



UNC
SCHOOL OF MEDIA
AND JOURNALISM

ADVERTISING CAMPAIGNS: MEJO 673.1

Fall 2019: Mondays and Wednesdays, Carroll Hall Room 283

Instructor:

Judy Liu, MPH

Email: judyliu@email.unc.edu

Office Hours: Mondays 12:30-1:30pm and by appointment

Office: Room TBD, Carroll Hall

PREREQUISITES: Please confirm you have completed the required course prerequisites **PRIOR** to enrolling in this advanced course.

COURSE OBJECTIVES:

Upon course completion, students should:

- Demonstrate the ability to analyze and develop various brand and product positioning statements;
- Demonstrate the ability to successfully identify key target audience(s) and understand the consumer mindset;
- Develop specific marketing/communication objectives that will differentiate your client in a competitive landscape;
- Create strategies to achieve marketing/communication objectives;
- Create an effective 30 second ad creative campaign and accompanying 7 second GIF advertisement that successful aligns with the marketing strategy;
- Develop an integrated media plan;
- Develop a realistic marketing budget that reflects appropriate spending by channel; and,
- Identify Key Performance Indicators (KPIs) and develop recommended approach to evolve campaign based on KPI results.

Main Textbooks:

Your exams will be based on class lectures and your reading assignments.

- *Advertising Campaign Planning*, Jim Avery & Debbie Yount, 5th Edition, 2016
- *Persuasive Advertising*, J. Scott Armstrong, 2010

Optional textbook: *Strategic Marketing Management by A Chernev* 10th edition 2019 preferred, (9th edition acceptable)

Additional reading materials may be distributed in class and/or online or on Sakai.

The UNC Sakai service can be found at <http://sakai.unc.edu>. Any content uploaded via the UNC Sakai website will be announced during class.

Email : Check your school email and Course SAKAI website regularly. You are responsible for any course communications I send through email or updates posted via SAKAI.

Extra Credit

No extra credit assignments will be given.

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, please visit the Accessibility Services website at <https://accessibility.unc.edu/>

Honor Code

Adherence to the University Honor Code is expected at **all** times.

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.

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:

- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- 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 they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their 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 they work.

PROFESSIONALISM AND ASSIGNMENT EXPECTATIONS

Students are expected to attend all classes and actively participate in class, demonstrating professional behavior at all times.

Written assignments will be accepted electronically via email to my email inbox at judyliu@email.unc.edu. All written assignments should be proofread and grammatically correct. In general, AP Style is preferred.

A schedule of readings and assignments for this course will be posted on Sakai.

The following are the expected class deliverables:

August 21st – Introductions, Review of Course Syllabus and Course Expectations Reading Assignment – <i>Persuasive Advertising</i> pages 1-24	
August 26th – Strategy Overview Reading Assignment – <i>Persuasive Advertising</i> pages 25-62	
Aug 28th – Influencing Techniques Leveraged in Advertising Reading Assignment – <i>Persuasive Advertising</i> pages 63-84	

<p>Sept 4th – Identifying the Target Audience and Advertising Agency Responsibilities Reading Assignment – Advertising Campaign Planning pages 1-22</p>	
<p>Sept 9th – Advertising Writing Approach and Client Expectations Reading Assignment – Advertising Campaign Planning pages 23-37</p>	
<p>Sept 11th – Situation Analysis Reading Assignment – Advertising Campaign Planning pages 38-56</p>	
<p>Sept 16th & 18th – Competitive Media Spending Reading Assignment – Advertising Campaign Planning pages 57-77 <i>and Persuasive Advertising</i> pages 85-97</p>	
<p>Sept 23rd and Sept 25th – Research Reading Assignment – Advertising Campaign Planning pages 78-107</p>	
<p>Sept 30th - Client Situation Analysis Report Due Submit individual situation analysis report that includes an overview of the client’s image in comparison with competitors in the marketplace. The report will include a summary of the client’s products and services, as well as existing advertising and media strategy. DUE: Sept 24th, 2018</p>	100
<p>Oct 2nd – Marketing Objectives Reading Assignment – Advertising Campaign Planning pages 108-122</p>	
<p>Oct 7th – General Advertising Tactics Reading Assignment – Persuasive Advertising pages 98-142</p>	
<p>Oct 9th – Gaining Customer Acceptance Reading Assignment – Persuasive Advertising pages 143-179</p>	
<p>Oct 14th – Creating Effective Messages Reading Assignment – Persuasive Advertising pages 180-216</p>	
<p>Oct 16th – Capture the Customer’s Attention Reading Assignment – Persuasive Advertising pages 217-239</p>	
<p>Oct 21st – Marketing Promotional Planning Reading Assignment – Advertising Campaign Planning pages 123-140</p>	
<p>Oct 23rd – Marketing Promotional Planning Reading Assignment – Advertising Campaign Planning pages 141-159</p>	
<p>Oct 28th and Oct 30th – Advertising Creative Reading Assignment – Advertising Campaign Planning pages 160-174 <i>and Persuasive Advertising</i> pages 278-286</p>	
<p>Oct 4th – Creative Brief Reading Assignment – Advertising Campaign Planning pages 175-187</p>	

<p>Nov 1st – Advertising Media Reading Assignment – Advertising Campaign Planning pages 188-225</p>	
<p>Nov 6th – Advertising Media Reading Assignment – Persuasive Advertising pages 240-277</p>	
<p>Nov 8th – Social Media Reading Assignment – Advertising Campaign Planning pages 226-235</p>	
<p>Nov 13th – Marketing Touchpoints Reading Assignment – Advertising Campaign Planning pages 236-249</p>	
<p>Dec 6th – Group Proposed Creative Solutions (Creative Campaign)</p> <p>Submit at least three creative campaign executions that align with the proposed client marketing strategy. DUE- Dec 6th</p>	100
<p>Nov 15th – Evaluation and Test Marketing Reading Assignment – Advertising Campaign Planning pages 250-260 <i>and Persuasive Advertising</i> pages 287-292</p>	
<p>Nov 20th and 22nd - Research Analysis and Proposed Client Marketing Strategy Due</p> <p>Submit group analysis report that includes primary and secondary market research results that support the proposed client marketing strategy.</p> <p>Reading Assignment – Advertising Campaign Planning pages 261-272</p>	200
<p>Guest Speaker Presentation Reading Assignment - TBD</p>	
<p>Case Studies – Recent Successful Advertising Campaigns Reading Assignment - TBD</p>	
<p>Dec 7th – Client Presentation Room 021 NOON</p> <p>Final group deliverable includes a client presentation, client “playbook” and client leave behind.</p>	200
<p>Midterm Exam Date – October 3rd 2019</p> <p>Students will take and complete in-class midterm exam during the midterm week. The midterm will cover all topics and relevant materials covered in the course up til that week.</p>	200

Quiz - TBD There will be a quiz (multiple choice questions) based on class lectures and assigned readings.	100
Class Participation Each student will be expected to complete all reading assignments and attend all classes. Throughout the semester, students will be randomly asked to answer specific questions relevant to the course reading assignments. Students who are not prepared will receive a 10 point deduction for the day.	100
Total Points	1,000

Grading

Total Points	Final Grade
950-1,000	A
900-949	A-
850-899	B+
800-849	B
750-799	B-
700-749	C+
650-699	C
600-649	C-
550-599	D
549 and below	F

* Grading scale values are absolute. There will be NO rounding up at the end of the semester.

Attendance: Regular classroom attendance is expected and required. If you are not able to attend class, please proactively inform me via email or let me know in person. Each unexcused absence will result in a ten point deduction. Acceptable excused absences include medical illness, job interviews and possible other reasons based on prior approval. Each student is expected to conduct him/herself in a professional manner. If inappropriate behavior is demonstrated, the disruptive individual will be asked to leave the classroom.

Laptops: Laptops are for purposes of taking class notes or doing in class assignments only. If you are caught using a computer for other means, you may lose the privilege of using it for the rest of the semester.

Video/Voice Recording: No video/voice recording is allowed. If students bring laptops or electronic devices to class, their laptop cameras or device cameras must be taped. The only exception is when a student is presenting in class. Then, he/she can opt to record their own presentation with prior notification and approval from the instructor.

Cell Phones: All cellphones must be turned **OFF** during lecture.

Late Assignments: 10% deduction per day, based on the overall point value of that assignment. (i.e.: 10 points off per day on an assignment worth 100 points). No late assignments post two days after the deadline will be accepted.