

MEJO 673.001—Advertising Campaigns
Spring 2019

Instructor: Allison Lazard, PhD
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Meeting Times: Tuesday & Thursday, 12:30-1:45pm, Carroll Hall 283

Office Hours: Tuesday 2-3:00pm and by appointment.

Course Overview: This is an intensive course on developing, executing, and presenting a comprehensive advertising campaign. Please note, this is *not* an introductory class. You've already taken some courses in media, creative, and/or research. In this course, you'll pull these disciplines together as part of an agency team in addressing the marketing challenge presented by your prospective client(s). Your work will include:

- Analysis of the client's brand and product offering and their position in the marketplace
- Research into the target audience and the consumer mindset
- Determination of specific marketing/communications objectives
- Determination of strategies for achieving those objectives
- Execution of a creative campaign against the strategy
- Development of an integrated media plan for implementation with an appropriate marketing budget
- Tools and methods to evaluate and adjust the recommended campaign
- Comprehensive plans book(s) detailing your proposal (*The Leave Behind*)
- Formal oral presentation(s) of your work to the client(s) (*The Pitch*)

Course Book:

Steel, Jon. (2008). *Perfect Pitch: The Art of Selling Ideas and Winning New Business*. Hoboken, New Jersey: John Wiley & Sons, Inc.

There will be additional selected readings during the course of the semester.

Course Work & Grading: The class will be divided into student teams for the most of the semester. In general, team members receive the same grades for group projects. The individual assignments (campaign identification and midterm) offer chances for distinction.

| Assignment | Weight |
|--|--------|
| Campaign/Agency: Individual Assignment | 10% |
| Team Crash Exercise | 10% |
| Final: Individual Assignment | 25% |
| Final: Team Research Project | 40% |
| Class Participation & Peer Evaluation | 15% |

A = 93-100, A- = 90-92, B+ = 87-89, B = 83-86, B- = 80-82,
 C+ = 77-79, C = 73-76, C- 70-72, D = 60-69, F = 59 or below

Note: Graduate students will receive a H, high pass; P, pass; L, low pass; or F, fail.

Schedule: The schedule includes the main topics for each week and the reading required for our meetings. You are expected to have completed the readings BEFORE coming to class.

Note: Based on your input and our progress, I reserve the right to amend and change the syllabus, reading schedules, and grading events during the semester.

COURSE SCHEDULE

| Week | Dates | Topic & Reading |
|--------------|--------------|---|
| 1 | 1/10 | Course Overview |
| 2 | 1/15 1/17 | Executing "Big Ideas" Reading: See Sakai Evaluating Campaigns Reading: See Sakai Also...Campaign/Agency: Individual Assignment presentations begin. These run through week 4. See sheet on Sakai for presentation time |
| 3 | 1/22 1/24 | Pitching: Audiences & Insights Reading: Steel, Introduction – Ch. 3 (p. ix-68) Pitching: Planning & Avoiding Mistakes Reading: Steel, Ch. 4 – Ch. 6 (p. 69-139) |
| 4 | 1/29 1/31 | Pitching: Teams, The Big Day, and Beyond Reading: Steel, Ch. 7 – Ch. 9 (p. 141-244) TBD |
| 5 | 2/5 2/7 | TBD Crash Exercise: Launch |
| 6 | 2/12 2/14 | Campaign Office Hours See sheet on Sakai for group schedule Crash Exercise: Pitches |
| 7 | 2/19 2/21 | Crash Exercise: Review Final Project: Client Kick-off Meeting |
| 8 | 2/26 2/28 | Final Project: Client Kick-off Meeting Campaign Office Hours |
| 9 | 3/5 3/17 | Campaign Office Hours Campaign Office Hours |
| SPRING BREAK | | |

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| 10 | 3/19 3/21 | Campaign Office Hours Campaign Office Hours |
| 11 | 3/26 3/28 | Final Project: Share Research and Audience Insights [teams for client TBD] Final Project: Share Research and Audience Insights [teams for client TBD] |
| 12 | 4/2 4/4 | Final Project: Share Strategy/Media Plan [teams for client TBD] Final Project: Share Strategy/Media Plan [teams for client TBD] |
| 13 | 4/9 4/11 | Campaign Office Hours Campaign Office Hours |
| 14 | 4/16 4/18 | Campaign Office Hours Final Project: Pitch to [client TBD] |
| 15 | 4/23 4/25 | Final Project: Pitch to [client TBD] Final Project: Review |
| 16 | 5/3 | Course Wrap Up & Final Individual Papers due on the final exam day (Friday, May 3 at 12pm) |

Honor Code: I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help: If you need individual assistance, it's your responsibility to meet with 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 School of Media and Journalism adopted Diversity and Inclusion Mission and Vision statements in spring 2016 with accompanying goals - <http://www.mj.unc.edu/diversity-and-inclusion>. 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 based on age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations: If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

Accreditation: The School of Media and Journalism'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 a number of the values and competencies, with special emphasis on these six bullet dots under "Professional values and competencies" in the link above:

- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- understand concepts and apply theories in the use and presentation of images and information;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- apply tools and technologies appropriate for the communications professions in which they work.