



**MEJO 673
Advertising Campaigns
Fall 2024**

Instructor: Clinton Weaver, MBA, Adjunct Instructor
Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
Email: clintonw@unc.edu
Meeting Times: Mondays and Wednesdays 8-9:15 am
Meeting Place: Curtis Media Center Room 302
Office Hours: After class and by appointment (TBD or via Zoom)

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
- Development of a social media plan for implementing within a budget
- Using tools and methods to evaluate and adapt the proposed campaign
- Presenting your campaign

Readings:

Readings: We will rely extensively on this textbook: Jim Avery & Debbie Yount (2023) Advertising Campaign Planning: Developing an Advertising-Based Marketing Plan, 6th edition. Irvine, CA: Melvin & Leigh, Publishers. (Available through the UNC bookstore or online booksellers. Please note we'll use the 6th edition. Feel free to buy a used copy.)

Additional reading materials may be posted to Canvas throughout the term.

Please complete the readings before coming to class.

Library Resources:



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Librarian Madeleine Roberts has compiled additional resources specifically helpful for this course: <https://guides.lib.unc.edu/mejo673>.

For additional research assistance, contact Madeleine at mjrob@unc.edu or Kate Tompkins at kate.tompkins@unc.edu.

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 actively participating in class discussion is critical to success in the class.

In the event that a particular class cannot be held in person, we will meet online via Zoom.

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

Coursework and Final Project:

This course is structured around a cumulative group project. You will be divided into teams of four early in the semester. We will all be together for lectures 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 Canvas. Each team should prepare a 20- to 30-slide Powerpoint summary of their marketing plan for presentation on the final day of class.

Graduate level credit (Graduate Students Only):

To receive graduate level credit for this course, graduate students will create the marketing plan as described above. In addition, they will submit a 10- to 15-page double spaced paper analyzing an organization's current marketing campaign. Included should be a summary analyzing the company's marketing strategies and objectives, tactics, budget (if known), target audiences, media used, geographic market targeted, and methodology used to evaluate results (if applicable). Graduate students should prepare a 10- to 20-slide Powerpoint summary of their paper for presentation on the final night(s) of class. The paper and presentation should consist of both summary and critical analysis of the campaign, offering insights as to strengths and weaknesses, applying course concepts. APA style should be used for the final paper, with proper citing of references. The course textbook is an allowable reference. Papers should have a minimum of five references. Students are encouraged to cite professional journals, such as the Journal of Health Care Marketing, Journal of Consumer Marketing or the Journal of Marketing.

Assigned Weights:

Students' final course grades will be based on the following:

- 10% - Class Attendance/Participation
- 15% - Team Deliverables #1, #2 and #3: Research, Brand Overview, Creative Brief
- 15% - Team Deliverable #4: Marketing Plan
- 15% - Team Deliverables #5, #6 and #7: Media Plan, Social Media Plan, PR Plan



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- 15% - Team Deliverables #8 and #9: Budgets and Measures of Success
- 30% - Team Deliverables #10 and #11: Creative Advertising Units and Final Presentations

All assignments are due before the end of class on the due date listed. Ten points will be deducted for late assignments.

Grade Scale:

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+ = 67-69%
D = 60-66%
F = 59% or below

The University does not recognize an A+ or D-.

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

| WEEK | ACTIVITY/TOPICS | RELEVANT READING |
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| WEEK ONE Monday, Aug. 19 Wednesday, Aug. 21 | Review Class Deliverables Form Teams Select Industry/Product for Class Project | Start Reading Textbook |
| WEEK TWO Monday, Aug. 26 Wednesday, Aug. 28 | <i>TEAM TASK #1</i> Start Research | Complete Reading Textbook Chapter 1 – Situation Analysis Chapter 2 – Primary Research |
| WEEK THREE NO CLASS Sept. 2 <i>LABOR DAY</i> Wednesday, Sept. 4 | <i>TEAM TASK #1</i> Conduct Research, including Qualitative studies, field research, mall intercepts etc. | |
| WEEK FOUR Monday, Sept. 9 Wednesday, Sept. 11 | DOCUMENT #1 Research Summary Due Sept. 11 | |
| WEEK FIVE | DOCUMENT #2 | |



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| Monday, Sept. 16 Wednesday, Sept. 18 | Brand Overview Due Sept. 18 | |
| WEEK SIX NO CLASS Sept. 23 <i>WELL-BEING DAY</i> Wednesday, Sept. 25 | DOCUMENT #3 Creative Brief Due Sept. 25 | See pp. 109-115 of text |
| WEEK SIX Monday, Sept. 30 Wednesday, Oct. 2 | <i>TEAM TASK #2</i> Start Marketing Plan | Chapters 1, 3, 4, 5 See pp. 71-73 for Objectives, Strategies and Tactics See p. 146 for Direct Marketing See pp. 148-149 for Sales Promotions See p. 154 for Experiential Events |
| WEEK SEVEN Monday, Oct. 7 Wednesday, Oct. 9 | <i>TEAM TASK #2</i> Work on Marketing Plan | |
| WEEK EIGHT Monday, Oct. 14 Wednesday, Oct. 16 | DOCUMENT #4 Marketing Plan Due Oct. 16 (excluding Budget and Measures of Success) | |
| WEEK NINE Monday, Oct. 21 Wednesday, Oct. 23 | <i>TEAM TASK #3</i> Start Media Plan | Chapter 7 See pp. 118-135 |
| WEEK TEN Monday, Oct. 28 Wednesday, Oct. 30 | DOCUMENT #5 Media Plan Due Oct. 30 | |
| WEEK ELEVEN Monday, Nov. 4 Wednesday, Nov. 6 | <i>TEAM TASK #4</i> Start work on Social Media Plan <i>TEAM TASK #5</i> Start work on PR Plan | Chapter 8 Social Media See p. 138 for social media audit See pp. 140-141 for personas See pp. 143-144 for metrics Chapter 9 Marketing Touchpoints See p. 154 for event marketing |
| WEEK TWELVE Monday, Nov. 11 Wednesday, Nov. 13 | DOCUMENTS #6 and #7 Social Media Plan Due Nov. 13 PR Plan Due Nov. 13 | |
| WEEK THIRTEEN Monday, Nov. 18 Wednesday, Nov. 20 | <i>TEAM TASK #6</i> Start work on Budget and Measures of Success (Evaluation Metrics) | Chapter 10 Evaluation Chapter 12 Budget |
| WEEK FOURTEEN Monday, Nov. 25 NO CLASS Nov. 27 <i>THANKSGIVING</i> | DOCUMENTS #8 and #9 Budgets and Measures of Success Due on Nov. 25 | |
| WEEK FIFTEEN | <i>TEAM TASK #7</i> | Chapter 6 Advertising Creative |



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| Monday, Dec. 2 Wednesday, Dec. 4 | Work on Creative Advertising Units <i>TEAM TASK #8</i> Work on Powerpoint presentations | Part III: The Presentation |
| WEEK FIFTEEN (CONTINUED) Saturday, Dec. 7 | DOCUMENTS #10 AND #11 Powerpoint Presentations, including Creative Units, due on Dec. 7 FINAL EXAM: PROJECT PRESENTATIONS (20 minutes each x 7 = 2 hours, 20 mins.) | |

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'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 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 accommodation 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:



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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:

- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- Present images and information effectively and creatively, using appropriate tools and technologies;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which you work;
- Effectively and correctly apply basic numerical and statistical concepts;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions in which you work.

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 last six bullet dots under "Professional values and competencies" in the link above.