

MEJO 673.001 – Advertising Campaigns

Spring 2021

Instructor: Lee McGuigan, PhD

Assistant Professor

Hussman School of Journalism and Media

University of North Carolina at Chapel Hill

leemcg@email.unc.edu

Meeting Times: Monday & Wednesday 9:30am-10:45am

Meeting Place: Online via Zoom. See Sakai for the link.

Office Hours: Monday 2:30-3:30pm and by appointment (on Zoom)

We will be learning together this semester under conditions of exceptional difficulty. Please approach each other and yourselves with patience, compassion, and care. We will get through this together as best we can.

Course Overview: This course will prepare you to develop, execute, and present a comprehensive advertising campaign. **This is not an introductory course;** instead, it offers an intensive experience where you will apply what you've learned in prior courses on advertising media, creative, and research. You will work as part of a team to find thoughtful solutions to marketing challenges. Essentially the course is about creative thinking and problem-solving, careful planning, and getting practice with the methods for producing an advertising campaign.

Your work will include:

- Analysis of a client's needs and objectives
- Research into target audiences and their preferences and priorities
- Determination of specific communication objectives
- Determination of specific strategies for achieving those objectives
- Execution of a creative campaign fitting the strategy
- Development of a media plan for implementing within a budget
- Using tools and methods to evaluate and adapt the proposed campaign
- Creating a comprehensive plans book detailing your proposal
- Presenting your campaign

Readings: We will rely extensively on this textbook: Jim Avery & Debbie Yount (2016) *Advertising Campaign Planning: Developing an Advertising-Based Marketing Plan*, 5th edition. Irvine, CA: Melvin & Leigh, Publishers. (Available through the UNC bookstore or online booksellers. **Please note we'll use the 5th edition.** Feel free to buy a used copy.)

Additional reading materials will be posted to Sakai throughout the term.

Please complete the readings **before** coming to class.

Library Resources: Librarian Stephanie Willen Brown has compiled additional resources specifically helpful for this course: <https://guides.lib.unc.edu/mejo673>

Attendance: You are required to be present for all class sessions. If unavoidable circumstances prevent you from attending, please notify me as soon as possible. Unexcused absences will negatively affect your grade. Being present and accountable for your responsibilities within your group is critical to success in the class.

Coursework and Grading: This course is structured around a cumulative group project. You will be divided into teams early in the semester. We will meet synchronously on Zoom throughout the term. In the beginning, we will all be together for lectures and exercises. In the latter weeks, we will gather together and then split into breakout groups of each team. I will drop in on each team to help and answer questions. In general, team members will each receive the same grades for group projects. Instructions, expectations, and deadlines for all assignments will be distributed in class and via Sakai.

Assignment Weights:

Advertising Campaign Plans Book	40%
Presentation	20%
Individual Assignments	20%
Attendance/participation	10%
Peer Evaluation	10%

Grade Scale: Your final grade will be calculated using the University's grading scale: A, B, C, D, F.

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

For detailed descriptions of the grading scale, please see this website: <https://registrar.unc.edu/academic-services/grades/explanation-of-grading-system/>

Class Schedule:

PLEASE check Sakai frequently throughout the semester, as the schedule may change, and new items or information may be added.

Week	Theme	Dates	Readings/Assignments
1	Introduction & course overview	Wed 1/20	No reading
2	Campaign Planning Basics	Mon 1/25	<i>Advertising Campaign Planning</i> , pp. 1-22
	Campaign Planning Basics	Wed 1/27	<i>Advertising Campaign Planning</i> , pp. 23-37
3	Situation Analysis	Mon 2/01	<i>Advertising Campaign Planning</i> , pp. 38-77
	Situation Analysis	Wed 2/03	
4	Research	Mon 2/8	<i>Advertising Campaign Planning</i> , pp. 78-107
	Research	Wed 2/10	<i>DUE: Situation analysis due <u>before</u> class</i>
5	NO CLASS	Mon 2/15	
	Marketing Challenges, Objectives, Budgets, & Strategies	Wed 2/17	<i>Advertising Campaign Planning</i> , pp. 108-159 (get as far as you can)
6	Marketing Challenges, Objectives, Budgets, & Strategies	Mon 2/22	<i>Advertising Campaign Planning</i> , pp. 108-159 (finish)
	Marketing Challenges, Objectives, Budgets, & Strategies	Wed 2/24	See Sakai
7	Creative	Mon 3/01	<i>Advertising Campaign Planning</i> , pp. 160-187
	Creative	Wed 3/03	
8	Advertising Media	Mon 3/08	<i>Advertising Campaign Planning</i> , pp. 188-225
	Advertising Media	Wed 3/10	<i>DUE: Creative analysis due <u>before</u> class</i>
9	Social Media & Audience Touchpoints	Mon 3/15	<i>Advertising Campaign Planning</i> , pp. 226-249

	Testing & Evaluation	Wed 3/17	<i>Advertising Campaign Planning</i> , pp. 250-260
10	Group Work	Mon 3/22	<i>Advertising Campaign Planning</i> , pp. 261-272
	Group Work	Wed 3/24	No reading
11	Group Work	Mon 3/29	No reading
	Group Work	Wed 3/31	No reading
12	NO CLASS	Mon 4/05	
	Group Work	Wed 4/07	No reading
13	Dress rehearsals	Mon 4/12	No reading
	Dress rehearsals	Mon 4/14	No reading
14	Dress rehearsals	Mon 4/19	No reading
	Dress rehearsals	Wed 4/21	No reading
15	Presentations	Mon 4/26	<u>DUE: Campaign Plans Book due on the day your group presents</u>
	Presentations	Wed 4/28	
16	Presentations	Mon 5/03	<u>DUE: Campaign Plans Book due on the day your group presents</u>
	Presentations	Wed 5/05	
Final exam time	NO EXAM	Thu 5/13 8am	

Honor Code: I expect that all students will conduct themselves 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 Hussman School of Journalism and Media 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 Hussman School of Journalism and Media'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://hussman.unc.edu/accreditation>

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 bullet dots under "Professional values and competencies" in the link above:

- ✓ 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.