

Advertising Campaigns

ADV4800 Section 564

Time: Tuesday, Period 3-4 (9:35AM – 11:30AM) & Thursday, Period 4 (10:40AM – 11:30AM)

Class location: Tuesdays MCCC 0100 & Thursdays MCCB 3124

Fall 2023

“The real giants have always been poets, men who jumped from facts into the realm of imagination and ideas.”

“However much we would like advertising to be a science—because life would be simpler that way – the fact is that it is not. It is a subtle, ever-changing art, defying formularization, flowering on freshness and withering on imitation; where what was effective one day, for that very reason, will not be effective the next, because it has lost the maximum impact of originality.”

“Know your product inside and out before you start working, and relate that knowledge to the consumer’s needs.”

Quotes by Bill Bernbach (see more at <http://www.ddb.com/BillBernbachSaid/Slideshow/no-idea-at-all.html>)

INSTRUCTOR

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Office Hours: Thursdays 11:45am – 12:30pm and 2:00pm – 3:00pm

ABOUT THE INSTRUCTOR:

Dr. Juliana Fernandes (Ph.D. University of Florida, 2010) is an Assistant Professor in the Department of Advertising in the College of Journalism and Communications at the University of Florida. Dr. Fernandes is an expert in the use and effects of negative information in persuasive communication messages and how social and traditional media are used as strategic tools during political campaigns. She has published academic articles in top advertising and mass communication journals (*Journal of Advertising*, *International Journal of Advertising*, *Journal of Interactive Advertising*, *Journal of Current Issues & Research in Advertising*, *Mass Communication & Society*, *Journal of Promotion Management*, *Journal of Public Relations Research*, *Journalism*, *Journalism Practice*, *Communication Studies*, *Environmental Communication*, *American Behavioral Scientist*, *American Journal of Media Psychology*, *Journal of Social Media in Society*, among others) and has several book chapters in edited collections. She has mentored several undergraduate and graduate students on a variety of research and professional projects. Her teaching philosophy centers on the link between conceptual foundation, research, and practice in advertising. She believes good advertising practice cannot be achieved without a strong conceptual foundation and research expertise. To learn more about Dr. Fernandes, please visit her website: www.julianafernandes.com. You can also follow her on Twitter: @researchpuzzle.

COURSE DESCRIPTION AND PURPOSE

This is a capstone course in which students develop a full-scale advertising campaign. Students are responsible for conducting secondary and primary research, strategic planning, development of creative executions, media budgeting and planning, and campaign evaluation.

More specifically, the purpose of this course is to allow you to apply all the elements of creating an advertising campaign to a real-world client. The course is designed to mirror what you may experience in the real world of the advertising industry. It is a capstone course that enables you to synthesize all of the material you have learned in your previous advertising classes. The course emphasizes the strategic planning of marketing and advertising, communication objectives, coupled with the planning and execution of media selections, the development of sound creative strategies, and the development of evaluative techniques for measuring potential campaign effectiveness.

COURSE LEARNING OBJECTIVES

By the end of this semester, you will have learned:

- How to collect, analyze, and synthesize secondary and primary data for a specified advertising client
- How to select and reach the appropriate target market(s) for your client
- How to develop sound, data-driven creative, media, and promotional strategies for your client
- How to create a strategic, ethical, and creative campaign
- How to create a strategic media plan that includes traditional, non-traditional, and new media
- How to allocate resources for an advertising campaign given a set budget
- How to put together a plans book that is clear, concise, and well-designed to communicate your client's advertising campaign
- How to evaluate the potential effectiveness of an advertising campaign
- How to effectively present the advertising campaign and compete for the account

COURSE PREREQUISITES

4JM ADV; minimum grades of C or better in ADV4101 and ADV4300

MATERIALS FEES

There are no specific materials to be purchased for this class. However, there might be costs associated with running focus groups, interviews, surveys, printing of materials, printing of at least two full-color spiral-bound copy of the final plans book, voice-overs, props for photoshoots, etc.

REQUIRED READINGS

Required readings and presentation materials will be made available through the Canvas course site throughout the semester.

COURSE SCHEDULE (SUBJECT TO CHANGE) – SEE PAGES 10-11 OF THIS SYLLABUS

CLASS FORMAT

The course will be divided between in-class discussions, presentations of work completed to-date, in-class work time, and meetings with the professor.

INDEPENDENT WORK

Students should expect to complete the majority of their project outside of class hours. Much of class time will be dedicated to making presentations, answering questions, and providing feedback on projects. Students should be prepared with questions and with work that can be evaluated prior to the beginning of each class session.

ASSIGNMENTS/COURSEWORK

Book Preparation:

In order to facilitate the completion of the final plans book, each of the teams (see “Agency Group” section below) within the group will have graded parts of the book due throughout the semester. Each of these components are worth various percentages/points toward your final grade depending on the difficulty of execution and type of deliverables. Submission of these components will be on Canvas.

Agency Group:

For the duration of this campaign, you should think of yourself as part of an advertising agency. Therefore, you will spend much of your outside class time working with the members of your agency. You should consider your group members to be colleagues, as you would in the field. As part of the agency, you are expected to contribute equally to the campaign. Within our “agencies,” there will be an account planning & media team and a creative team. Though both teams will have their own individual parts to compile for the final plans book and presentation, there must be synergy between teams, as the final plans book and presentation will be submitted and graded as one. Your success is dependent on real teamwork and productive collaboration through all components. ***As the professor for this course, I reserve the right to grade students individually based on participation and involvement in each of these components.***

Because this capstone course is designed to prepare you for the real world, **you are responsible for making this campaign a priority.** You are going to work hard, but this class will best reflect what the advertising industry has in store for you in terms of group work, collaboration, all-nighters, and meeting deadlines without ANY excuse. If you have other obligations that will get in the way of your dedication to this campaign, you will need to work out a schedule that allows you to do everything you need to do to work equally with your team.

If an agency team feels that a team member(s) is(are) not contributing to the campaign, I expect that team to come to me with their concern. If I believe that further action is warranted, I will speak with the person in question and explain that their team members have made a complaint. This person then will be given an opportunity to increase their contribution. If the team does not see an improvement, then this person can be fired from the group. *A request to fire a group member must be signed and agreed upon by all other members of the team.* A person who has been fired from a group should drop the class, as they will be given a failing grade.

Briefing Team Presentations:

Each of the two teams within the agencies will be working separately on individual parts of the campaign, yet together on the campaign as a whole. To promote the synergy needed to produce a solid, cohesive campaign, each team will be asked to brief their agency on their group’s progress most weeks (see course outline for briefing presentation dates). These presentations should coincide with the individual components your team is working on for the campaign. The briefing presentations will have a rotation format, that is, each week, a different team member will have to present the team’s work. The order of presentation will be determined by the group members and should be communicated in advance to the professors.

Progress Reports:

Each agency member will be required to turn in progress reports. Progress reports are an **individual** activity and are **not** to be done as a group. These reports assist me in determining how the agency and the individual agency members are progressing. In addition, these reports serve as a valuable tool for evaluating students’ work by: 1) offering a means for determining what the student contributed to the agency’s effort, and 2) serving as graded assignments. These are turned in on Canvas.

Meetings with the Professor:

At several points in the semester, students will meet with the professor to discuss the progress of the campaign, issues, and questions related to specific components, brainstorming, issues with teammates, and any other issue the students might have. These meetings are mandatory and are specified in the syllabus.

Peer Evaluations:

Peer evaluations are components of your final grade for the course, and are conducted **three** times during the semester. **Forms for the evaluations will be available on Canvas along with detailed instructions.**

Plans Book:

The culmination of your group work will result in a final plans book, worth 15% of your final grade in the class. You must submit two full-color, double-sided, bound copies of your plans book on the due date (an electronic version should also be submitted on Canvas). You will receive detailed instructions via a campaigns handbook that will guide you through the process of completing your plans book. Sample plans books will be provided in class and available in Canvas (when possible). It is strongly advised that your group examine several of these samples when you're putting your final book together.

Campaign Presentation:

Your agency will present the complete campaign at the end of the semester. Every member of the class must attend the presentation and each team member must play an active role in its agency's presentation. Not everyone must actually get up and present. This presentation is a key element of work and is attended by the client and other faculty. The presentation deck should be submitted on Canvas.

In-class Contributions/Participation:

Every student in this class is encouraged to express their opinions, ideas, and insights during class discussions and briefings. Your contributions and participation will be constantly monitored by the professor. Not contributing to class discussions and/or work done outside of the classroom will mean a lower grade or, when applicable, a failing grade. Your contribution and participation are worth 5% of your final course.

ATTENDANCE AND MAKE-UP POLICY

Attendance Policy: Attendance and punctuality are required. Lateness is disruptive and disrespectful toward the professor and your classmates, therefore, be on time. Attending group meetings, both with and without the professor present, is part of your grade in this class. You are expected to treat your obligations to this course and to your group as you would a real-life job. Since this class is the result of a group project and you will be working with a real client, attendance is mandatory. If you miss a class, it is your responsibility to contact the professor or your classmates about what was discussed in class when you were absent. Missing class without a legitimate excuse will negatively affect your grade. **If you miss a class without any justification, 2 points will be deducted from your final grade for every class missed.** If you have 4 or more unexcused absences, your grade will be deducted a whole letter grade. Absences will be considered unexcused unless (a) you speak with the professor BEFORE the absence and provide justification and/or documentation, or (b) you provide written (e.g. medical, legal, or academic) documentation AFTER the absence (you will have one week to provide the professor with pertinent documentation). The professor will take attendance at every class meeting, including those days you have a work session.

Make-up Policy: If you miss a deadline or assignment without a written excuse provided in advance or documentation after an illness or other emergency, you will receive no credit (zero) for that activity. Make-up activities are subject to be in a different format from regular activities and might be worth a different number of points. Acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition, or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved at the instructor's discretion.

CLASS DEMEANOR

Electronic Communication: This class relies on electronic communication. When pertinent, course materials will be posted on Canvas. Students are required to check for emails and announcements at least twice weekly before class sessions. It is the student's responsibility to check for messages and postings on Canvas.

Late work policy: No late work is accepted. Due dates are non-negotiable.

Lateness: Please arrive on time for classes as lateness is disruptive to your classmates and the professor.

Discussing ideas: Part of the learning process is sharing different points of view and discussing interesting topics. Therefore, you are encouraged and expected to participate regularly. This means regular attendance is important. In this class, you always have the right to disagree with the instructor or your peers, as long as it is done in a civilized manner. However, respect for the views of the instructor and your classmates is mandatory. I will not accept behavior that makes others in the class feel inferior or uncomfortable.

Participation: Class participation is very important - it enhances your learning experience and makes it easier to understand concepts and complete assignments effectively. Make sure you read the assigned materials and be ready to engage in group discussion, share your ideas, and ask questions. I strongly encourage questions, comments, and the sharing of ideas as they relate to course material.

Office hours: If you have concerns about your performance in the class as the semester progresses, please do not hesitate to talk to me during my office hours. You can also email me to set up an appointment if the office hours do not fit into your schedule. Do not wait until the end of the semester to ask for help or to explain unusual circumstances that have affected your grade. At that point, it will be too late.

EVALUATION OF GRADES

Account Planning & Media Team:

Component #	Topic/Assignment	Points	%
Component 1	Secondary Research: Situation Analysis + SWOT + Media Research	35	8.75
Component 2	Social Media Monitoring Study	25	6.25
Component 3	Primary Research: Focus Groups, Interviews, Surveys, etc.	45	11.25
Component 4	Insights for Creative Inspiration	30	7.5
Component 5	Creative Strategy and Brief	20	5
Component 6	Concept/Copy Testing Analysis	20	5
Component 7	Media Strategy & Tactic Recommendations	10	2.5
Component 8	Consumer Journey Map	15	3.75
Component 9	Media Activation Calendar & Budget Breakdown	15	3.75
Component 10	Executive Summary + Campaign Evaluation + Campaign Objectives	15	3.75
Total Account Planning & Media Team		230	57.5

Creative Team:

Component #	Topic/Assignment	Points	%
Component 1	Agency Branding	10	2.5
Component 2	Client's & Competition's Past and Current Campaigns	15	3.75
Component 3	Moodboards and Initial Concept Pitches	35	8.75
Component 4	Social Media & Brand Activations Pitch	20	5
Component 5	Book Design Templates	15	3.75
Component 6	Concept Testing Executions	25	6.25

Component 7	Art Direction Pre-Production Plan	20	5
Component 8	Social Media Brand Guide	30	7.5
Component 9	Creative + Social/Media/Promo Strategy Write-up	15	3.75
Component 10	Final Creative/Social/Promotions Executions	45	11.25
Total Creative Team		230	57.5

All Teams:

Component #	Topic/Assignment	Points	%
Assignment 1	Plans Book Evaluation	10	2.5
Assignment 2	Peer Evaluations (Three in total, averaged)	20	5
Assignment 3	Progress Reports (Six in total, averaged)	30	7.5
Assignment 4	Plans Book	60	15
Assignment 5	Presentation to Client	30	7.5
Assignment 6	Contribution/Attendance	20	5
Total All Teams		170	42.5
Grand Total		400	100

GRADING POLICY

Points		%		Grade	Grade points
400	376	100	94	A	4.00
375.99	360	93.995	90	A-	3.67
359.99	348	89.995	87	B+	3.33
347.99	336	86.995	84	B	3.00
335.99	320	83.995	80	B-	2.67
319.99	308	79.995	77	C+	2.33
307.99	296	76.995	74	C	2.00
295.99	282	73.995	70	C-	1.67
283.99	268	70.995	67	D+	1.33
267.99	256	66.995	64	D	1.00
255.99	244	63.995	61	D-	0.67
243.99	0	60.995	0	E	0.00

Note: There will be no rounding up of grades. For example, if you got a total of 359.50 points, you would receive a B+, not an A-. If you got a total of 319.80, you would receive a C+, not a B-, and so forth. Complaints or questions about grades should be done in writing within one week of receiving the grade. More information on grades and grading policies is here: <https://catalog.ufl.ugrad/current/regulations/info/grades.aspx>

STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

COURSE EVALUATION

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/studentconduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

RELIGIOUS HOLY DAYS POLICY

At the University of Florida, students and faculty work together to allow students the opportunity to observe the holy days of their faith. A student should inform the faculty member of the religious observances of their faith that will conflict with class attendance, with tests or examinations, or with other class activities prior to the class or occurrence of that test or activity. The faculty member is then obligated to accommodate that particular student’s religious observances. Because students represent a myriad of cultures and many faiths, the University of Florida is not able to assure that scheduled academic activities do not conflict with the holy days of all religious groups. Accordingly, individual students should make their need for an excused absence known in advance of the scheduled activities.

The Florida Board of Education and state law govern university policy regarding observance of religious holidays.

The following guidelines apply:

- Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith.
- Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.
- Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

IN-CLASS RECORDING POLICY

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course.

A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

SOFTWARE USE

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

STUDENT PRIVACY

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

CAMPUS RESOURCES

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
<https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.
<https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<https://writing.ufl.edu/writing-studio/>.

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.

COURSE OUTLINE – TENTATIVE SCHEDULE (SUBJECT TO CHANGE)

Week	Day	Date	All Teams	AP&MT	CT
1	Th	Aug 24	Introduction, syllabus and initial survey		
	T	Aug 29	- Teams position assignments provided by professor - Teams organization and strategy		
2	Th	Aug 31	Plans Book Evaluation (Assignment 1) OR Meeting your client: TBA Study the deck “The Art of Questioning Clients” by Planning Dirty Academy and prepare questions for client	-Secondary research update	-Secondary research update
	T	Sept 5	Plans Book Evaluation (Assignment 1) OR Meeting your client: TBA Study the deck “The Art of Questioning Clients” by Planning Dirty Academy and prepare questions for client	-Secondary research update	-Secondary research update
3	Th	Sept 7		-Secondary research update -Brainstorm social media monitoring study	- Brainstorm session on agency branding -Secondary research update
	T	Sept 12			-Agency Branding (component 1)
4	Th	Sept 14	Progress Report #1 (Assignment 3a)	- Situation Analysis + SWOT + Media Research (component 1)	- Review of Client’s & Competitors’ Past and Current Campaigns (component 2)
	T	Sept 19		- Social Media Monitoring Study (component 2)	
5	Th	Sept 21	Peer Evaluation #1 (Assignment 2a)		
	T	Sept 26			- Moodboards/Initial Concepts Pitch (component 3)
6	Th	Sept 28	Progress Report #2 (Assignment 3b)	- Primary Research (component 3)	
	T	Oct 3		- Insights for Creative Inspiration (component 4)	
7	Th	Oct 5		-Creative Strategy and Brief	- Social Media & Brand Activation

				(component 5)	Pitch (component 4)
	T	Oct 10			- Book Design Templates (component 5)
8	Th	Oct 12	Progress Report #3 (Assignment 3c)		- Concept Testing Executions (component 6)
	T	Oct 17			
9	Th	Oct 19		- Concept/Copy Testing Analysis (component 6)	- Art Direction Pre-Production Plan (component 7)
	T	Oct 24	Peer Evaluation # 2 (Assignment 2b)	- Media Strategy & Tactic Recommendations (component 7)	
10	Th	Oct 26	Progress Report #4 (Assignment 3d)	- Consumer Journey Map (component 8)	- Social Media Brand Guide (component 8)
	T	Oct 31		- Media Activation Calendar & Budget Breakdown (component 9)	
11	Th	Nov 2			- Creative + Social Media/Promotions Strategy Write-up (component 9)
	T	Nov 7		- Executive Summary + Campaign Evaluation + Campaign Objectives (component 10)	
12	Th	Nov 9	Progress Report #5 (Assignment 3e) ALL PARTS OF THE PLANS BOOK MUST BE IN THE BOOK DESIGNER'S HANDS		- Final Executions (component 10)
	T	Nov 14		-In-class outline of presentation deck	-In-class outline of presentation deck
13	Th	Nov 16	First draft of presentation deck and rehearsal	Work on oral presentation	Work on oral presentation
	T	Nov 21	Peer Evaluation # 3 (Assignment 2c) Draft of Final Book sent to professor		
14	Th	Nov 23	THANKSGIVING HOLIDAY	NO CLASS	NO CLASS
	T	Nov 28	Final draft of presentation deck and rehearsal in-class	Work on oral presentation	Work on oral presentation
15	Th	Nov 30	Progress Report #6 (Assignment 3f) BOOK SENT TO PRINT		
	T	Dec 5	Plans Book Due (Assignment 4)		

			Campaign Presentation to client (Assignment 5)		
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