

# **School of Journalism and Mass Communications**

## **University of Nebraska**

COURSE NUMBER: ADVT 489/498

COURSE TITLE: AAF National Student Advertising Competition

SECTION: 004/001

TERM: Spring 2010

ADVISOR: Phil Willet

CLASS LOCATION AND DATE: W 1:30-5:20, room TBD

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OFFICE HOURS: Open door policy

### **SYLLABUS**

#### **COURSE DESCRIPTION AND PURPOSE:**

The focus of this advanced course will be the development of an advertising campaign for the American Advertising Federation's National Student Competition: The College World Series of Advertising.

You will be taking the skills that you have developed and turning them into a professional looking plans book and producing a formal campaign presentation.

The universities and colleges competing in the AAF's 9th District (Nebraska, Missouri, Iowa, Kansas) will present their campaign in April. First place teams in each of the AAF's fifteen districts will compete at the National Conference in June. At the district level, professionals in the advertising industry serve as judges; the national judges include representatives of the client.

Theoretically, this course is intended to assist students in acquiring the intellectual skills needed in the development of a well-planned and effective advertising campaign.

Since you have had entire classes in most of the decision areas involved in campaign planning, your instructor will not formally teach or lecture on these areas. Instead, the material presented and the critiques of your presentations are meant to guide you in the development of your campaign.

Your instructor will not be giving you the "answers." It is your responsibility to do all research including obtaining costs for media, sales promotion, direct marketing, and public relations.

Objectives: The purpose of this course is to provide students with a hands on opportunity to develop an advertising campaign. The learning objectives of the course are:

- 1) To review the procedures used in creating print and broadcasting advertising, research, strategies, and executions and related sales promotion.
- 2) To expose students to the terminology and techniques used in the business.
- 3) To provide the students with an actual advertising problem and guide them through the development and presentation of a campaign.

**MATERIAL FEES:**

Students are required to join the American Advertising Federation Lincoln (\$35) or the UNL Ad Club (\$55).

**COURSE PREREQUISITES:**

Senior Standing, ADVT 357, permission of the instructor.

**ASSIGNMENTS/COURSEWORK:**

The requirements for the course have been designed to provide the students with concepts and experiences needed to meet the above-stated objectives and to measure the amount of success toward reaching these objectives. Students are required to:

- 1) Attend class meetings; first as a unified group, then as part of a team.
- 2) Read the suggested text and other supplemental material.
- 3) As part of a team, complete one campaign; a strategic plan designed to recommend advertising techniques that will be used for the promotion of a product or service.
- 5) Provide the instructor with weekly call reports; and required sections.
- 6) Complete one peer evaluation.

**Class Organization:**

The campaign plans are developed using the “Agency Team” approach. Best results occur when students are matched with others who have interest and experience, both classroom and practical, in each of the following areas:

- 1) Account Services (account supervisor, executive, planner).
- 2) Media Planning (media buyer, planner).
- 3) Creative (creative director, copywriter, art director, interactive, social media).
- 4) Production (broadcast, print)
- 5) Research
- 6) Sales Promotion, Direct Marketing
- 7) Public Relations

One or two students should be responsible for each of the above areas; however, all students on the team should be involved in the preparation of each area to some degree. The person responsible for the section should direct the development of the materials, edit or rewrite a good portion of the section and be responsible for at least one section of the presentation.

The instructor will be an integral part of the team and serve as the agency director. It is appropriate for the instructor to offer suggestions, correct errors of fact and grammar, assist students in developing strategies for solving the problem that has been presented, or check the teams’ progress at completing the exercise.

**The Client:** The American Advertising Federation provides a case study outlining the history of a client’s product or service and it’s current marketing situation. The case study reflects a real market situation. This year’s client is State Farm.

Campaign Plans Book:

A great deal of time and effort is needed to prepare a well thought-out electric campaign. The team should prepare a campaign plans book, which is a permanent record of the analyses and proposed solutions to the assigned advertising problem. Copies of previous campaigns books will be available for review. Students will not be permitted to abuse or copy directly from them. Students should bring any questions to the team meetings and help each other improve by continually reviewing and critiquing each other's work.

Your plans book is to be limited to no more than thirty-two 8 ½ x 11 pages. You can use type of any size, single space, double space, etc., reduce and enlarge. Fold-out, half-sheets or odd-size pages cannot be used. No item may be included in the plans book except the pages themselves. Pages, including dividers, must be numbered.

You must have a front and back cover (no larger than 9x12). The front cover must include the client company, the NSAC logo, the University of Nebraska, your agency name, and the time period of the campaign. You can put anything you want on the inside and outside of the covers.

Mechanical reproduction of or use of copyrights and trademarks of client logos is permissible. Clear acetate with no printing, color or other markings may be used as protective sheets on the front and back of the book. These, as well as the covers, will not count as part of the 32 pages.

The book can be prepared and copied by any method. Original student artwork, designs or photography, including a photo of a picture, may be used at the team's discretion.

Absolute due dates will be assigned. Completing a project on time is an essential component of advertising planning.

The Presentation: The team will make a verbal and visual presentation of the essential elements, particularly their recommendations. Immediately following the presentation, a question and answer session will be held.

Students should view their team's individual presentation as an opportunity to present their proposal in a favorable light. It is a time to convince the client that they have the best solution to the problem. The approach should include a significant amount of rationale to help persuade the client to select their team's proposal.

Weekly Call Report: As soon as individual agency teams begin meeting, the account group will turn in a weekly call report. The responsibility of writing these reports is to be rotated among all account team members. Failure to produce well-written call reports following the guidelines listed below will be an indication of students' inability to write business reports effectively and to follow directions.

Here are the guidelines for writing call reports.

- 1) Each call report must be typed and double-spaced.
- 2) Each full report must be a minimum of one full page in length. This is loosely defined as 250 words. A page and one half is the maximum.

3) Each report should be divided into two sections. (A) Team activities and (B) Individual activities. Please report all significant activities that have been undertaken by your team and its' members. This information helps assists the instructor in guiding and evaluating your work. Please be somewhat detailed in your descriptions. If you worked on some aspect, describe and report a brief summary of your findings or accomplishments. In Team section include the following subsections: use these titles; Discussions, Agreements, and Actions.

(4) Each call report must begin with five pieces of information at the top right-hand side of the page. These are, in order:

Agency Name  
Call Report #  
Date  
Your Name

(5) Call reports are due by noon Monday, two days before the scheduled group meeting. The call report can be e-mailed to the instructor or hand delivered.

(6) All call reports should be prepared as professionally as possible. They are designed to provide you with experience in organizing a report of activities and holding individuals accountable for assigned work. Recalling actions you and your team have undertaken should be helpful in deciding on your next steps. Call reports are an individual activity and should not be done as a group. The following is an example of a call report.

Category Five Advertising  
Call Report #4  
November 2, 2004  
Your Name

**A. Team Activities:** (use the names below as titles for each sub-section of your report. Use all of them)

1. Meeting Dates
2. Those who attended each meeting
3. Topics
4. Discussions
5. Agreements
6. Actions Taken

**B. Individual Activities:**

Research-secondary and Primary, Advertising Plan Development and Writing-Sections you worked on this week... Give details

**Peer Evaluation:**

The peer evaluation is a major component of all students' final grades. Each person on a team must determine a confidential numerical score and write at least one paragraph of description about each other team member's activities throughout the assigned period. The instructor then averages the several scores received and applies them to the overall grade sheet. A mid-term peer evaluation will be conducted to determine each student's performance level.

**Team Meetings:**

Each student will attend group meetings as scheduled. The class time group meetings are required of everyone.

**TEXTS:**

Parente, Donald. *Advertising Campaign Strategy, 4<sup>th</sup> Edition*

Suggested reading: One Show Awards books, Advertising Age, Adweek, AAF Smartbrief  
<www.aaf@smartbrief.com>

**GRADING/EVALUATION:**

Your grade in this course will be determined from five sources:

|                  |   |
|------------------|---|
| Plans book       | 30% based on each student's portion of the book |
|                  | 20% based on the overall quality of the book    |
| Presentation     | 20% all team members receive the same score     |
| Call reports     | 10% based on quality and quantity               |
| Peer evaluations | 20%   |
| <b>Total</b>     | <b>100%</b>                                     |

**Grading scale:**

|                              |                             |                              |
|------------------------------|-----------------------------|------------------------------|
| A+..... 97% - 100%           | A ..... 93% - less than 97% | A- ..... 90% - less than 93% |
| B+..... 87% - less than 90%  | B ..... 83% - less than 87% | B- ..... 80% - less than 83% |
| C+ ..... 77% - less than 80% | C..... 73% - less than 77%  | C- ..... 70% - less than 73% |
| D+..... 67% - less than 70%  | D ..... 63% - less than 67% | D- ..... 60% - less than 63% |
|                              | F..... 0% and less than 60% |                              |

**ATTENDANCE POLICY:**

Students are expected to attend all classes, arrive on time and participate in class discussion. Due to AAF deadlines **THE COURSE REQUIRES A TIME COMMITMENT OVER SPRING BREAK ☹**. Any student taking off spring break without the instructor's permission will be graded lower.

Syllabus is subject to change as instructor deems appropriate and necessary.

**IMPORTANT POLICIES:**

**Plagiarism and Academic integrity:** Plagiarism consists of using phrases, sentences or paragraphs from any source and republishing them without alteration or attribution. The sources include, but are not limited to, books, magazines, newspapers, television or radio reports, Web sites and other students' papers. Every student must adhere to the policy on academic integrity set forth in the UNL Student Code of Conduct as outlined in the UNL Bulletin.

**Violations of academic integrity may result in automatic failure of the class and referral to the proper university officials. Students who plagiarize may receive a**

**failing grade on an assignment or for an entire course and may be reported to the Student Judicial Review Board.**

The work a student submits in a class must be the student's own work and must be work completed for that particular class and assignment. Students wishing to build on an old project or work on a similar project in two classes must discuss this with both professors. Academic dishonesty includes

- \*\* handing in another's work or part of another's work as your own.
- \*\* turning in one of your old papers (including something you wrote in high school) for a current class.
- \*\* turning in the same or similar paper for two different classes,
- \*\* using notes or other study aids or otherwise obtaining another's answers for a quiz or an examination.

Anything and everything you include in your papers that comes from another source must be attributed with proper citation. That includes ideas and opinions.

**Deadlines:** are important in advertising and they are important in this class. If you miss a deadline without prior approval, you miss the grade.

**Attendance:** Attendance is required. An excused absence (for documented illness or family emergency) may be made up; however, it is your responsibility to get class notes from one of your classmates. If you plan to be late, leave early or miss a class, you must let your instructor know in advance to take advantage of the make-up option. **Communication:** Important announcements and supplemental materials will be communicated via Blackboard or email.

Please visit the site frequently to make sure you have the latest information regarding this course. Be sure your email address on Blackboard is correct.

**Labs:** Please help keep our classroom and equipment in proper order. **Absolutely no food or drink in the computer labs. If you damage equipment in the labs, you will be responsible for repair or replacement costs.**

### **COURSE TOPICS OUTLINE**

(subject to change)

Working Agenda: The following outline is designed to assist students in establishing an order to the task of working on the campaign. The group must have completed the work and be ready to discuss it by the date listed below.

This is NOT the format for the plans book. It is simply the method used to solve the client's problem and constructing the advertising, sales promotion, and public relations. The material will be presented to the client in the form of a finished plans book and a group presentation.

The instructor will discuss with the team the actual due dates of each section before the first group meeting. **YOU MUST: TURN IN THE SECTIONS LISTED BELOW ON THE DATE INDICATED. FAILURE TO DO SO WILL AFFECT YOUR FINAL GRADE.** If the section does not meet the minimum acceptable standards, a revised version **MUST** be turned in to the instructor, at the next team meeting.

**WEEK OF JANUARY 11th**

Syllabus/student fact sheet  
Discuss client/AAF policies/Research  
Agency organization

**WEEK OF JANUARY 18th**

Organize research/develop plan  
What do you know-write a summary  
What do you need to know-create a list  
What are the questions you plan to ask in your survey

**WEEK OF JANUARY 25th**

Conduct research  
Present final questions to instructor  
Report progress and modifications  
Show preliminary results  
Analyzing-reporting

**WEEK OF FEBRUARY 1st**

Evaluate the data  
Position the product

**WEEK OF FEBRUARY 8th**

Advertising and marketing plan  
Turn in objectives, strategies and positioning statement  
Devise the creative strategy/creative brief

**WEEK OF FEBRUARY 15th**

Creative plan/advertising, sales promotion, interactive, and public relations  
Execute the positioning-use research data to support  
Execute the creative strategy

**WEEK OF FEBRUARY 22nd**

Creative plan/advertising, sales promotion, non-traditional and public relations  
Media/ Discuss media alternatives  
Compute optimum schedule  
Construct plan including: objectives, strategies, support data analysis (GRP's, impressions, CPM) and rationale.

**WEEK OF MARCH 1st**

Produce broadcast/print/sales promotion  
Devise plan to support creative strategy

**WEEK OF MARCH 8th**

Finalize creative/media/plans book

**WEEK OF MARCH 15<sup>th</sup> (SPRING BREAK)**

Finalize creative/media/plans book  
Post- production broadcast/ pull stills for book  
Show rough draft of book to instructor

**WEEK OF MARCH 22<sup>nd</sup>**

Plans book to printer  
Formulate presentation plan

**WEEK OF MARCH 29<sup>th</sup>**

NSAC PLANS BOOK AND CD DUE AT AAF APRIL 1  
Presentation plan due  
Plan- script, layout, materials/construct- mock-ups, slides, handouts, overheads

**WEEK OF APRIL 5<sup>th</sup>**

Rehearsals  
Assembly of presentation materials

**WEEK OF APRIL 12<sup>th</sup>**

Rehearsals

**WEEK OF APRIL 19<sup>th</sup>**

Dress rehearsals

**WEEK OF APRIL 26<sup>th</sup>**

District competition presentation April 29-30, St. Louis ☺

**JUNE**

National competition June, 10-11, Orlando ☺



