Great Ideas in Marketplace Communications: Creating, Developing, and Evaluating Brand and Content Initiatives

ADV4930 Section 7040
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Course Description

Great Ideas in Marketplace Communications, is a course that focuses on two aspects of strategic communications: 1. Creating (Concept Experimentation) and Developing (Producing) advertising and promotional content; and 2. Evaluating topical issues and industry innovation. This course is designed to provide students with an industry perspective for the development, presentation and evaluation of viable solutions to client market problems. In this class, students will develop solutions for a variety of promotional challenges, to be solved in four 2-3 week periods. Special emphasis will be placed on unique approaches that include Digital Media, Promotional Activities and Marketplace Program Development. In addition, students will review current topics, (see list on the last page), that are disrupting the industry.

Pre-requisites

There are no pre-requisites.

Course Objective and SLO's

Objective: To guide students in the development of creative solutions to real marketplace advertising and promotional problems.

SLO3: Identify and compare media, research and consumer information and critically analyze their implications for advertising and promotion.

Each project will contain information about the market problem from a participating company or public service entity and students will seek and find supportive information using secondary research techniques.

SLO4: Compare and recommend media to best reach a target audience.

Each proposal, see process below, will include media recommendations in traditional, digital and social media.

SLO5: Develop an advertising/marketing communications plan.

The group proposal, see process below, will include a Power Point presentation with specific recommendations to solve the marketplace advertising and promotional problems and a supplementary Word document explaining the solutions in more detail and providing the rationale for success behind the proposal.

SLO6: Conceptualize and create persuasive messages for a variety of media.

All proposals presented to client participants will focus on specific executions in a variety of media: digital online, analog offline, special events and supplemental collateral design.

SLO7: Work cooperatively and efficiently in a team environment.

 Students will work in small groups (see process below) to develop marketplace communications/advertising plans for specific client participants. At least one of these participating clients will be a public interest group possibly affiliated with The University of Florida.

SLO8: Give professional and informative oral presentations of advertising recommendations.

A requirement of the course is a formal presentation made by each group to the client. The client will receive the recommendations in oral and material (PowerPoint) form. Each client will be asked to provide a brief critique at the time of the presentation. The critique will focus on how well the groups addressed the marketplace communications problem.

Structure

The 'Great Ideas' course offers students the opportunity to interact with real clients, provided by the instructor, with real marketplace communications, advertising and promotional problems. Student teams are required to conduct research and develop plans to address the problems. It is the essence of "reality" in the classroom for Advertising majors.

Students will be briefed by individual clients at the beginning of each project module. In teams, students will create and develop solutions to the client's marketplace challenges and present their recommendations 1. In a Formal PowerPoint Presentation (Examples are on Sakai for access by students in the course); and, 2. In writing (Maximum 2 Page Document) detailing implementation and rationale. (What did the group recommend and what will those recommendations accomplish.

Process:

Class Meetings: There will be two class meetings for each client (See Schedule). There will be an initial meeting with the clients to discuss the issues and assignment. Then 2 to 3 weeks after the

client meeting there will be a formal presentation to the client. All students will participate and observe all other team's presentations.

Group/Instructor Meetings: There will be meetings between the instructor and each team to review the recommendation by the team. The instructor expects to see ideas and material implementing those ideas. The instructor will provide feedback and recommended changes to the ideas and material.

The timetable follows in the class schedule. The content of those meetings is listed below.

Week 1: Client Meeting to discuss project. The client will present the current communication/advertising problems they are facing and make a specific request for help in solving these problems.

Topic Discussion: Current topics will be presented and discussed in class as per the Topic List found in Appendix C.

Week 2:   Group meetings with instructor: Specific content plans in writing presented to instructor (rough images and design must be included). Instructor will provide critique including recommendations for changing direction/improving on team's recommendations.

Week 3   Draft of Great Ideas Marketplace Communications (PowerPoint). Include media content recommendations for analog , digital and social media as well marketplace events and promotion plans.

Week 4: Monday: 6 PM Draft of final PowerPoint due to instructor. The revised draft with instructor comments will be returned by the next morning.

Tuesday: 6 PM Final PowerPoint presentation and report due to instructor

Wednesday: Class meeting for 10 minute Presentations to client (Brief discussion with client to follow each presentation as next team prepares to present)

Textbook and Materials
There is no textbook although students may want to explore the many books on creating persuasive messages. Materials will be provided on Sakai and noticed by instructor.

Students with Challenges
"Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation."

Course Evaluation
The evaluation of coursework will be based on the student's performance in two areas for each client challenge:

Point Allocation

1.	Instructor Evaluation in consultation with each client based on Innovation and completeness of recommendation. Feasibility is a consideration. (**Appendix C**)	50%
2.	Class Topical Discussion and Written Assignment	35%
3.	Peer Evaluations	15%
	TOTAL	100%

Attendance in this course is required as consultation with the instructor as the project progresses is necessary. A letter grade reduction on a project will be assessed for each unexcused absence. Student are required to send an email to the instructor to explain the absence. "Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx ."

Grading
The grading scale for the course is as follows: (no minus grades will be used):

A,	95-100	B-	80-81	D	63-66
A-	90-94	C+	77-80	D	60-62
B+	87-89	C	73-76	E	59
B	82-86	D+	67-72		

Presentations will be evaluated by the client and the instructor. Each team will be evaluated on the same criteria, including the most important: Is plan the effective for solving the client's challenge. Each team will receive a score ranging from 0-100. Input for this will come from the Great Ideas Project Rubric Appendix B

*Peer Evaluation

All students will evaluate each member of their team, on the following five evaluative items, anchored by 0 (unacceptable) and 4 (excellent):

1. Commitment to the team's common purpose
2. Efforts in accomplishing group tasks
3. Ideas and contributions in meetings
4. Attitude, friendliness, and respectfulness toward other members
5. Overall contribution to the team's success

Grading Policies

https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Academic Dishonesty
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 (http://www.dso.ufl.edu/sccr/process/student-conduct-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

Course Evaluation

 "Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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/."

Course Schedule (Appendix A)
Meeting Dates:

Month	Wednesday	Schedule
August	27	Intro to Course
		First Client Visit
September	3	Group/Instructor Meeting 1
	10	Group/Instructor Meeting 2
	17	*Presentation #1*
	24	**Second Client Visit+**
		Topic Discussions 1,3 & 8
October	1	Group/Instructor Meeting 1
	8	Group/Instructor Meeting 2
	15	*Presentation #2*
	22	**Third Client Visit**
		Topic Discussion 2, 4 & 5

	29	Group/Instructor Meeting 1
November	5	Group/Instructor Meeting 2
	12	Presentation # 3
	19	**Fourth Client Visit**
		Topic Discussion 6 & 7
	26	Thanksgiving Break
December	3	Group/Instructor Meeting
December	10	Presentation # 4

Team Meetings Schedule (Classroom)

Team #	Meeting Time
1	9:35 AM
2	10:05
3	11:25
4	11:45
5	12:05 PM
6	12:25

Topics for Great Ideas Class Discussion (Appendix B)

Each topic is matched to the syllabus by number and will be covered after the client's initial presentation. Student will find one or more articles or sources about the topic and in 1 to 2 paragraphs summarize the position of the articles on the topic. The summary and a copy of the article or screen shot copy of the source will be turned at the time of the class discussion. Grades will be assigned as exceptional (S+) satisfactory (S) or unsatisfactory (U) based on the

level of completeness and timeliness. Late papers will be unsatisfactory. Excuse from the requirement will be made on a case by case basis but the reasoning must be illness or emergency supported by documentation in advance with the exception of extraordinary circumstance. Incomplete papers will be also considered unsatisfactory.

Topics:

1. Social Media Advertising…Success or Failure
2. Content Marketing What is it and how does it work?
3. Patch vs Other local Ads
4. The future of TV and Radio and the associated advertising
5. Is print gone forever
6. Other forms of future advertising outside of the internet
7. Merchandising (added bonus features for advertising) on TV
8. Bots

Great Ideas Project Evaluation Rubric (Appendix C)

Great Ideas Class Semester_____				
Group # Name	Exceptional	Satisfactory	Marginal	Unsatisfactory
	A	B	C	D
Acquiring Competencies				
This step refers to acquiring strategies and skills needed to solve the problem as presented by the client and the instructor.				
Taking Risks				
May include personal risk (fear of embarrassment or rejection) or risk of failure in successfully completing assignment, i.e. going beyond original parameters of assignment, introducing new materials and forms, tackling controversial topics, advocating unpopular ideas or solutions.				

Solving Problems				
Does the solution provide by the student group proposal directly address the client's problems				
Innovative Thinking				
Novelty or uniqueness (of idea, claim, question, form, etc.)				
Reasonable Solution				
Are the recommendation as reasonable and applicable as they are innovative.				

Note: If there is little or no presentation a E will be assigned.