

ADCAMPAIGNS

Description / Prerequisites / Meeting Times & Location

[UNC Catalog](#) description: Planning and executing advertising campaigns; types and methods of advertising research; the economic function of advertising in society. Previously offered as MEJO 473. Requisites: MEJO 371 or 372. This course section *meets in person* and follows the [UNC Covid-19 Community Standards](#). If these standards change during the semester, we will adjust as necessary.

Class meetings: 11:00 AM-12:15 PM / MW / Carroll Hall room 143

Instructor Contact Information & Student Hours

Joe Bob Hester, Ph.D.

Associate Professor

Student hours are 1:30 p.m. – 2:30 p.m. on Monday and Wednesday in my office (233 Carroll Hall) or by appointment at other times (in person or virtually). 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

Required & Suggested Materials

There is no required textbook for this section. Readings and other materials from a variety of sources will be provided electronically via the UNC library system or provided by your instructor through Sakai.

You will need a free [Canva](#) account at a minimum. If you are proficient with Adobe Creative Cloud products or other page layout/editing software, those can be substituted. You will probably need some type of online/cloud storage, such as Dropbox.

You should always bring your laptop to class.

Course Objectives: This is a capstone course in advertising. It requires you to demonstrate a high level of knowledge and understanding of all areas of the field and to then apply both to a major brand challenge/problem. You will primarily work in teams on this campaign & pitch for the duration of the semester, however, there will be some individual assignments/exercises as well.

Regardless of the area of advertising you choose as a career, an understanding of the campaign process and teamwork in advertising is essential. By the end of the course, you should have a more comprehensive understanding of all areas of the advertising campaign process and the interactions among these areas. And, you will have a campaign portfolio piece that you can use in your job search process.

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Course Format/Delivery: As long as it is possible to do so safely, we will meet in person this semester. There is no option for attending class virtually. Class meetings will be recorded using Zoom. You will have access to those recordings for review purposes (via Panopto on Sakai).

I understand the ongoing COVID-19 pandemic may require changes to this plan and will be monitoring the situation closely. If I need to change the format of the course temporarily due to outbreaks of illness, I will announce this via email and the course Sakai site.

NOTE: *Creating a good advertising campaign is really difficult to do.* Because of that, this course requires extensive time and effort outside of the classroom. On average, you should plan on at least 10 hours per week.

Assignments / Determination of Grade: Grades are primarily determined by performance on the assigned group project, which includes individual grade adjustments based on a peer evaluation component. There are no formal exams in this course; however, there are graded in-class exercises, homework exercises, and quizzes. These all contribute to your final grade as follows:

Individual Assignments

10% - Homework exercises

10% - In-class exercises/quizzes

10% - Class participation

Team Assignments (w/peer eval adjustment)

15% - Preliminary deliverables

35% - Final deliverables

20% - Pitch

The final deliverables & pitch serve in lieu of a traditional final exam. During the final exam period we will meet for a review/critique of the projects. There are no extra credit projects available in this course.

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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

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: Each student is responsible for all the work, including tests and written work, of all class meetings. Late submissions or make-up opportunities for assignments are only available for excused absences. For situations when an absence is not University approved (e.g., a job interview or club activity), I will excuse the absence if notified at least 48 hours in advance.

Students are responsible for regular and punctual class attendance and should be in their seats before the start of class. 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

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individually. This requires that assigned readings and/or homework exercises be completed prior to arrival to class.

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.

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: I reserve the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

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.

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.

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

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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 (gvs@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 harassment 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: Under current [UNC Covid-19 Community Standards](#), mask use is optional. If you feel more comfortable still wearing a mask, you are free to do so. There are many reasons why a person may decide to continue to wear a mask, and we must all respect that choice.

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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 they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

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Tentative Schedule (see Sakai for latest version, assignments, readings, and/or updates)

Part 1: Advertising Bootcamp

Monday, August 15, 2022: The Big Picture - Integrated Campaign Planning

Wednesday, August 17, 2022: How Modern Advertising Really Works

Monday, August 22, 2022: 50 years of Effie case studies

Wednesday, August 24, 2022: The Campaign Planning Process

Part 2: Defining/Diagnosing the Challenge

Monday, August 29, 2022: Client Briefs/RFPs

Wednesday, August 31, 2022: A Research Framework

Monday, September 5, 2022: no class (Labor Day)

Wednesday, September 7, 2022: Consumer Journeys

Monday, September 12, 2022: Campaign Measurement & Evaluation

Part 3: Developing Insights and a Strategy

Wednesday, September 14, 2022: Insights vs. Observations

Monday, September 19, 2022: Getting the "Right" Insight(s)

Wednesday, September 21, 2022: Team Meeting

Monday, September 26, 2022: no class (well-being day)

Wednesday, September 28, 2022: Team Meeting

Monday, October 3, 2022: Evolution of the Creative Brief

Wednesday, October 5, 2022: Team Meeting

Part 4: Bringing the Strategy and Idea to Life

Monday, October 10, 2022: Comms Framework

Wednesday, October 12, 2022: Team Meeting

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Monday, October 17, 2022: Creative Development/Testing

Wednesday, October 19, 2022: Team Meeting

Monday, October 24, 2022: The Idea Platform & Executional Development

Wednesday, October 26, 2022: Team Meeting

Monday, October 31, 2022: Campaign Ecosystems

Wednesday, November 2, 2022: Team Meeting

Part 5: Selling the Campaign

Monday, November 7, 2022: The Art of the Pitch

Wednesday, November 9, 2022: Team Meeting

Monday, November 14, 2022: Team Meeting

Wednesday, November 16, 2022: Team Meeting

Monday, November 21, 2022: Project Pitches (all final deliverables due)

Wednesday, November 23, 2022: THANKSGIVING RECESS – No Classes Held

Monday, November 28, 2022: Careers

Wednesday, November 30, 2022 (LDOC): Next steps

Final Exam Period: noon, Friday, December 9, 2022

- Review of projects.