

JOMC 690.001 • Spring 2016

Advanced Advertising Campaign Planning

Meets Tuesday & Thursday, 6:35 - 7:50 p.m. in Carroll 143.

You must be a national, dues-paid member of the UNC Ad Club (national dues are \$55) to participate.

Instructor: Joe Bob Hester, Ph.D.

Associate Professor

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Office hours: 1:30 - 3:30 p.m. Tuesday & Thursday or by appointment. These hours are made available to provide you with time outside of the classroom for discussion of matters related to course work, as well as for academic and/or career advising.

Description: In this course you will work as a team to participate in the AAF's National Student Advertising Competition (NSAC). The Challenge:

“Create an integrated 2017 holistic marketing campaign to grow Snapple Trademark (TM) volume in the United States. This campaign should include paid media (TV, digital, social, OOH), earned media (PR, organic social), Snapple.com, retail in-store activation tactics, and any other marketing content elements as your team sees fit.”

IMPORTANT 2016 DATES

Friday, March 25: Plans book (26-page max) upload to AAF.

Wednesday, April 6: Final on-campus dress rehearsal.

Thursday, April 7: On-site presentation practice (Hilton Garden Inn Raleigh-Cary).

Friday, April 8: On-Site Third District Competition (20-minute presentation, 10-minute Q&A, Hilton Garden Inn Raleigh-Cary).

Saturday, April 9: For district winners – Present to Third District Board (Hilton Garden Inn Raleigh-Cary).

Wednesday-Thursday, May 4 – May 5: Semi-Finals (via Adobe Connect; for district winners).

(Eight winners from Semi-Finals advance to the National Finals, June 4-7, Anaheim, CA.)

Attendance: There are no excused absences in this course. Given the nature of the competition, it is imperative that you attend and participate in every class meeting.

NOTE: This course requires extensive time and effort outside of the classroom. If you don't have time for 2 group meetings a week outside of class, this course may not be a good fit for you.

Grading Criteria: Individual final grades are determined by the following factors:

1. 30% - Judges' evaluations of the project at 3rd District Competition/Semi-finals (if applicable).
2. 35% - Your instructor's evaluation of the project itself.
3. 35% - Your instructor's evaluation of your individual participation & contribution (aided by peer evaluations).

UNC Grading Scale (see Undergraduate Bulletin for definitions):

A = 4.0, A- = 3.7, B+ = 3.3, B = 3.0, B- = 2.7, C+ = 2.3, C = 2.0, C- = 1.7, D+ = 1.3, D = 1.0, F = 0.0

(over)

Honor Code & Academic Integrity: All work in this course should be completed in full observance of the UNC Honor Code (<https://studentconduct.unc.edu/students>), NSAC Case Study, NSAC Policies & Procedures, and any non-disclosure agreements required by the client or research partners.

Seeking Help: If you need individual assistance, it's your responsibility to contact the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity: The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special needs: If you have any disability or other special situation that might make it difficult to meet the requirements described above, please discuss it with me as soon as possible. If you have not done so already, you should also contact the Department of Accessibility Resources & Service (AR&S) at 919-962-8300 or accessibility@unc.edu.

ACEJMC Values and Competencies

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address the following values and competencies.

- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which you work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes you serve;
- Critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which you work.

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