

MEJO 690.001 Advanced Advertising Campaigns • Spring 2020

Description / Prerequisites / Meeting Times & Location

Prerequisite: Course admission by application only (during previous fall semester). You must be a national, dues-paid member of the UNC Ad Club (national dues are \$55) to participate.

In this course, you will work as a team to participate in the AAF's National Student Advertising Competition (NSAC). The competition includes development of a 20-page plans book and a live 20-minute presentation to the client & industry judges.

This course section meets 12:30-1:45 p.m. on Mondays and Wednesdays in Carroll 253.

Instructor Contact Information & Office Hours

Joe Bob Hester, Ph.D.

Associate Professor

Office: 233 Carroll Hall

Office hours are 2:00-3:00 p.m. on Monday and Wednesday or by appointment at other times.

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.

Email joe.bob.hester@unc.edu

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

Facebook [joebobhester](https://www.facebook.com/joebobhester)

LinkedIn [joebobhester](https://www.linkedin.com/in/joebobhester)

Required & Suggested Materials

Reading/research materials are provided by the American Advertising Federation as sponsors of the competition. Additional materials provided by the instructor.

Course Objectives

This course is designed to help you learn to work in a team to create a comprehensive marketing communications plan for a real client. The course will exercise, challenge and improve your ability to develop a sound and coherent advertising campaign that is targeted, compelling, interesting and persuasive. By the end of the course you should have greater knowledge of your own strengths and weaknesses in advertising, and you will be able to use that knowledge along with the deliverables from the competition in interview situations.

Course Format

This course is designed so that it functions very much like an advertising agency. Students will have the opportunity to work in leadership positions ranging from project manager (semester-long) to leading a small team for a specific purpose (short-term). Class meeting times are used for planning and coordination. ***Extensive time and effort outside of the classroom will be required to execute those plans.*** On average, you should plan on ***at least 10-15 hours per week***, possibly more in the weeks leading up to deadlines.

Assignments / Determination of Grade

Individual final grades are determined by the following factors:

1. 30% - Judges' evaluations of the project at 3rd District Competition (and 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).

The competition deliverables & presentation serve in lieu of a traditional final exam. During the final exam period (Tuesday, April 28, 12:00 p.m.) we will meet for a review/critique of the project. There are no extra credit projects available in this course.

Course grades are assigned using the University of North Carolina Grading System based on the following percentage scales.

Minimum Score	Letter Grade	Minimum Score	Letter Grade
93.0%	A	77.0%	C+
90.0%	A-	73.0%	C
87.0%	B+	70.0%	C-
83.0%	B	67.0%	D+
80.0%	B-	60.0%	D

NOTE: Percentage score of less than 60.0% = F

Attendance & Participation

This course operates under the University of North Carolina Class Attendance Policy (see [University Approved Absence Office](#)), which states "No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by [Accessibility Resources and Service](#) and/or the [Equal Opportunity and Compliance Office](#) (EOC)
3. Significant health condition and/or personal/family emergency as approved by the [Office of the Dean of Students](#), [Gender Violence Service Coordinators](#), and/or the [Equal Opportunity and Compliance Office](#) (EOC)."

Given the nature of the competition, it is imperative that you attend and participate in every class meeting as well as additional meetings with team members and/or the instructor outside of the class meeting time.

Students are responsible for regular and punctual class attendance and should be in their seats before the start of class (students arriving more than 5 minutes late for class will be counted absent). Students are expected to actively participate in class discussions by sharing observations, insights and questions with the instructor and members of the class. Discussion will allow each student to benefit from all the other students' insights and to work toward a final interpretation or understanding that may differ from the one he or she reached individually. This requires that assigned readings and/or homework exercises be completed prior to arrival to class.

Honor Code

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 C. A. 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 University's policy on Prohibiting Harassment and Discrimination is outlined in the 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 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 Department of Disability Services website at <http://disabilityservices.unc.edu/>

Accreditation

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 a number of the values and competencies, with special emphasis on the following:

- 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 you work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes you serve;
- Apply tools and technologies appropriate for the communications professions in which you work.

Tentative Schedule (a more comprehensive version is available on the shared course project management site on Google Drive)

NOTE: Because of the nature of campaign development, the agenda for each daily class meeting is generally not determined until the week before. The following schedule includes important dates for the competition.

Wednesday, January 8 – Initial class meeting

Monday, January 20 HOLIDAY – Martin Luther King, Jr. Day – No classes

Monday, March 9, SPRING RECESS

Wednesday, March 19, SPRING RECESS

Wednesday, March 25, PLANS BOOK DUE BY 5:00 EST

Wednesday, April 1, – Dress rehearsal (on campus)

Thursday, April 2, – District competition (Cary, NC)

Friday, April 3, – District competition (Cary, NC)

Friday, April 24, LDOC

Tuesday, April 28, Final Exam Period @ 12:00 p.m.

Thursday, May 7 – If you win district: SEMIFINALS (VIRTUAL)

Sunday, May 10, 2020 GRADUATION

June 6-9 – If you place in the top 8 at district: NATIONAL FINALS, PALM SPRINGS, CA