

MEJO 373, SPRING 2024

Advertising Account Planning and Strategy

This is a course devoted to understanding approaches to strategy for developing effective advertising creative. This discipline is known by many different names but most frequently advertising strategy or advertising planning. We will explore different approaches to strategy including journey planning, brand houses, creative briefs, Jungian architecture, and communications planning. We will also explore the different ways to use qualitative and quantitative research to inform advertising strategies. This will be the combination of lecture format, guest speakers, and practical exercises.

Details

Class Meetings: 5:15 pm to 8 pm Thursdays, Some online classes by Zoom (check syllabus) and in person in Carroll 141 (most classes)

Instructor: Allen Bosworth

Office: By Appointment.

Phone: 864-270-2531

I am happy to see any student outside of class by appointment. Please email me to schedule a mutually convenient time. Email allbos@email.unc.edu

Required Resources

There are two required texts for this course. They are available by Amazon or in the UNC Student Store.

--"The Practical Pocket Guide to Account Planning" by Chris Kocek; 2013.

--"Super Strategist. The Art and Science of Modern Account Planning" by Lesley Bielby; 2021.

Evaluating Work

Much of what we'll be doing in this class is subjective, and ideas about what is "good work" vary from one person to another. Grading subjective material is always challenging, so remember that this is a class about discovering new ideas and innovative thinking. Real insight into thinking creatively will represent the highest evaluations. A sincere attempt to learn the material, timely response to assignments, and professional presentation will certainly receive a passing grade, but be prepared to be pushed beyond the obvious solutions. Participation and attendance matter and will be graded accordingly. An A grade has a sense of delight and new thinking. Those participants who respond to feedback will perform better on evaluations than those who choose the safe answers to each problem. The grading rubric for assignments will always include an Innovation/Astonishment/Novelty element, as does the grade for class activity.

Grade	Minimum Percentage Required
A	93 and above
A-	90-92.99
B+	87-89.99
B	83-86.99
B-	80-82.99
C+	77-79.99
C	73-76.99
C-	70-72.99
D+	67-69.99
D	63-66.99
F	62.99 and below

Grades will not be rounded up (for example, if you earn a 92.7 as your final grade, you will receive an A-, not an A).

Rubric

Each assignment other than midterm exams and participation/attendance grade will be graded against the following rubric:

Out of 100 total possible points:

- 70 points for turning the assignment in on time, without exception.
 - (5 points will be deducted from this score for every 24 hours late. For example, if an assignment is 1 minute late to 23 hours and 59 minutes late, 5 points will be deducted. If it's 24 hours late to 47 hours and 59 minutes late, 10 points will be deducted, and so on).
- 10 points for Professionalism
 - This class is generally for juniors and seniors who will be going into the work force soon. Professionalism is expected in your work. This includes zero typos, correct grammar, professional presentation.
- 10 points for Integration
 - You have to be able to connect the strategy for the advertisement to the actual creative output. Whether the strategy is a creative brief provided to you or a strategy you or your group conceive, you have to be able to demonstrate how the creative advertisement flows from the strategy.
- 10 points for Innovation/Astonishment/Novelty
 - Great creative, including advertising, has to have some sense of "newness," of astonishment, of innovation to it. This is the hardest 10 points to achieve on an assignment. Is it something that surprises and takes a new look at something.

Course Objectives

Lectures, readings, resources, and guest speakers will expose you to the conversations taking place in and about current ad agency creative departments, branding agencies and brand-side marketing departments. Individual assignments and projects will mimic the kind of concept work done for major brands and will give you a realistic understanding of the tools you need to be a top performer in advertising strategy.

Course Format

You will do both individual work and group work throughout the semester, giving you the chance to show your own creative approach and demonstrate your leadership in the creative process.

Assignments

All assignments will be presented professionally. Each assignment will have a specific delivery format and instructions must be followed closely to avoid losing points. Pay close attention to assignment parameters. Late assignments will only be accepted with medical excuses or family emergencies. Vacations, interviews, personal time, and travel are not excuses for late work. Deadlines are part of the reality of advertising and must be observed during this course in the same manner a job would require. Late assignments that are not excused will result in deduction of points.

Insight

We will pay attention to innovative solutions that bring insight to the task. Insight must be backed by strong background evidence but show evidence of stretching boundaries and taking interesting and justifiable risks.

Evaluations

Your grade will result from the following:

Creative Rewind Assignment	10%
Brand House Assignment	15%
Mid Term Exam	25%
"Did You Know" Assignment	15%
Customer Journey Assignment (final)	25%
Participation and Attendance	10%

Readings and Multimedia Resources

There are two required texts. They are available in the UNC Book Store or are readily available online. Everything else needed for this class will be posted to the course's Canvas site.

Seeking Help

If you need individual assistance, please let me know right away. I'm here to help in any way you need.

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://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

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:

Attendance is mandatory. As this is a class that is rooted in participation and attendance, we will require attendance. If you need to miss for any reason, please communicate with me for approval before class or within 24 hours. Please note that simply telling me doesn't make for an excused absence. That's simply courtesy. Excessive unexcused absences (3 classes or more) will result in a lowering of ½ of final grade for each class missed unexcused (A to A- for example if you miss 3 classes unexcused; if you miss 4 classes unexcused, it would go from an A to a B+ for example, and so on). **I will take attendance at the beginning of each class.** 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/>)

Professionalism

As mentioned, this is a professional class meant to introduce you to creative advertising in a corporate setting such as an advertising agency, consultancy, or client creative group. I will treat you as professionals if you treat the class professionally. That means showing up to class on time, participating appropriately, being prepared and asking questions, submitting assignments on time, having your camera on during Zoom class periods. In particular, I want your camera on when we have guest speakers/presenters. It's important to see your faces to ensure engagement.

Spring 2024 Course Delivery: As long as it is possible to do so safely, we will meet in person this semester. 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 Canvas site.

HONOR CODE

I expect that each student will conduct himself or herself or 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 Associate Julie Dixon-Green, 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 harrassment 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 have the option to wear a mask covering your mouth and nose at all times in our classroom.

SPECIAL ACCOMMODATIONS

If you require special accommodations to attend or participate in this course, please reach out as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

Timeline and Schedule of Topics

Please note: the instructor reserves the right to alter the schedule as necessary throughout the semester.

Thursday	1/11/2024	In Class:	Welcome to MEJO 373; Introduction to EP+Co; Creative Rewind
		Out of Class:	Read pgs. 21-70 in Kocek before 1/18; Creative Rewind Assignment 1 by 1/25 at 5 pm;
		Location:	Carroll 141
Thursday	1/18/2024	In Class:	Research Tips and Resources (Dunwody); Colorful Language
		Out of Class:	Read pgs. 71-99 in Kocek before 1/25; Work on Creative Rewind Assignment 1 by 1/25 at 5 pm
		Location:	Carroll 141
Thursday	1/25/2024	In Class:	The 5 C's; Belief Insights/Behavior Insights/Creative Strategy (Brinson)
		Out of Class:	Read pgs. 100-137 in Kocek before 2/1
		Location:	Carroll 141
Thursday	2/1/2024	In Class:	Creative Rewind Presentations; Personas and Positioning
		Out of Class:	Read pgs. 1-42 in Bielby before 2/8; UNC Personas and Positioning Grid by 2/8 at 5 pm
		Location:	Carroll 141
Thursday	2/8/2024	In Class:	Sacred Six Framework; Present Personas
		Out of Class:	Read pgs. 43-88 in Bielby before 2/15; Watch Super Bowl on 2/11--Best/Worst Ads
		Location:	Carroll 141
Thursday	2/15/2024	In Class:	Sacred Six Super Bowl Exercise
		Out of Class:	Read pgs. 89-134 in Bielby before 2/22
		Location:	By Zoom
Thursday	2/22/2024	In Class:	Guest Speaker—Reggie Singletary, Creative Strategist from Team Epiphany
		Out of Class:	Ready pgs. 135-163 in Bielby before 2/29

		Location:	Carroll 141
Thursday	2/29/2024	In Class:	Brand House; Brand Journey; and Review for Midterm.
		Out of Class:	Study for Midterm; ; Brand House Assignment by 3/21 at 5 pm
		Location:	Carroll 141
Thursday	3/7/2024	In Class:	Midterm
		Out of Class:	Brand House Assignment by 3/21 at 5 pm
		Location:	By Zoom
Thursday	3/14/2024	In Class:	No Class; Spring Break
		Out of Class:	
		Location:	No Class; Spring Break
Thursday	3/21/2024	In Class:	Jungian Architecture (Brinson)
		Out of Class:	Brand House by 3/21 at 5 pm
		Location:	Carroll 141
Thursday	3/28/2024	In Class:	NO CLASS WELL-BEING DAY
		Out of Class:	Listen to Cadbury, Temptations, Velveeta podcast by 4/18; Journey Planning by 5/3 at 4 pm
		Location:	No Class
Thursday	4/4/2024	In Class:	Guest Speaker –Tres Jones; Strategist at TBWA/Chiat/Day LA; Journey Reviews and Assignment
		Out of Class:	Listen to Cadbury, Temptations, Velveeta podcast by 4/18; Journey Planning by 5/3 at 4 pm
		Location:	Carroll 141
Thursday	4/11/2024	In Class:	Connections Planning with Brittany Hunley, SVP, Head of Connections Planning for EP+Co
		Out of Class:	Listen to Cadbury, Temptations, Velveeta podcast by 4/18; Journey Planning by 5/3 at 4 pm
		Location:	By Zoom
Thursday	4/18/2024	In Class:	“Did You Know” Exercise and Podcast Reviews; Work on Journeys in Class
		Out of Class:	“Did You Know” Assignment by 4/25 at 5 pm; Journey Planning by 5/3 at 4 pm
		Location:	Carroll 141
Thursday	4/25/2024	In Class:	Prepare for Final Exam in Carroll 141; Guest Speaker (Dateo)
Friday	5/3/2024	In Class:	Final Exam at 7 pm
		Location:	Carroll 141