



MEJO 690H.1 Topics in Advertising: Advanced Advertising Campaigns

Joe Bob Hester, Associate Professor

Class Day, Time, Location: Mon./Wed., 11:00 a.m. - 12:15 p.m., in-person (Curtis Media Center 0302)

Instructor Contact Information: joe.bob.hester@unc.edu / 919-599-6005 (cell)

Student Hours: Student hours are 12:45 – 1:45 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.

COURSE DESCRIPTION: In this course, you will work as a team to participate in the AAF's National Student Advertising Competition (NSAC). The competition includes development of a plans book and a 20-minute presentation to the client & industry judges.

FORMAT: We will meet in person this semester. There is no option for attending class virtually, although there may be occasional exceptions. Class meetings will be recorded using Zoom. You will have access to those recordings for review purposes (via Panopto on Canvas). If I need to change the format of the course temporarily, I will announce this via email.

This course is designed so that it functions very much like an advertising agency. Students will have the opportunity to work in leadership positions ranging from project manager (semester-long) to leading a small team for a specific purpose (short-term). Class meeting times are used for planning and coordination. ***Extensive time and effort outside of the classroom will be required to execute those plans.*** On average, you should plan on at least ***10-15 hours per week***, possibly more in the weeks leading up to deadlines.

Prerequisites: Course admission by application only (during previous fall semester). You must be a national, dues-paid member of the UNC Ad Club (national dues are \$55) to participate.

OBJECTIVES: This course is designed to help you learn to work in a team to create a comprehensive marketing communications plan for a real client. This includes:

- **Comprehensive research** (primary & secondary research; qualitative & quantitative). Research findings drive the rest of the project.
- **Target audience(s)**
- **Insights & strategy**
- **Budget & media plan** (paid, owned, earned, & shared)
- **Creative idea and executions** (including, but not limited to channel & content strategy, influencer strategy, paid media, brand partnerships, and experiential activations, digital and/or in person)
- **Measurement & evaluation plan**



The course will exercise, challenge, and improve your ability to develop a sound and coherent advertising campaign that is targeted, compelling, interesting, and persuasive. By the end of the course, you should have greater knowledge of your own strengths and weaknesses in advertising, and you will be able to use that knowledge along with the deliverables from the competition in interview situations.

ATTENDANCE POLICY: Regular class attendance is a student obligation. Students are responsible for all of their work, including assessments, tests, and written work, and for all class meetings.

Given the nature of the competition, it is imperative that you attend and participate in every class meeting as well as additional meetings with team members and/or the instructor outside of the class meeting time.

The complete University attendance policy is listed [here](#) for reference.

REQUIRED MATERIALS: Reading/research materials are provided by the American Advertising Federation as sponsors of the competition. Additional materials provided by the instructor.

GRADING: Individual final grades are determined by the following factors:

1. 30% - Judges' evaluations of the project at 3rd District Competition.
2. 35% - Your instructor's evaluation of the project itself.
3. 35% - Your instructor's evaluation of your individual contributions (based on quality of work, meeting deadlines, attendance, participation, peer evaluations, etc.).

There are no extra credit projects available in this course. 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			

HONOR CODE: The Honor Code (<https://catalog.unc.edu/policies-procedures/honor-code/>) forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning.



The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.

SEEKING HELP: If you need individual assistance, it is 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 University's policy on Prohibiting Harassment and Discrimination is outlined on the Equal Opportunity and Compliance Office's webpage (<https://eoc.unc.edu/our-policies/ppdhrm/>). 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.

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 Resources & Services site at <https://ars.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. The values and competencies associated with this course include being able to:

- 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 you work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes you serve;
- Apply tools and technologies appropriate for the communications professions in which you work.



TENTATIVE CLASS SCHEDULE: (a more comprehensive version is available on the shared course project management site on Google Drive)

NOTE: Because of the nature of campaign development, the agenda for each daily class meeting is based on progress and generally not determined until the week before. The following schedule includes important dates for the competition.

Monday, January 10, 2024	Initial Class Meeting
Monday, January 15, 2024	NO CLASS MEETING – MLK Holiday
Monday, February 12, 2024	NO CLASS MEETING – Well-Being Day
Mon. & Wed., March 11 & 13, 2024	NO CLASS MEETING – Spring Break
Friday, March 29, 2024	Deliverables due by 3:00 p.m.*
April 12-14, 2024	3 rd District Competition (tentative; location TBD)
Tuesday, April 30, 2024	LDOC
May 2-3, 2024	Semi-Finals (virtual)
May 30 – June 1, 2024	National Finals (Salt Lake City)

*Note that the deliverables are due on a university holiday and that the day before that deadline (Thursday, March 28) is a well-being day.

FINAL EXAM PERIOD: The competition deliverables & presentation serve in lieu of a traditional final exam. During the final exam period (Thursday, May 2, 2024 @ 4:00 p.m.) we will meet for either the semi-finals or a review/critique of the project.