

**COMM 321-201 Special Topics: Advertising Campaigns Fall 2018**  
**Corboy Law Building #421, 25 E. Pearson**  
**Course Syllabus**

**Instructor:** Richard Pieczynski

Office: Contact to schedule location at Water Tower Campus

Office Hours: Monday & Wednesdays 630-7p & by appointment

Contact Information: [rpieczynski@luc.edu](mailto:rpieczynski@luc.edu)

**Phone:** (708)738.0742, 9a-9p

**Recommended Text**

George E. Belch & Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective. Any Edition, McGraw-Hill Irwin. Additional readings will be provided.

**Course Description**

This course is meant to be a culmination of previous advertising, marketing and research classes where the student can apply those skills to create a comprehensive new campaign. The student will utilize market research, strategic planning, creative development, media planning and all integrated marketing communication disciplines. This is not a course for beginners as COMM 100 & 211 are prerequisites.

Students will work individually and as teams to prepare a complete advertising and IMC recommendation for a real company that's currently creating communications. The emphasis will be on developing at an advanced level, sound strategies and rationales, solid creative and multiple media executions delivered professional as quality work. We will make the class as much like a real agency new business experience as possible. You are expected to participate during class discussions by doing the assigned preparation. Too, group projects will be assigned for grades and will require work both in and out of class.

**What you will learn in this class**

In addition to an understanding of the principles and appreciation for the art & craft of advertising, you will gain:

1. Knowledge of key terms in the development process of advertising programs.
2. Understanding of advertising from the perspective of advertiser, client, vendor and consumer.
3. An advanced perspective of the role of advertising in marketing.
4. A framework for evaluating, developing, and implementing advertising campaigns.
5. An overview of media/technology developments and contemporary conditions that advertisers face.

**Course Objectives:**

1. To build on the student experience developing advertising & integrated marketing communications.
2. To utilize all the knowledge and skills acquired in previous advertising and communications courses. Too, we will develop "soft skills" to aid your professional development like presentation skills which include answer questions.
3. To provide the student with practical hands-on problem-solving experience.
4. To create and present professional level, portfolio-quality advertising plan.
5. Foster discussion/debate to build and support sound rationale

## **Course Outline:**

Advertising is rapidly changing with radical changes in media options and technology. The course is designed to expose the student to a range of communication strategies and techniques and provide hands-on experience in applying them. The course will use a combination of lecture, readings, classroom discussions, projects & written assignments.

### **Class Participation: (20%: 200 points)**

Showing up for class on time is a given. Participation means contributing regularly to the class, via discussion, presentation, answering and raising questions. Discussion and debate are ways of assuring your understanding and adding valuable perspective. Besides, it is the role of the communications professional to communicate regularly with management, the media and of course, targeted consumers.

The class gives you the chance to test your problem-solving skills and hone your skills as a communicator. Having contrary opinions, disagreeing & defending points-of-view, and providing rationale are healthy ways we will be working together in class to learn and advance our knowledge. Be sure to speak up in class. Share your ideas, questions and point-of-view with the class. If you've seen or heard a particularly interesting communication, bring it in and bring it up. Let's have a dialog, not a lecture. Participation accounts for 20% of your final grade.

It is important to come to class prepared, having read the assigned readings/completing project assignments and ready to discuss them as well as speaking up to discuss/debate topics. Your group members will also occasionally grade you on your contributions to the work. A "Class Participation Self Evaluation Criteria" will be distributed 2-3 times during class to provide personal reflection & self-assessment of class participation performance. This will be an input to help me assess progress and participation.

### **Assignments (25%: 50 points per assignment/250 total points)**

There will be smaller team projects over the course of the semester which will require you to work as a team outside of class. Topics will apply concepts from class lecture and will require work outside our Thursday meeting time. Expectation is for the team to present and turn in a hard copy of their electronic Powerpoint or Keynote deck following the in-class presentation. We will discuss format and any questions during class.

## **Final Project/Exam (55%: 550 points)**

You will create one advertising plan/campaign which will serve as the culmination of what you've learned. This will serve as your final exam.

The plan is made up of a series of interrelated projects (market research, creative strategy, media strategies, promotion strategies, etc.) in total accounting for 40% of your final grade. Within the final project you will build the elements of the plan. They include: 1) Client Brief w/ Advertising Strategy outlines, 2) Competitive and Consumer Research 3) Creative Idea Recommendation/Executions, 4) Media Recommendation; 5) Budget allocations; 6) Executive Summary. Taken together, the six project phases form a comprehensive advertising campaign and are the elements that comprise the foundation of the final presentation. Students will present their work to a group of agency professionals who will contribute to assigning 55% of their grade.

You will select a client challenge from two real companies, each in need of a new integrated communications campaign. When you select a client, that company will be your focus for all project assignments in class. Details for each project phase will be provided in class. The instructor needs to approve your client selection before you begin. Sometimes we will work in class but often you will need to work outside of class. Do not procrastinate as it will show in your final pitch presentation.

Advertising is a team business. You will work in small groups. The groups will be determined by the third or fourth week of class. Groups have the advantage of sharing the work and developing ideas. The instructor will meet with the groups individually and allow some time in class for groups to work in their projects and assess progress.

### **Plan/Pitch Books:**

Your final presentation needs to be included in a plan book both in hard copy and provided electronically. The plan book is the leave-behind that ties together your presentation with any other information you feel is important (detail on your research, media plan, event execution details, even your bios/resumes). It needs to be professional quality. It is the document that demonstrates your total expertise. The component will be discussed during lecture but your team will decide the depth of persuasive content to include. All Plan/Pitch books will be due the night of the first set of final presentations. Your attendance at all group final presentation is required.

### **Attendance**

Please do not miss any class sessions as new client information, campaign strategies and creative examples will be discussed in class. Class time may also be turned over to the groups to meet and work on their projects.

## Grading:

Evaluation of advertising is often subjective or so it may seem in this course. But the instructor has evaluated thousands of advertising concepts in his career and will provide guidance and feedback with each assignment. Advertising awards and “A’s” are reserved for exceptional work and helping elevate the business (classroom.) In addition to the letter grades (below) you will receive written comments on each test or major assignment.

A 93-100; A- 90-92; B+ 87-89; B 83-86; B- 82-80; C+ 77-79; C 73-76; C- 70-72; D+ 67-69; D 64-66;  
F Below 64

Advertising professionals always meet deadlines. Any and all assignments are due at the beginning of class. Late work will not be accepted as you will be working in teams. Penalties for missed deadlines are more severe in the real world.

Missing classwork should be made up by the next class period. If there are extenuating circumstance, EMAIL ME and don't pass messages of absence through your classmates. Failure to do so may result in a loss of a full letter grade for each week an assignment is late.

### COMM 321: Campaigns FALL 2018 Tentative Schedule\* V1

Wk	Date	Tuesday
f	August 27	<b>Overview</b> -Introductions, 5 Mins of Advice, Hot topics, syllabus <b>IMC</b> Introduction to Marketing/Integrated Marketing Communications & Ad Agencies (Ch 1-3) <b>Assignment #1: Loyola Brand analysis</b>
2	September 5	<b>NO CLASS -- LABOR DAY HOLIDAY</b>
3	September 10	<b>Targeting, Audience Analysis, Competitive Set &amp; Research Sources (Ch 2)</b> <b>Guest Speaker(s): TBD</b> Introduce team project: Assign teams <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #1 DUE:</b> Presentations during class/hard copy turn in <b>Assignment #2:</b> Target Audience analysis/Consumer Research
4	September 17	<b>Objective/DAGMAR, Strategy &amp; Budgeting (Ch.7)</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b>
5	September 24	<b>Creative Strategy: Planning &amp; Dev. (Ch. 8)</b> <b>USP, Messaging/Creative</b> <b>Guest Speaker: TBD</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #2 DUE:</b> Presentations during class/hard copy turn in
6	October 1	<b>Brief</b> <b>Issue Final Project Brief for Client #1 &amp; Client #2</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #3: Brief writing assignment (individual)</b>

		<b>Participation #1: Self-Evaluation (in-class turn in)</b>
7	October 8	<b>NO CLASS – FALL BREAK</b>
8	October 15	<b>Media Vehicles &amp; Measurement (Ch 10-13,18)</b> -Media planning & buying, strengths & weaknesses, media mix <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #3 DUE:</b> Written assignment hard copy turn-in <b>FINAL PROJECT: CLIENT LIVE Q&amp;A</b>
9	October 22	<b>Measurement &amp; Client Brief Workshop</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #4: “Bootiful” Campaign Media Analysis</b> <b>FINAL PROJECT: CLIENT LIVE Q&amp;A</b>
10	October 29 <b>Happy Halloween!</b>	<b>Mobile &amp; Search Marketing (Ch.15)</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #4 DUE:</b> “Bootiful” Presentations during class/hard copy turn-in
11	November 5	<b>PR/Promotions(Ch 16 &amp;17)</b> <b>Guest Speakers: TBD</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #5: Holiday Experiential</b> <b>Participation #2: Self-Evaluation (in-class turn in)</b>
12	November 12	<b>Pitch Outline review</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b>
13	November 19 <b>Happy Thanksgiving!</b>	<b>Experiential &amp; Final Project prep</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #5: Experiential DUE:</b> Presentation
14	November 26	<b>Final Presentation Prep:</b> groups & Instructor <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b>
15	December 3	<b>Campaigns Plan Book Due</b> <b>Final Projects: Team Presentations #1 &amp; #2</b>
16	December 10	<b>Final Project : Team Presentations #3 &amp; #4</b> <b>Participation #3: Self-Evaluation (in-class turn in)</b>

\*Schedule may change based on class interests, understanding, needs and unforeseen events.

### Original Work:

Originality is the hallmark of the advertising industry. Anyone caught plagiarizing in this class will receive an “F” for the assignment. When you utilize insights or information from other sources, **YOU MUST CITE OUR SOURCE!** Be aware of the strong industry sanctions against plagiarism. Consult the Student Handbook for more information on this topic.

## **Typical Class:**

It is my goal to educate and actively engage you in the content by applying theory to real life communication challenges/opportunities. To do so, plan on a basic structure of some lecture, class discussion, and team projects during class. We learn by doing and from each other. Plan on speaking and being called on to share your POV in class.

To become better communication professionals, we will hear from experts in the industry on a variety of topics. Your attendance, engagement and dialogue is expected and needed to optimize the opportunities. Too, we will talk about timely topics and getting into the business as additionally prepare us for entering the profession. No question is dumb .... Ask it! This is a non-judgmental environment to learn. Just be thoughtful and succinct in your inquiry.

## **Flexibility in Syllabus:**

Like real-life, ad agency assignments change often and sometimes, dramatically and the instructor can make changes in the course schedule, assignments and materials presented to take advantage of new opportunities or time requirements. Your regular attendance and communication with peers, just as in the working world, is your best assurance of keeping up with the changes that might occur.

## **Writing & Oral Communications**

Copywriters aren't the only advertising people who write. Every advertising & marketing position requires an ability to communicate effectively. Presentations, research findings, media plans, recommendations, memos, all depend on the ability to communicate succinctly and persuasively. State your position and back it with fact as much as possible. Again, when you are borrowing thoughts/insights/information that is not originally yours, **CITE YOUR SOURCES**.

## **Classroom Manners**

Respect each other as we share POV by actively listening and hearing each other. Turn off cell phones and keep them in your bag during class. Be in your seat when class begins. Hold side conversations outside the classroom. Let's begin at 7p sharp with attendance and will do my best to get you out on time or a little early.

If you want to take notes on your computer, given that I don't regularly post my lectures, I'm good if you closely follow these rules:

-No surfing between 7-930p during class. If I see this happening, you'll get a zero for participation that class.

-Listen to the concept and then take notes. If you don't understand a concept or the application, PLEASE ask for clarification. If I've lost you, I may have lost others in the class. Happy to slow down, explain again or cite a different example so you comprehend and can apply later.

-Sleeping, being distractive or generally not engaging in the classroom is another faux pau. If this is caused by illness, please stay away til you're better. Know you are responsible to get notes/make up the work by next class period as content often builds on previous week's teachings.

## Tips for succeeding in this course

- Attend class. If it's discussed during class, it probably has significance. And it likely in your assignments or on the final!
- If you are going to miss class, please email me. If you have to miss due to an expected family or professional reason (interview), let me know in advance and I'll excuse it. Again, YOU are responsible for making up the work/getting notes. Missing classwork should be made up by the next class period. If there are extenuating circumstance, EMAIL ME and don't pass messages of absence through your classmates. Failure to do so may result in a loss of a full letter grade for each week an assignment is late.
- The text is a reference tool but not required. It's thick but an easy read: lots of pictures, ads, sidebars, etc. If something is going to be on the final exam from the text, it will be shared in lecture. Advertising, PR & the Communication industry is a world of DOING so be prepared to get your hands dirty by thinking, creating, discussing, debating and persuasively selling your POV.
- Proof & edit your work. Re-write, edit, and edit again. A typo has stopped me from a job.
- Don't try eat the elephant in one bite. Keep up with the work. We're taking it one step at a time.
- Present your ideas with conviction. Support your recommendations with facts. Listen to others and accept constructive feedback. Act in a manner you would want to be treated and extent that to your teacher and classmates in every class.
- Style points counts. Boardroom quality PowerPoint/Keynote is expected.
- Have fun! Advertising is the "toy department" of the business world. A client's best meeting of the day should be with their agency.

## Plagiarism

Plagiarism is a serious form of violation of academic integrity. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that the very thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the deliberate taking and use of specific words and ideas of others without proper acknowledgment of the source. Plagiarism on the part of the student or team in academic work or dishonest examination behavior examination will result minimally in the grade of "F" for the assignment or examination. All instances of academic dishonesty must be reported to the chairperson of the department involved.