

JOMC 690.001 • Spring 2014

## Advanced Advertising Campaign Planning

Meets Tuesday & Thursday, 6:00 - 7:15 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

*Office:* 233 Carroll Hall

*Phone:* 919-843-8290 (office) | 919-405-1379 (home) | 919-599-6005 (cell)

*E-mail:* [joe.bob.hester@unc.edu](mailto:joe.bob.hester@unc.edu)

*Twitter:* [@joebobhester](https://twitter.com/joebobhester)

*Office hours:* 12:30 - 2:30 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:

"Develop a \$10 million proposal for a national, fully-integrated marketing campaign to be implemented by the Mary Kay corporate office to run from Feb. 2015 to Feb. 2016. Independent Beauty Consultants will be able to leverage the campaign to reach out to potential customers to sell products and recruit. The campaign should be designed to increase market share among a core segment of Gen Y (Millennials) consumers, females 18-25 years old."

### IMPORTANT DATES

March 21, 2014: Plans book (26-page max) upload to AAF.

April 3, 2014: On-site presentation practice (Raleigh)

April 4, 2014: On-Site Third District Competition (20-minute presentation, 10-minute Q&A, Raleigh)

April 15 – May 2: Semi-Finals (via conference call; for district winners)

(Eight winners from Semi-Finals advance to the National Finals, May 28-30, Boca Raton, Florida.)

*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 3<sup>rd</sup> District Competition.
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

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