dr. Morris' Campaign Review? Return Lists noted above	See Above
Tue 22	<input type="checkbox"/> <b>MEET THE CLIENT</b> – <input type="checkbox"/> Review Draft Survey <input type="checkbox"/> Discuss Other Questions <input type="checkbox"/> Give and receive contact info	<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
SAT 26	<input type="checkbox"/> Final Questionnaire Due	
		<input type="checkbox"/> Send Final Questionnaire to Instructor
		<input type="checkbox"/> Update instructor on any issues
		<input type="checkbox"/> Start Survey

### SEPT. 29 Team Meetings

DAY	CLASS/LECTURE	DELIVERABLES/TASKS DUE
September Tuesday  29	<input type="checkbox"/> TEAM MEETINGS With Morris As needed Your Account Exec to schedule with Dr. Morris beginning at 12:30	<input type="checkbox"/> RESEARCH: Final Review ..Send to Dr. Morris <input type="checkbox"/> Begin Survey
October Tue  6	<input type="checkbox"/> TEAM MEETING BEGIN	<input type="checkbox"/> WEEKLY CALL REPORT (Due Sunday by 7:30 P.M One per person.) <input type="checkbox"/> Objectives and Campaign Strategy and PLAN (What needs to be accomplished and how)
<u>October</u> Tue   13	<input type="checkbox"/> TEAM MEETING	<input type="checkbox"/> WEEKLY CALL REPORT 1 (Due Sunday by 7:30 P.M One per person.) <input type="checkbox"/> PRESENT SURVEY RESULTS *- <input type="checkbox"/> IMC PLAN DUE
Tue  20	<input type="checkbox"/> TEAM MEETING	<input type="checkbox"/> WEEKLY CALL REPORT (Due Sunday by 7:30 P.M One per person.) <input type="checkbox"/> CREATIVE PLAN (before team meeting)

**October 29**

DAY	CLASS/LECTURE	DELIVERABLES/TASKS DUE
Tue   27	<input type="checkbox"/> TEAM MEETING	<input type="checkbox"/> WEEKLY CALL REPORT 1 (Due Sunday by 7:30 P.M One per person.) <input type="checkbox"/> MEDIA PLAN (before team meeting)
<u>November</u> Tue   3	<input type="checkbox"/> TEAM MEETING	<input type="checkbox"/> WEEKLY CALL REPORT 1(Due Sunday by 7:30 P.M One per person.) <input type="checkbox"/> Discuss Final Proposal/ Book Sections
Monday 09	<input type="checkbox"/> <u>Book Drafts Due</u>	<input type="checkbox"/> BOOK ROUGH DRAFT <input type="checkbox"/> No Team Meeting

**November 12**

DAY	CLASS/LECTURE	DELIVERABLES/TASKS DUE
Wed 12	<input type="checkbox"/> Rough Drafts Returned	<input type="checkbox"/> FINISH WORKING ON BOOKS
Tue 17	<input type="checkbox"/> LAST CLASS – Discuss Presentations <input type="checkbox"/> Books –Final Versions Due <input type="checkbox"/> All Students attend	<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)
Tue/ 24	<u>NO Class</u>	<u>Thanksgiving Break</u>
December Tue   1	<input type="checkbox"/> Presentation Rehearsal	<input type="checkbox"/> PRESENTATION DRESS REHEARSAL <input type="checkbox"/> PRACTICE PRESENTATION* <input type="checkbox"/> Complete Power Point
<u>December</u> Tuesday 8	<b>FINAL PRESENTATIONS</b>	<input type="checkbox"/> POWER POINT PRESENTATIONS <input type="checkbox"/> Flash Drives of Book-In Design, Photoshop, PDFs Plus Copy Of Presentation (2 drive copies required) <input type="checkbox"/> Invite anyone <input type="checkbox"/> ATTEND ANOTHER TEAM'S PRESENTATION
Friday   10	<input type="checkbox"/> Peer Evaluations due	<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	Tuesday, 10:30 A.M.	5	Tuesday 12:30 P.M.
2	Tuesday, 11:00 A.M.	6	Tuesday 1:30 P.M.
3	Tuesday, 11:30 P.M.	Extra	Please establish out-
4	Tuesday, 12:00 Noon	As Needed	of- class meeting times.

**ADDITIONAL NOTES**

See below:

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. Dr. Morris 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.