

## North Dakota State University: Department of Communication

COMM 476: Advertising Campaign Practicum

Spring Term 2011

Monday, Wednesday & Friday 11:00 – 11:50

Professor: Elizabeth Crisp Crawford, Ph.D.

Office hours: Mondays & Wednesdays 3:00-5:00 PM, and by appointment

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### Course Description

#### *NDSU Official Course Description:*

This course challenges students to apply the knowledge they have gained in previous advertising classes. Specifically, students will design an advertising campaign including market research, creative execution, media planning, and account management.

Prereq: COMM 376 or 377.

#### *Focus of the Course:*

This is a class unlike any other because our goal is to compete in the National Student Advertising Competition (NSAC) at the University of Minnesota in Minneapolis, MN. The primary objective for the class is for students to gain a thorough understanding of the entire advertising campaign process: everything from strategy, planning, and research to media, creative development, and budgeting. This campaign will be designed for presentation at NSAC in Minneapolis, MN. If our team works hard, by the end of the course, you will have a campaign book that will be a great tool for job interviews after graduation.

#### *Specific objectives include:*

1. Developing organization, strategic planning, and presentation skills
2. Creating a professional-level advertising campaign with a team intended for presentation at NSAC.

### Requirements:

#### *Required Texts:*

Avery, J. & Bedinger, B. (2000). Advertising Campaign Planning.

#### *Other Requirements:*

Sufficient funds and ability to travel to Minneapolis, MN April 16-17, 2011 and funds for printing competition materials.

### The Challenge:

The goal of this course is to produce a campaigns book that will showcase your talents in advertising at the National Student Advertising Competition (NSAC) in Minneapolis, MN. The book will include a research component that the entire class will create and specific team sections such as creative, media, and retail.

#### *Work Teams*

You will be assigned a work team based on your individual talents and experience. Our agency will have a creative, media, retail and accounts team. The *creative team* will be responsible for the layout of the campaigns book, copywriting, developing creative (print,

web, broadcast, etc.), and refining creative strategy. The *media team* will be responsible for the campaign budget, media plan, research using Simmons, MRI, Adology and A.C. Nielsen data as well as identifying and describing the target audience. The *accounts team* will be responsible for the advertising plan, summarizing the research findings, project management, and the final presentation. The *retail team* will bring their expertise in trends in fashion and merchandising. You will be required to evaluate your team members based on the quality of their work and their participation. You will be required to attend weekly meetings with your team. Meeting attendance is mandatory.

#### *Data Gathering*

Students will continue to gather primary research in this class. If students know the identity of their research participants, they must be respectful and keep all data confidential. Data collected in this class is **NOT** NDSU research. Students **MUST** inform their participants that the data is part of a student research project and that participation is voluntary.

#### **Course Policies:**

##### *Office Hours:*

I have scheduled office hours and I also meet with students by appointment. However, it would be wise for you to email me before you stop by my office. I often schedule appointments with students and research groups during my office hours. And, due to our open office space in Ehly 202, I might need to leave my space for these meetings. If you do not let me know that you are coming to see me, you might not find me when you stop by. So, please email me to let me know that you need to see me so that I can be sure to be in my space.

##### *Participation, Attendance and Other Policies:*

Students are required to attend and be prepared for class. If you let your classmates down by skipping class or scheduled meetings, you hurt the entire class and our NSAC project. Your participation is extremely important. We need you to give this class your best effort.

All work in this course must be completed in a manner consistent with NDSU University Senate Policy, Section 335: Code of Academic Responsibility and Conduct (<http://www.ndsu.nodak.edu/policy/335.htm>).

##### *Students with Disabilities:*

This course will accommodate students with disabilities/special needs. Appropriate documentation must be provided in a timely fashion in order to receive accommodations.

#### **Grading:**

Half of your final grade will be based on the quality of your NSAC materials (campaigns book and presentation). The quality of your work will be determined by the judges at NSAC and my evaluation. You will also be evaluated by your peers. I will give you a final exam on campaign planning and one quiz on the case and text.

##### *NDSU Grading Scale*

A 90-100	D 60-69.9
B 80-89.9	F 59.9 and below
C 70 – 79.9	

*Breakdown of Grades*

NSAC campaigns book/presentation: 50%

Evaluation from team members: 20%

Quiz on case and text: 10%

Final: 20%

Total: 100%

**TENTATIVE COURSE OUTLINE**

*NOTE: We will adhere as closely as possible to the outline listed below. However, there are situations, which sometimes prompt us to move ahead, lag behind or be diverted. As a result, from time to time we will review the status of the outline and schedule.*

**DATE, SUBJECT READINGS & ASSIGNMENTS**

**Week One – We have just nine weeks to complete our project!!!**

1/12 (W) Welcome, Team Assignments, Schedule Team Meetings

1/14 (F) Review research from last semester

**Week Two - We have just eight weeks to complete our project!!!**

1/17 (M) Martin Luther King Jr. Holiday – No Classes

1/19 (W) Get to know the case & Outline Research Sections of Book

1/22 (F) Outline Research Sections of Book

**Week Three - We have just seven weeks to complete our project!!!**

1/24 (M) Outline Research Sections of Book

1/26 (W) Profiling Target Audience

1/28 (F) Profiling Target Audience

**Week Four - We have just six weeks to complete our project!!!**

1/31 (M) Strategy & Branding Discussion

2/2 (W) Strategy & Branding Discussion

2/4 (F) Big Idea & Branding Discussion

**Research Copy for Campaigns Book Due!**

**Week Five - We have just five weeks to complete our project!!!**

2/7 (M) Big Idea & Branding Discussion

2/9 (W) Research Work Day

2/11 (F) Quiz on Avery, Memos and the Case

**Consumer Segmenting & Position Strategy Copy Due!**

**Week Six - We have just four weeks to complete our project!!!**

2/14 (M) Research Work Day

2/16 (W) Research Work Day

2/18 (F) Big Idea & Branding Discussion

**Research Section of Campaigns Book Due!**

**Week Seven - We have just three weeks to complete our project!!!**

**2/21 (M) Presidents' Day – MANDATORY WORK MEETING from 9 AM to 5 PM. Bring laptops and materials to work area outside Ehly 202. I'll give you time off later to compensate.**

**2/23 (W) Advertising Planning Section**

**2/25 (F) Advertising Planning Section**

**Consumer Segmenting & Position Strategy Section of Campaigns Book Due!**

**Week Eight - We have just two weeks to complete our project!!!**

**2/28 (M) Work Day**

**3/2 (W) Work Day**

**3/4 (F) Work Day**

**Executive Summary, Creative, Media, Evaluation Section Copy Due!**

**Week Nine - FINAL WEEK!!!!**

**3/7 (M) Work Day**

**3/9 (W) Work Day**

**3/11 (F) Work Day**

**The ENTIRE Book is Due! Our NSAC book MUST go to the printer BEFORE you leave for Spring Break!**

**Spring Break March 14-18**

**Week Ten**

**3/21 (M) Presentation Team Selected**

**Get the book from the printer and send the book off to NSAC!**

**3/22 (W) Watch presentation videos**

**3/25 (F) Watch presentation videos**

**Week Eleven**

**3/28 (M) Work on Presentation**

**3/30 (W) Work on Presentation**

**4/1 (F) Work on Presentation**

**Week Twelve**

**4/4 (M) Presentation Rehearsal/Work on Presentation**

**4/6 (W) Presentation Rehearsal/ Work on Presentation**

**4/8 (F) Presentation Rehearsal/ Work on Presentation**

**Friends and Family Presentation Day**

**Week Thirteen**

**4/11 (M) Tweaking Presentation**

**4/13 (W) Final Adjustments**

**4/15 (F) NSAC in Minneapolis, MN**

**Week Fourteen – You are finished and really deserve a break ☺**

**4/18 (M) Review Judge Comments on Presentation/Book**

**4/20 (W) No class, R&R, focus on your other classes**

**4/22 (F) No Class**

**Week Fifteen**

**4/25 (M) No Class**

**4/27 (W) No Class**

**4/29 (F) No Class**

**Week Sixteen – Dead Week**

**5/2 (M) No Class**

**5/4 (W) No Class**

**5/6 (F) Final Exam Review & Team Evaluations are Due**

**Thursday, May 12, 8:00 AM Final Exam.**

**The End – Enjoy the Summer!**