

## **Strategic Campaigns in Advertising – Journalism 61-424 Spring 2020**

Department of Journalism – University of Wisconsin Oshkosh

Class: 4:40 – 6:40 p.m. Monday + 8 – 10 a.m. Friday in Sage 3422  
Instructor: Sara Steffes Hansen, MBA, Ph.D.  
Office: Sage 3489  
E-mail: hansen@uwosh.edu  
Phone: Mobile number will be provided to class – you can call or text me  
Office Hours: 10 a.m. – 1 p.m. Mondays + Wednesdays  
\*\*\*You are welcome to visit my office at any time to discuss anything of importance to you  
Optional Textbook: *Advertising Campaign Strategy: A Guide to Marketing*, Fourth Edition, South-Western Cengage Learning – Copies available to check out from instructor

Refer to this syllabus, keeping in mind that this information may change. Any changes will be communicated in a timely manner. If changes are substantive, a revised syllabus will be made available. Grading criteria will be adhered to throughout the term.

### **Attendance**

Attendance at every class is required. You will lose participation points with any unexcused absence.

### **Special Accommodations**

If you need special accommodations to help you succeed in this class, please let me know as soon as possible during the start of the semester. I will make every effort to help you.

### **Course Description**

Students work as an agency team to develop an advertising plan for a commercial or non-commercial product or service. Assignments include strategic planning, creative advertisements, and formal presentations. Prerequisite: Journalism 141, 221, 324, 250, 351 or 353 each with a grade of C or better or consent of instructor.

### **Objectives**

This is an intense capstone course for advertising that integrates all prior coursework and extends strategic skills. It requires you to work as a team with advertising colleagues under significant deadlines to develop a creative, integrated advertising campaign that solves a real-world marketing problem for a national client. This competitive course experience provides you with an agency perspective and rigorous exposure to the demands of strategic client research, creative development, integration among media vehicles in execution and measurable evaluation. The means for this experience includes an advertising plans book and professional presentation for the National Student Advertising Competition. Students completing this course will be able to:

- Describe key advertising roles and responsibilities, preparing them for careers in advertising strategy and campaign development, market research, creative and media execution, public relations and campaign evaluation.
- Outline experiences with campaign development and strategic challenges that demonstrate advertising knowledge and skills.
- Apply methods for plans book creation and professional presentation for a national advertising campaign that transfer to real ad agency work.
- Demonstrate creative and critical-thinking skills for research-based, problem-solving communication in terms of visuals, writing and presentation.

These objectives align with the values and competencies of the Accrediting Council on Education and Journalism in Mass Communications, specifically helping students to:

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; critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness; and apply tools and technologies appropriate for the communications professions in which they work.

### Approach

A structure to aid student work efficiency and NSAC deadlines will be provided by the course instructor. Essentially, the instructor serves as an adviser for the students throughout the campaign development process. **During the first few weeks, the instructor will guide students on projects but eventually the student team leaders will supervise activities toward the plans book and presentation goals.**

### Grading

Final grades will be based on the following:

Plans book and presentation	60%	Advisor review	15%
Peer review	15%	Attendance and class participation	10%

Grades will be distributed on this basis:

A	92-100%	C	70-75%
A -	90-91%	C-	68-69%
B+	88-89%	D+	66-67%
B	80-87%	D	62-65%
B -	78-79%	D -	60-61%
C+	76-77%	F	Less than 60%

### Plans Book and Presentation

The plans book and presentation will be graded in terms of NSAC guidelines and strength of strategic ideas (based on research) from which flow creative messages/visuals, media planning, integrated components and evaluative thought. Quality in terms of creative and media execution and integration, and typographical / grammatical structure, are paramount.

### **Peer Review**

Your peers will rate your performance and participation for course expectations both within class and at meetings outside of class. Excuses such as demands from other classes, work obligations or personal issues that prevent you from making class or related meetings are not allowed. If you expect to find yourself making such excuses, drop this class.

### **Advisor Review**

The instructor will rate your performance regarding course expectations.

### **Attendance and Class Participation**

With attendance being key to success, the expectation is no absences without a medical or court excuse. Here is the policy: No absences – 10% (full credit), one absence – 8%, two absences – 6%, three absences or more – 0%.

### **Other Important Requirements**

- We will follow a record-keeping system and time-management system. This requires project and account managers to assign projects for completion, and for each student to “do his/her job” to complete assignments.
- Load all of your research, findings and drafts of work in One Drive so we do not lose track of them and anyone on the team can access them.
- Throughout the semester, students will be meeting for additional time outside of class – be prepared for this. If you cannot meet outside of class, you should drop this class. **Set aside time for the two weekends before our book is due – we will be working in shifts in the lab.**
- Some fundraising will be suggested to offset our expenses for participation, travel and lodging during the competition event – this will be further discussed in class.
- By taking this class you are agreeing to know and follow all NSAC policies and procedures.

### **Important Resources and Links**

NSAC – log in with your AAF id – Adobe info, logos + NSAC Policies + Procedures:  
[https://www.aaf.org/AAFMemberR/Awards\\_and\\_Events/Programs\\_Events/National\\_Student\\_Advertising\\_Competition/District\\_Competitions.aspx](https://www.aaf.org/AAFMemberR/Awards_and_Events/Programs_Events/National_Student_Advertising_Competition/District_Competitions.aspx)  
AAF District 8 – regional district in which we compete: <http://www.aafd8.org/>

### **Keep Advertising on Your Mind**

Want to be good at advertising? Immerse yourself in ads, brands, technology and popular culture. You need to be an ad geek who can't get enough of what is new and trending. Here are some links to get started. They include some online data sources used by the pros that we get to use through our participation in the NSAC.

- <http://adage.com/>
- [https://www.admall.com/login\\_full.cfm](https://www.admall.com/login_full.cfm) (access through NSAC)

- <http://www.adweek.com/>
- <http://www.adsoftheworld.com/>
- <http://www.brandweek.com>
- <http://www.marketingsherpa.com>
- <http://www.mediapost.com>
- <http://www.emarketer.com/>
- <http://www.thedrum.com/us>
- <http://www.srds.com> (Kantar Media – access through NSAC)
- <http://www.nielsen.com/us/en.html> (access through NSAC)
- <https://simmonsinsights.com/login> (access through NSAC)

### **Agency Roles**

You will be selecting a role that you will be in for the team as we simulate an agency environment and real-world approach for the project. These roles follow. Choose a role with duties that you are good at, not a role with duties that will be new to you. Please write up a statement about the role you would like, and two backup options. You may suggest a role that is not on here. Include in your statement: your qualifications / experiences for this role(s); your goals in this field; your strengths and weaknesses; and one thing that demonstrates your creativity. **Statements were due on Tuesday, Jan. 21. And as assigned:**

#### ***Managing Editors: Olivia Schilcher and Trent Knueppel***

Ultimately, this person will be responsible for the content of the plans book. He or she will coordinate the editorial content and artwork necessary to produce an award-winning book. The Managing Editor will work with the Creative Director and Graphic Designer to lay out the plans book. Additional responsibilities include proofreading and ensuring the book is factually and grammatically correct.

#### ***Editor/Copywriter: As available – whole team***

The copywriter will work with the Creative Director to conceive, develop and produce effective copy for the campaign's advertisements. This person will work with the Account Manager to understand client requirements, facilitate brainstorming sessions where ideas and concepts are created and write clear, persuasive, original copy. As editor, this person will work with the Managing Editor in response to feedback from the team. He or she will proofread copy submitted by other team members to check spelling and grammar.

#### ***Digital Innovation Team: Mimi Tang (UX Designer + Innovator), Lauren Reidinger (Graphic Designer + Spark Expert), Jon Woodall (Interactive Media Specialist), Will (Video Specialist)***

See *Wired's The Future of Art: Technology is Powering Innovation Like Never Before*

<https://www.wired.com/brandlab/2018/07/the-future-of-art/> and *Digital Innovation Agency of the Year R/GA London* <https://www.campaignlive.com/article/digital-innovation-agency-year-2018-r-ga-london/1578198> with website at: <https://www.rga.com/> and digital transformation companies like Publicis Sapient <https://www.publicissapient.com/news/publicis-sapient-named-a-leader-among-global-digital-business-transformation-accelerators>

This team is made up of technology innovators, graphic designers and content specialists who will use technology to propose cutting-edge ideas for creative design and media. This group will work together on extremely new tech concepts for the campaign creative ideas and its media delivery. The team will research ideas from top tech giants, tech events (like SXSW) to top agencies like R/GA London (that has innovated for Google and Nike brands) that lead with digital technology (UX, AI, VR, games, etc.) to provide collaboration, moving art, audience engagement – crazy shit we haven't heard of yet... they will constantly suggest ideas for the creative team and media team to consider for the campaign. They also will be creating design, video and other creative content for the book, presentation and overall campaign.

***Account Manager (Research Guru): Micah Kimball***

It will be this person's responsibility to know our client inside and out. This person will take responsibility for the marketing objectives and marketing strategy. He or she will have major input into the creative and media strategies.

***Creative Directors: Erin VandeZande and Dee Beck***

This person will be responsible for the creative strategy. Job duties include writing the creative platform, blueprint or brief. The Creative Director will oversee the entire campaign from production to completion, will cast actors and actresses for TV and radio spots and will be the liaison between the Graphic Designer, Copywriter, Editor and Account Manager.

***Graphic Designers: Vivian Lor and Holland Birkey***

The graphic designer's main responsibility is to produce design solutions that will communicate our strategy with high visual impact. The first responsibility of our graphic designer is to create a logo or identity for our agency using the team name we choose. Next, the graphic designer will create and present options for the plans book, such as color scheme, fonts, etc. **This person will be the keeper of our plans book. The graphic designer(s) will be the ONLY team member who has access to the INDD files.** He or she also will be responsible for getting the files complete by the specified deadline, and coordinating the slides format for the presentation.

***Media Director: Kayla Halvorsen***

It is the Media Director's responsibility to maximize the impact of the campaign through the use of different media vehicles. He or she will be responsible for writing the media plan and crafting the media objectives and strategies. This person will make decisions about the best form of media to use and when, research using industry resources, analyze secondary data and think creatively about ways to represent our client. It is preferred that this person has taken the Ad Media course or has worked in media roles and has knowledge of MRI and Simmons to retrieve information and costs.

***Media Managers: Collin Tuchalski and Chris Woodall***

This person will work hand-in-hand with the Media Director. The Media Manager will be responsible for the budget and flowchart that accompany the media plan. It also will be this person's job to create our target audience profile(s) by identifying and analyzing their

characteristics, behaviors and media habits.

***Project Managers: Olivia Schilcher and Erin VandeZande***

In addition to the above positions, the team will nominate two team members to fill leadership positions. The project managers will facilitate weekend sessions and will be the only colleagues who have access to advisers during night sessions and on weekends. Project managers will be recognized for their additional responsibilities in the plans book. In addition, project managers will serve as the team's librarian, scheduler and planner. As our librarian, this person will organize secondary research and articles from team members. As team scheduler, this person will be responsible for the deadlines outlined in the syllabus and project schedule spreadsheet. It is this person's responsibility to coordinate the efforts of other colleagues and to handle conflicts that may arise. As planner, this person will be our consumer advocate in the group. He or she will comment on the overall marketing strategy and creative direction based on what our target market would believe to be effective.

***Presentation + Event Project Manager: Dee Beck***

The presentation planning will start with creative development of the book, with the project manager leading the script, slide and animation creative planning, presentation choreography and speaker coaching. She also will lead our event planning for the Minneapolis trip.

**Academic Integrity**

I have zero tolerance for cheating or plagiarizing in class. Always be mindful that you must accurately and appropriately cite your sources. The University of Wisconsin – Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state, "Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors." (s. UWS 14,01 Wis. Adm. Code)

**Food Assistance**

If you are in need of food assistance, you have campus resources available to you. **The Cabinet, an on-campus food pantry**, is open to **all UWO students** who express a need for food assistance. It is located in the lower level of the Reeve Memorial Union. Operational hours and additional information can be found on the OSA's Services [Web-page](#). For questions and concerns, please contact the **Food Pantry Director: [foodpantry@uwosh.edu](mailto:foodpantry@uwosh.edu)**, or the OSA Office: [osa@uwosh.edu](mailto:osa@uwosh.edu); (920)-424-3202."

**Disclosure Statement**

Students are advised to see the following URL for disclosures about essential consumer protection items required by the Student Right to Know Act of 1990:  
<https://uwosh.edu/financialaid/consumer-information/>

## Schedule of Course

Topics in bold indicate subjects the instructor will highlight and discuss to prepare class for deliverables. Items in [parentheses] are suggested timing of deliverables – they may be completed earlier, later or in a different order. March 25 is the hard date for the plans book deliverable to NSAC and the presentation. Your team will be leading this class, and assignments will be directed through our team leaders and project managers. Assignments are likely to change with team direction but weekend hours are required as noted.

\*\*\*This class held two meetings during break to work on research and prepare in advance, so aspects of project work may change based on outcomes.

### WEEK 1

- Mon 3 Feb** Introduction to course – discussion of agency roles for each student  
**Due** Presentation of third research assignment from each colleague  
**Lecture topic: IMC, Research Planning (Ch. 2), Competitive Analysis (Ch. 3), Primary + Secondary Research (Ch. 4), Creative Strategy (Ch. 6 + 7)**  
[Develop organized research map – analysis, findings + view of any remaining gaps toward BIG IDEA; Assign drafts for Situational Analysis; SWOT Analysis; Research Objectives; Research Findings; Personas; Brand Awareness; Competitor Analysis; Product Overview; Opportunities for Adobe for plans book]
- Fri 7 Feb** On the walls: Each team member should bring an image, quote or other item to hang on our classroom walls about “what inspires you” creatively  
[Due organized research map – analysis, findings + view of any remaining gaps toward BIG IDEA; Due drafts for Situational Analysis; SWOT Analysis; Research Objectives; Research Findings; Personas; Brand Awareness; Competitor Analysis; Product Overview; Opportunities for Adobe for plans book]  
[Assign Creative Concepts + Roughs for each team member related to BIG IDEA, their roles]  
Project schedule check / deliverables due

### WEEK 2

- Mon 10 Feb** Project schedule check / deliverables due  
**Lecture topic: More on creativity + preparing Plans Book (Ch. 11-12)**  
[Due Creative Concepts + Roughs for each team member; Develop further in small teams (account/creative/media/innovation) based on roles]  
[Assign deliverables for each team (account/creative/media/innovation)]
- Fri 14 Feb** Project schedule check / deliverables due  
On the walls: Mockup of plans book

*Tour of DealerSocket and meeting with digital analytics team to see ad stack technology use and measurement in the field – ethnography*

[Due Situational Analysis; SWOT Analysis; Research Objectives; Research Findings; Personas; Brand Awareness; Competitor Analysis; Product Overview; Opportunities for Adobe for plans book]

### WEEK 3

**Mon 17 Feb** Project schedule check / deliverables due  
[Develop plan for creative, innovation, media and measurement in small teams for book; Assign Creative Brief + Creative Drafts + Media Drafts (and further research) + initial production for video, website + setup of plans book frame INDD; Develop presentation stand-out ideas and outline]

**Fri 21 Feb** Project schedule check / deliverables due  
[Due Creative Brief + Creative Drafts + Media Drafts + production for video, website + setup of plans book frame INDD; presentation stand-out ideas and outline]

### WEEK 4

**Mon 24 Feb** Project schedule check / deliverables due  
[Due second version of Creative Drafts + Media Drafts (for plans book + presentation) + IMC Drafts that incorporate creative; first drafts of presentation slides and script]

**Fri 28 Feb** Project schedule check / deliverables due  
[Due First draft of plans book; second draft of presentation slides and script]

### WEEK 5

**Mon 2 Mar** Project schedule check / deliverables due

**Fri 6 Mar** Project schedule check / deliverables due  
[Due Second Draft of Plans Book – Check on District 8 forms/requirements/hotel; Run through of presentation slides with presenters reading script]

**Sat/Sun 7-8** \*\*\* Weekend shifts for all team members in lab \*\*\*

### WEEK 6

**Mon 9 Mar** Project schedule check / deliverables due  
[Due Third Draft of Plans Book; third draft of presentation slides and script]

**Fri 13 Mar** Project schedule check / deliverables due

**Sat/Sun 14-15 \*\*\* Weekend shifts for all team members in lab \*\*\***

**WEEK 7**

- Mon 16 Mar** Project schedule check / deliverables due  
[Due Final Version of Plans Book – Upload to OneHub – in advance of Mar 25 due date – be sure all files are correct]  
[Due: Final Presentation Practice Delivery with Visitors]
- Fri 20 Mar** [Due: Final Presentation Practice Delivery with Visitors]

**SPRING BREAK – 23 Mar to 27 Mar – YES! But that’s when our presentation is... *usually the presentation is scheduled for the second or third weekend in April.***

[Due: Final Presentation Practice Delivery]

**District 8 NSAC Competition – Minneapolis – we will leave at 8 a.m. Friday, 3/27; practice on 3/27; present on 3/28; and travel back on 3/29**

**WEEK 8**

- Mon 30 Mar** No class
- Fri 3 Apr** No class

**WEEK 9**

- Mon 6 Apr** Campaign evaluation + feedback
- Fri 10 Apr** No class

**WEEK 10**

- Mon 13 Apr** Celebration + portfolio best practices
- Fri 17 Apr** No class

**WEEK 11**

- Mon 20 Apr** Portfolio reviews
- Fri 24 Apr** No class

**WEEK 12 – 14**

**During Weeks 12-14, students will have opportunity for individual meeting with instructor to review individual performance, grades, portfolio school or other educational options, career goals and planning toward career goals**