

ADV 4800

Advertising Campaigns

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.

Instructor:	Dr. Debbie Treise 2012 Weimer Hall Phone: 392-6557 email: dtreise@jou.ufl.edu	Office Hours: Wednesday 1-4p.m. Thursday 8-10 a.m. and by appointment
Meeting time:	TBA	
Text:	Adv. Students: Parente, Vanden Bergh, Barban & Marra <i>Advertising campaign strategy.</i>	<i>Advertising Campaigns Handbook</i>

Description: ADV 4800 will give you the chance to put together the accumulated wisdom from all of your previous advertising courses. For the first time you'll have to call upon and apply everything that you've learned so far. Your work in this class is for a real-world client, so the class will prepare you to work with the stresses, time and budget parameters, client interactions, and strategic goals of real-world advertising. The course will demonstrate how all of the functional areas of advertising (i.e., research, media, creative, public relations, promotions, interactive media, and direct marketing) are integrated into a seamless, strategy-driven campaign.

Objectives: Enables you to learn:
How advertising, marketing, and public relations are integrated into a campaign

- The skills needed for team building, problem solving, successful team interactions, client interactions, time management, and effective writing
- Important skills needed in budgeting and resource management
- How to evaluate the strengths and weaknesses of a campaign
- Effective presentation skills

(cont.)

Philosophy of success: Be a professional
Expect more from yourself than I do
Want to win
Understand what it takes to win
Do what it takes to win

Operating Principles:

Practice these sensible habits:
Read all text materials thoroughly
Attend all meetings and classes
Work smart. Be efficient and be effective.
Be a positive force in your group
Treat your peers with respect
Conduct yourself as a professional at all times
Complete required submissions in a timely and effective way
(including call reports, evaluations, reports, presentations, etc.)
Attend one other team presentation at the end of the semester

Points off for:

- You are late
- You miss deadlines
- You don't know things you should know
- Unprofessional conduct
- Truly unprofessional conduct

You lose a letter grade when:

- YOU MISS MORE THAN ONE CLASSES OR MEETINGS WITH ME. IN OTHER WORDS, YOU ARE ALLOWED ONE ABSENCES. ANY ADDITIONAL ASBSENCES WILL RESULT IN ONE LETTER GRADE REDUCTION PER OCCURANCE – REMEMBER THIS INCLUDES TEAM MEETINGS WITH ME AND REGULAR CLASSES.

Point Distribution:

5%	Call reports
20%	Peer evaluations
5%	Book evaluation project
15%	Research project/situation analysis
15%	Rough draft of plans book
25%	Plans book
15%	Presentation

