

MEJO 673 | Advertising Campaigns

Fall 2021 | The University of North Carolina

Quick Links: [Schedule](#) | [Textbook](#)

Instructor: Teresa Tackett

E-mail: ttack@live.unc.edu

Campaign Office Hours: [Book here](#)

Classroom: Carroll Hall, CA143

Time: Mon./Wed., 11 a.m.–12:15 p.m. EST

Office: <https://unc.zoom.us/j/5174647415>

This is a capstone course covering advertising concepts, creative ideas, strategies and campaigns. The primary objective is to teach you the importance of concept in advertising and how to apply conceptual thinking in the development of advertising strategies and campaigns. Beautiful design, photography and illustration cannot save a bad idea. Without concept, the color palette, typeface and copywriting will not make an impact. To be a great advertiser, you must be a great thinker. If you can learn to be a great thinker, you can learn to create concepts that will always be in high demand.

Student Learning Outcomes

Upon completion of this course, students should be able to:

- Develop an in-depth understanding of the field of advertising as it relates to concepts, strategy and campaigns
- Demonstrate strong critical-thinking skills through leveraging the “think now, write/design later” approach
- Give and receive valuable feedback to improve the outcome of creative concepts and ideas through group exercises
- Develop and discuss an advertising campaign, and in the process, discover the conceptual implications of advertising

Method of Instruction

The course will be a fair mix of lecture, in-class group exercises and individual assignments. This methodology will allow you to not only digest the information from a lecture, but put it to use in the classroom while working with your peers. You will be able to further hone the skills learned in class by doing group campaign project work outside of the classroom.

There will be in-class discussions each week, and in-class presentations during campaign milestone weeks, which will help acclimate you to presenting your ideas in front of a group while also receiving feedback in real-time. Additional feedback will be provided by me regarding your group campaign project over the course of the semester.

Guiding Principles for Class & Attendance Policy

1. Nobody signed up for this.
 - Not for the sickness, not for the social distancing, not for the end of our “normal” lives together on campus

2. We will foster intellectual nourishment, social connection, and personal accommodation.
 - Everybody needs understanding in this unprecedented moment
 - We are going to support each other as humans
 - We are going to prioritize simple solutions that make sense for the most
3. We will remain flexible and adjust to the situation.
 - Nobody knows where this is going and what we'll need to adapt
 - The humane option is the best option

Keeping these principles in mind, please be on time and prepared for class to the best of your ability. If you cannot attend class, complete an assignment on the specified due dates, or need other accommodations, please let me know **before** the class, deadline, etc. All deadlines will have a one-week grace period as long as you reach out to me before the assignment is due.

To foster a positive learning environment, class attendance is mandatory because of the group work aspect of the course. We'll want to "show up" for our campaign group, and actively contribute to the project. With that said, you have two unexcused absences available to you, so please feel free to use them for any reason.

If you anticipate using more than your two excused absences, please let me and your group know as soon as possible. Four absences that are unexcused will drop a student's final grade by one letter. If you have more than six unexcused absences, you will receive an "F" for the course.

Lastly, be respectful of your classmates. It takes courage to be a "creative" and put your ideas into the world, especially rough concepts. The classroom is a place for encouragement, not judgement. All ideas—the good, the bad, and the ugly—are welcomed. Quality work cannot be produced without first generating a quantity of ideas, so please do not deter anyone from sharing their thoughts by providing feedback that is not constructive.

Office Hour Appointments

If you wish to meet individually outside of class time for additional consultations, questions or concerns, please reach out via email to schedule an appointment. To sign up as a group for "Campaign Office Hours," please check availability and [schedule a meeting on Sakai](#). Only one person per campaign group can sign up for a Campaign Office Hour time slot, so please share the day/time with your colleagues. And, always feel free to email me at ttack@live.unc.edu and I will respond to you as soon as possible.

Required Text

The required text for the course is "[The Advertising Concept Book, Third Edition](#)" by Pete Barry. There may be additional selected readings during the course of the semester.

Class Structure

Synchronous Lectures & Asynchronous Applied Exercises:

Each week, we will meet from 11 a.m. to 12:15 p.m. EST. on campus as noted in the course schedule, and a lecture will be prepared for the first part of the class.

As part of the lecture, students will be given applied exercises to complete individually and asynchronously outside of class time, which will be based on the lecture topic. These exercises will mimic brainstorm sessions that often occur while working at creative agencies or as part of an in-house strategic communication team. **Each individual will post their ideas/concepts for the applied exercises on our Sakai Forum by 11:55 p.m. the day of the lecture.** It is not required that you engage with your classmates' posts, but at the minimum, I do encourage you to respond to your campaign group members' posts if you're able, so you can get comfortable giving and receiving feedback from the people you'll be working with during the semester.

Keep in mind, this is an advertising campaign class grounded in conceptual thinking, so ideas/concepts are not expected to be fleshed out or "presentation ready." These applied exercises serve as an opportunity to put the lecture into practice, think creatively, and share your ideas with a group. These exercises will serve as class participation.

Client Campaign Project:

Students will work in groups of three on a client campaign project for a client of their choice over the course of the semester. The project will be broken into three assignments and will be based on the lectures and applied exercises from previous weeks.

To provide flexibility and allow for plenty of time to complete each campaign assignment, I have built in three "Campaign Office Hours" days leading up to each campaign due date. **We will NOT be meeting on campus as a class during these "Campaign Office Hours,"** but your group has the option to [sign up to meet with me on Zoom](#) for a one-on-one group consultation.

These "Campaign Office Hours" days are designed to allow campaign groups to meet up and work together in any manner they prefer. However, I strongly encourage you to meet with your group during our class time, as you already have that time set aside in your schedules.

Part one will be due **week eight**, part two will be due **week twelve**, the final campaign presentations will take place during **week sixteen**, and the final client campaign book will be due **week seventeen**. Students will have the opportunity to refine previous portions of the campaign based on feedback before turning in their final deck during week fifteen. The result will be a client campaign that outlines a strategy, concept, and campaign for the client.

Remember, this is a conceptual advertising course, so do not limit yourself while putting together this client campaign. This is an opportunity to learn how advertisers find ideas, build a strategy and sell their work. Students will be graded on their ability to be a critical thinker, not

an art director or copywriter (although you will be designing and writing as part of these assignments). No amount of good design or writing will salvage a bad idea. The main takeaway of this course should be to think now and design/write later.

Midterm:

The midterm exam will consist of multiple choice questions and will account for 25% of your final grade. **You will take the midterm exam on Sakai**, and we will not be meeting on campus that day. **The exam will be open at 9 a.m. and close at 11:55 p.m. on October 18, 2021.** You will have two hours to complete the exam, and you may use your notes.

Grading

You have the ability to earn 500 points during the course, and each assignment is weighted. Your final grade will be determined by an individual case study assignment and midterm exam, and a three-part group campaign project. See the scale and assignment weight below:

Course Grade Calculation: I will calculate your final course grade as follows:

Assignments	%	Points	*Grading Scale
Campaign Part One	10%	75	A = 100-94
Campaign Part Two	10%	75	A- = 93.9-90
Midterm Exam	25%	100	B+ = 89.9-87
Applied Exercises	15%	50	B = 86.9-84
Final Campaign	40%	200	B- = 83.9-80
Total	100%	500	C+ = 79.9-77
			C = 76.9-74
			C- = 73.9-70
			D = 69.9-65
			F = 64.9

*Grading scale values are absolute.

There will be no rounding up at the end of the semester.

Keep In Mind

In your career, you will be asked to work in groups often, but you will also be expected to create as an individual. Feedback from your boss, your clients, your coworkers and even strangers will be the rule, not the exception. Let's use this class to practice and hone these skills.

Learning to create in a group environment while not sacrificing your individuality is imperative for this course and in life. Groupthink is where great creative goes to die. Stand up for your ideas, but be open to hearing concepts from others. In fact, encourage it.

When you create as an individual, you will be learning how to push your own limits, as you will not have any standard to compare yourself against. Don't be afraid to explore your curiosities

and go where others may not be willing to go. Always strive to stand out through the quality of your work.

Learning to receive and give good feedback is essential if you choose to work in this field. There is a fine line between shifting your ideas, or standing true to them, based on the feedback others give you. The hope is to always improve your outcome based on the feedback you receive, and finding that balance can be tricky. Keep this in mind when giving feedback, too. Always be constructive and remember the role of subjectivity. Your preference doesn't matter, the quality of the idea/concept does.

Lastly, I hope this course helps you to sharpen your existing strengths and identify your opportunities for growth so you can invest in these areas outside of the classroom. I hope you learn a bit about life as an advertising practitioner in both an in-house and agency setting. Most importantly, I hope you learn how to be a critical thinker, which is highly sought after in any career you decide to pursue.

Course Schedule

Week	Dates	Location	Topic/Readings
1	8/18	CA143	Course Overview.
2	8/23	CA143	Basic Tools. Reading pg. 19-42
	8/25	CA143	The Strategy. Reading pg. 43-57
3	8/30	CA143	The Campaign. Reading pg. 92-98
	9/1	CA143	Tagline. Reading pg. 99-107
4	9/6	No Class	Labor Day Holiday. No Class Held.
	9/8	CA143	Print. Reading pg. 58-91
5	9/13	CA143	Television. Reading pg. 160-180
	9/15	CA143	Radio. Reading pg. 247-255
6	9/20	CA143	Social & Copy. Campaign Part One Assigned.

	9/22	Optional Zoom	Reading pg. 225-246 Campaign Office Hours. No Class Held. Sign up on Sakai.
7	9/27	Optional Zoom	Campaign Office Hours. No Class Held. Sign up on Sakai.
	9/29	Optional Zoom	Campaign Office Hours. No Class Held. Sign up on Sakai.
8	10/4	CA143	In Class Presentations. Campaign Part One Due.
	10/6	CA143	Interactive. Reading pg. 192-224
9	10/11	CA143	Ambient. Campaign Part Two assigned. Reading pg. 181-191
	10/13	CA143	Integrated. Reading pg. 256-273
10	10/18	Sakai	Midterm Exam on Sakai. No Class Held. Open Notes Exam. Complete Exam by 11:55 p.m. EST.
	10/20	No Class	Flex Day. No Class Held—Enjoy Fall Break!
11	10/25	Optional Zoom	Campaign Office Hours. No Class Held. Sign up on Sakai.
	10/27	Optional Zoom	Campaign Office Hours. No Class Held. Sign up on Sakai.
12	11/ 1	Optional Zoom	Campaign Office Hours. No Class Held. Sign up on Sakai.
	11/3	CA143	In Class Presentations. Campaign Part Two Due.
13	11/8	CA143	Executing Your Work. Reading pg. 274-292
	11/10	CA143	Presenting and Selling Your Work. Campaign Part Three Assigned. Reading pg. 293-307
14	11/15	Optional Zoom	Campaign Office Hours. No Class Held. Sign up on Sakai.

	11/17	Optional Zoom	Campaign Office Hours. No Class Held. Sign up on Sakai.
15	11/22	Optional Zoom	Campaign Office Hours. No Class Held. Sign up on Sakai.
	11/24	No Class	Thanksgiving Break. No Class Held.
16	11/29	Zoom	Life 101 & How to Get a Job.
	12/1	CA143	Last Day of Class. Final Campaign Presentations In Class.
17	12/10	No Class	Final Campaign Book Due on Sakai by 11:55 p.m. EST

ATTENDANCE:

University Policy:

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).

Class Policy:

Please refer to the “guiding principles” section of the syllabus. Please communicate with me early about potential absences. Please be aware that you are bound by the Honor Code when making a request for a University approved absence.

(source: <http://catalog.unc.edu/policies-procedures/attendance-grading-examination/>)

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 C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Syllabus Changes

The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

ARS

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy

complications resulting in barriers to fully accessing University courses, programs and activities.

Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu.

(source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

Counseling and Psychological Services

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

Title IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

POLICY ON NON-DISCRIMINATION

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are

considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the [Equal Opportunity and Compliance Office](#), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

DIVERSITY STATEMENT

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion [mission and vision statements](#) with accompanying goals. These complement the University policy on [prohibiting harrasment and discrimination](#). In summary, 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

MASK USE

All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me -- as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the [Office of Student Conduct](#). At that point you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see <https://carolinatogether.unc.edu/university-guidelines-for-facemasks/>.