The College of Journalism and Communications

Department of Advertising

ADV4800 ADVERTISING CAMPAIGNS

SPRING
SUMMER
FALL*

2015

Course Syllabus

Dr. Jon D. Morris
Instructor

UF | UNIVERSITY of FLORIDA

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).

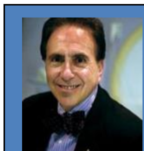
ABOUT ADV4800 ADVERTISING CAMPAIGNS

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.

YOUR INSTRUCTOR

	Jon D. Morris, Ph.D.	OFFICE HOURS
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click photo	**Home**: **http://www.jou.ufl.edu/faculty/facultydetail.asp?id=jmorris**	

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.

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

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 (You) Fact Sheet*
- ❑ Submit the *Campaign Plan Book-Property Acknowledgment Form*
- ❑ Submit all of the *Weekly Call-Reports* (usually 5 to 7 total)
- ❑ Complete the *Final Presentations Attendance Requirement*
- ❑ Submit the *Peer-Group Evaluation Form*

Team Tasks

- ❑ Submit the *Team Information Sheet*
- ❑ Complete the *Previous Campaign Book Evaluation Assignment*.
- ❑ 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*

All forms, guides, assignments, schedule and syllabus can be found on, and downloaded from, the ADV4800 Sakai e-Learning homepage. Visit **https://lss.at.ufl.edu**, and log in.

TEXT(S)

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, 4/e* and *Strategic Advertising Campaigns, 4/e.*

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ISBN: 0-8442-3015-4

CLASS ORGANIZATION

The client's advertising campaign plans are developed using an agency-team approach. Students are divided into a number of competing teams, with four-to-eight persons per team, depending on the client and class size. Students are allowed to select their own colleagues with some guidance from the instructor, or the instructor may assemble the teams if necessary. No perfect-selection system has been discovered; however, the best method, from past experience, seems to be the student-selects approach to team building.

It is suggested you choose colleagues who would like to earn a similar grade in the course. This will assist in matching yourself with those having similar ambitions. Moreover, team members should be chosen by matching complimentary (not similar) skills and interest. Best results occur when students are matched with others who have interest and experience, both classroom and practical, in each of the following areas:

- Account Planning (Campaign Strategy)
- Media Planning (Media Strategy and Recommended Implementation)
- Creative Strategy/Copy writing
- Creative Strategy/Art Direction
- Advertising Research
- Sales Promotion, Public Relations, Interactive Media
- Management/Marketing/ This is the Account Executive

One (or two) team members should be responsible for each of the above areas; however, all members on the team should be involved in the preparation of each area at least to some degree. The person responsible for the section should direct the development of the material, edit or re-write a good proportion of the section and be responsible for at least one section of the presentation.

Having someone on the team with art proficiency is most helpful; however, **teams are permitted to purchase finished art**. The team should develop the visual concepts and rough layouts, but the finished or comprehensive artwork may be done by someone outside the team.

In order to have time to become acquainted with each other as co-workers on an extensive project, teams are selected as early in the semester as possible. The instructor will keep a record of each person on each team and their local contact information. This will assist in disseminating information to teams when there is a short-notice situation.

Once the scheduled class lectures in the course have been completed, each team will meet with the instructor once per week during regular class time, and at least once outside of the classroom. The team meetings serve to involve the instructor in the development of the campaign plans. The instructor will be an integral part of the team and serves as the agency director. It is appropriate for the instructor to offer suggestions, correct errors of fact or grammar, assist in developing strategies for solving any problems that are presented, or check the teams' progress on a task or exercise. An assistant agency director may be employed by the instructor; these assistant directors will help coordinate team efforts and report to the director.

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. Student teams are awarded varying amounts depending on how the client evaluates their plans book and final presentation. The fee is used to help pay student expenses and it is an added incentive to spur students to do the best possible work…**it's a COMPETITION**!

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.

THE CAMPAIGN PLAN BOOK

Much time and effort is needed to prepare a well thought-out and doable campaign. Each team must prepare a campaign plan book; it will become your team's permanent record of the analysis and proposed solution(s) for the assigned advertising problem.

There is a minimum 100-page prescribed length for a campaign book; recent books produced for this course at the University of Florida have ranged between 100 and 150 pages in length. Once the course is established, hard copies (and perhaps digital copies) of previous campaigns books will be available for study. The instructor will monitor the manner in which these books are handled and used. Previous books must be treated with extreme care and respect and must not be abused; you cannot copy directly from them.

Every campaign plan has its strengths and weaknesses. One of the team-task class assignments is to evaluate a previous campaign plan book. It is an exercise to help you determine the good and bad points of a preceding campaign, which should help you when you write your campaign book. Some of the previous books may still contain critique sheets. If you run across one, use it to guide you through the strengths and weaknesses of the book. The plan book your team submits may be used for study in future classes.

Each team is required to **deliver two complete and identical copies of the plan book** when they become due. A guide to a typical advertising campaign book outline and other guides and related information packets and can be found on, and downloaded from, the ADV4800 Canvas e-Learning homepage. Visit **https://lss.at.ufl.edu**, and log in. It should be pointed out that your final plan book outline may somewhat vary from the provided guide depending on the particular case and/or need(s) of the client.

Teams and team members should bring any questions to the weekly team meetings or contact the instructor directly if you can't wait until then. Team members should help each other improve by continually reviewing and critiquing each other's work.

Your Expenses and Reimbursement (subject to final approval by a client)

In return for the completed plan books, the client will provide base-expense money to offset expenses you will incur to produce the books. In addition, the team (or teams) that win(s) *Best Strategic Plan* and/or *Best Creative* is awarded additional expense money. The same team may win both awards. Sufficient receipts covering all the expense money a team receives from the client is required from all teams. The breakdown is as follows:

$200 (base expenses, each team) + **$100** (*Best Strategic Plan*) + **$100** (*Best Creative*) = **$400** (maximum)

The second plan book becomes the property of the instructor and serves as a record of the team's work. The best book(s) will be used as teaching aids for future campaigns classes.

Absolute due dates will be assigned to tasks. **The plan books must be submitted on time**. Completing a project on time is an essential component of advertising planning. In this course, it will be approximately two weeks before the date of the final presentation; this allows the client and instructor adequate time to review all the plans prior to the final presentations. Refer to the schedule for all due dates, task events and lecture topics.

THE PRESENTATION

Each team will make one dress-rehearsal presentation to the instructor and one formal presentation — of the essential elements, particularly their recommendations — to the client, instructor and any other audience in attendance that day. Presentations are scheduled as close to the end of the course semester as possible to allow the maximum time to prepare. Each team member needs to participate in the presentation, although, it is not essential that equal time be allocated to each member.

"The idea of the presentation, or more apropos, the sales pitch, is to sell the client on the thoroughness of your research and the strength of your proposed campaign plan."

Immediately following the client presentation, a question and answer (Q&A) session and critique (or discussion) will be held in an adjoining meeting room. These sessions typically last from 10 to 30 minutes. The Q&A is for the benefit of the client to clarify any ambiguities and to discuss rationale. The critique (or discussion) is held for the benefit of the students and should be handled appropriately and maturely. Students will often learn more if a client is candid and supportive.

Members should view their team's individual presentation as an opportunity to present their proposal in a favorable light. This is a time to convince the client that they have the best communication solution to their marketing problem. The approach should include a significant amount of rationale to help persuade the client to select your team's proposal. The formal presentation is an excellent opportunity for a team to present its ideas to a captive group of interested, knowledgeable persons who make their livelihood by working for the client's organization.

Because of the importance of presentations in this course and the business world in general, **All ADV4800 students must attend at least one other team's presentation**. There will be a roster sheet you must sign in order to receive the attendance credit.

HANDOUTS

There will be a several handouts — forms, guides, assignment packs, etc. — in this course. They can all be found on, and downloaded from, the ADV4800 Canvas e-Learning homepage. Visit **https://lss.at.ufl.edu**, and log in.

However, there may be new information throughout the semester, particularly in the last few weeks. This process is similar to the many directives that emanate from company management and is an important part of the information flow in this course and the advertising world. You should read all handouts thoroughly, and complete all forms and assignments promptly; they are vital to your success in this course.

The course handouts are available on the course website and are listed on the next page.

HANDOUTS LIST (all documents are available on the course website)

SCHEDULE & SYLLABUS

- ❑ *ADV4800 Schedule*
- ❑ *ADV4800 Syllabus*

CLASS-RELATED PACK

- ❑ *Campaign Book Grading Rubric*
- ❑ *Campaign Book Rough-Draft Submission Guidelines*
- ❑ *Final Presentations Attendance Requirement*
- ❑ *Peer-Group Evaluation Form*
- ❑ *Previous Campaign Book Evaluation Assignment*
- ❑ *Student (You) Fact Sheet*
- ❑ *Team Information Sheet*
- ❑ *Weekly Call-Reports Guide*

CLIENT-RELATED PACK

- ❑ *Campaign Plan Book Outline*
- ❑ *Campaign Plan Book-Property Acknowledgment Form*
- ❑ *Guide on Goals, Objectives, Strategies and Tactics*
- ❑ *Invitation to Watch the Campaigns Presentations*
- ❑ *Plan Books Recapitulation Report*

CAMPAIGN PLAN BOOKS (from prior teams) – Issue by instructor

GRADING POLICY

Although the client may determine which team(s) did the best job of solving their advertising problem, the instructor will assign the final course grades. The instructor may take into account the client's judgments; however, the grades should be assigned independently of these findings. Below is the typical ADV4800 course grading policy. Please note that it is subject to change at the instructor's discretion.

EFFORT	TASK	WEIGHT	BASED ON
TEAM **20%**	Previous Campaign Book Evaluation Assignment	5%	Quality of information and presentation by your team
	Final Presentation	15%	Client and instructor evaluation of team's performance
TEAM & INDIVIDUAL **40%**	Final Campaign Plan Book	10%	Team's overall quality of the plan book
		20%	Your individual assigned portion of the book
		10%	Overall individual contributions to the book and work
INDIVIDUAL **40%**	Weekly Call Reports	10%	Based on quality and quantity
	Instructor Evaluation	10%	Performance in the classroom and your timeliness
	Peer-Group Evaluations	20%	Your own evaluation and those received from your team
	TOTAL	**100%**	

Minus grades will not be used. A "C" grade or better is required to pass the course.

GRADING SCALE					
A	92-100	**C+**	77-81	**D+**	67-71
B+	87-91	**C**	72-76	**D**	60-66
B	82-86			**E**	0-60

Attendance is noted; **one-half of a letter grade will be deducted for missing a team meeting or a class lecture** (e.g. an "A" becomes "B+"). Emergencies must be approved by the instructor. Excuses for school related business will be accepted only with prior approval. **One full letter grade will be deducted if the rough draft of the book or the final books is not turned in by the scheduled date** (e.g. an "A" becomes "B").

Assessment

Due to a new UF and state policy all students' competency in the field shall be assessed Be prepared to take a test over the key components of an advertising plan sometime during the semester. You must pass the test.

POLICY FOR REMOVING A NON-PRODUCTIVE TEAM MEMBER

Due to the current size of the campaigns' classes, and similar polices in other campaigns' classes, a member on any team may be fired or removed from the team either -

- ❑ by unanimous vote of the team, OR

- at the discretion of the instructor

A vote by the team must occur at least one week before the official university course drop date and be reported in writing to the instructor and the affected student. The affected student must then either -

- find another student group to accept him or her, OR
- complete the project on their own, OR
- remove themselves from the course

POLICY FOR CELL PHONES, SMARTPHONES AND OTHER ELECTRONIC COMM UNICATION DEVICES

The use of cell phones, smartphones and/or other electronic communication devices during a class lecture, team meeting or business meeting is usually disruptive; therefore, using these devices during class business will be prohibited or regulated in case of an emergency situation. Anyone who disrupts the class, team, instructor or client because they violated this policy will most likely be asked to leave the class or meeting.

POLICY FOR COMPUTERS, TABLETS AND RELATED DEVICES

Use of computers, tablets and related devices during class lecture, team meeting or business meeting is prohibited unless approved by instructor or you are using the computer or tablet to present business-related information to the class, team, instructor, and/or client.

POLICY FOR RECORDING DEVICES

Since conversations, lectures, team information, client information and related matters are usually (or can be) of a proprietary nature, recording them without prior approval from owner of the information is prohibitive. As students in the College of Journalism and Communications, you are probably (or should be) aware that all parties must consent to the recording or the disclosure of the contents of any wire, oral or electronic communication in Florida. Recording, disclosing, or endeavoring to disclose without the consent of all parties is a felony. Always ask the other party(ies) before recording things.

SPECIAL OFFER

Employers today may request information about a prospective employee’s performance in group activities, particularly in experiential projects similar to what you’ll experience in this advertising campaigns course. If you obtain a “B+” or higher grade in this course, you may request a *Letter of Success* for inclusion with your resume. If you qualify, please forward your request to the instructor’s email address.

ADV4800 Advertising Campaigns

COURSE SCHEDULE – SP | SU | FA 2015

August 24- September 14

DAY	CLASS/LECTURE	DELIVERABLES/TASKS DUE
August Thurs | **27**	❑ Orientation and review process ❑ Discuss Student Fact Sheet ❑ Review assignment for next class ❑ Form teams ❑ Download info packets Discuss	❑ 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 **See Example on Canvas**
September Thurs | 3	❑ **Team Presentations** ❑ What Makes a Campaign / Dr.Morris' Campaign Review? ❑ Q&A about packets content and course	❑ STUDENT FACT SHEET And Prop Acknowledgment Due (bring to class) ❑ PREVIOUS CAMPAIGN BOOK EVALUATION ASSIGNMENT (presentation, report and handouts)
September Thurs | **3** **Part 2**	❑ **Discuss Research** ❑ **Outline: (one per team)** ❑ 1.Info you need to get from client ❑ 2. Info you need from survey	❑ Due to Dr Morris Saturday, Aug 31 6PM ❑ What do you know? Write a summary. ❑ What do you need to know from Client? ❑ What are the questions for the survey ?
SAT | **5**	❑ Submit Draft of Survey	❑ RESEARCH SURVEY Questionnaire Due 5 PM ❑ This will be shown to client.
Thurs |10	❑ **MEET THE CLIENT** – ❑ Review Draft Survey ❑ Discuss Other Questions ❑ Give and receive contact info	❑ Class Presentation one hour. ❑ Group Meetings With Client Each team will meet one-on-one with the client for 30 minutes following the class presentation ❑ Group Meetings with instructor
SAT| 12	❑ SURVEY DUE	
		❑ Send Final Questionnaire to Instructor
		❑ Update instructor on any issues
		❑ Prepare to Start Survey after Thursday meeting

September 17- Oct 8 Team Meetings

DAY	CLASS/LECTURE	DELIVERABLES/TASKS DUE
Thurs | **17**	❑ TEAM MEETINGS BEGIN	❑ RESEARCH : Final Review ..Begin Survey ❑ WEEKLY CALL REPORT 1 (Due Tuesday by 7:30 P.M One per person.) ❑ Discuss Client Visit
Thurs | **24**	❑ TEAM MEETING	❑ WEEKLY CALL REPORT 1 (Due Tuesday by 7:30 P.M One per person.) ❑ Survey Progress Preliminary Findings ❑ Discuss Progress on Plans Book
October Thurs | **1**	❑ TEAM MEETING	❑ WEEKLY CALL REPORT 1 (Due Tuesday by 7:30 P.M One per person.) ❑ PRESENT SURVEY RESULTS *- ❑ MARKETING & IMC PLAN DUE
Thurs | **8**	❑ TEAM MEETING	❑ WEEKLY CALL REPORT (Due Tuesday by 7:30 P.M One per person.) ❑ CREATIVE PLAN (before team meeting)

October15-

DAY	CLASS/LECTURE	DELIVERABLES/TASKS DUE
Thurs | **15**	❑ TEAM MEETING	❑ WEEKLY CALL REPORT 1 (Due Tuesday by 7:30 P.M One per person.) ❑ MEDIA PLAN (before team meeting)
Thurs | **22**	❑ TEAM MEETING	❑ WEEKLY CALL REPORT 1(Due Tuesday by 7:30 P.M One per person.) ❑ Discuss Final Proposal/ Book Sections
Thurs| **29**	❑ Book Drafts	❑ BOOK ROUGH DRAFT DUE Morris Office or Advertising Office by 1 PM ❑ No Team Meeting

November-December 9

DAY	CLASS/LECTURE	DELIVERABLES/TASKS DUE
Tue| **05**	❑ Rough Drafts Returned	❑ FINISH WORKING ON BOOKS
Thurs 12	❑ LAST CLASS – Discuss Presentations ❑ Books –Final Versions Due ❑ All Students attend	❑ COMPLETE BOOKS (2 total) - bring to class ❑ RETURN THE BOOK ROUGH DRAFT ❑ RECAPITULATION REPORT (2 copies)
Tue | **19**	❑ **Presentation Rehearsal**	❑ PRESENTATION DRESS REHEARSAL ❑ PRACTICE PRESENTATION* ❑ Complete Power Point
Thurs 26|	❑ No Class	❑ Thanksgiving
Monday | **30**	FINAL PRESENTATIONS	❑ POWER POINT PRESENTATIONS ❑ DVDs of Book-In Design and PDF Plus Copy Of Presentation (2 copies required) ❑ Invite anyone ❑ ATTEND ANOTHER TEAM'S PRESENTATION
December Thurs | **3**	❑ Peer Evaluations due	❑ 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	Thursday, 10:30 A.M.	**5**	Thursday, 12:30 P.M.
2	Thursday, 11:00 A.M.	**6**	Thursday, 1:30 P.M.
3	Thursday, 11:30 P.M.	**Extra**	Please establish an out-
4	Thursday, 12:00 Noon	**As Needed**	of- class meeting time.

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. The instructor 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.