

JOUR 490 - ADVERTISING CAMPAIGN

Spring 2008

Monday & Wednesday – 5:00 to 6:15 p.m.

Classroom: Milton Hall Room # 133

Instructor: Dr. Hwiman Chung

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Office: MH #160 (646-1539)

Office Hours: Monday & Wednesday – 10:00 – 12:00

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Prerequisites:

1. Jour 300 Intro to Advertising and, either Jour 312 or Jour 425 or Marketing Principle
2. Instructor's permission

Requirements:

1. **Regional competition will be on April 27-29 (last week of April). Every student is required to attend this competition. No Exceptions !!!!!!!**
2. **Read and memorize “National Student Advertising Campaigns Competition 2007 materials”.**
3. **Read the competition hand-outs and you have to memorize everything. It's mandatory.**
4. **\$25 for Adfed Membership Dues. It's mandatory too.**

Class Rules:

Rule 1.

Don't distract the class and class discussion, such as using cell phones, talking to class mates, not paying attention to class discussion, etc.

You guys speak English better than I do. If you start distracting class, I have to ask you to keep your mouth shut (or leave).

Rule 2.

Be prepared !!!!!

This class will be 100 % voluntary individual work. If you're not prepared for the class, we can't proceed to the next steps. So, be prepared.

Rule 3.

Work hard !!!!!

Throughout the semester, I will ask you to work hard, or sometime I will force you to work hard.

If you think you can't work hard, drop this class.

Rule 4.

Don't be upset at my critics on your work.

As an instructor, I have to guide you to the right path. Sometime, I will criticize your works and it'll be necessary. So, don't take it personal. Nothing personal.

Course Purpose:

Advertising Campaign is the capstone course for individuals working towards an emphasis in advertising. This course is not exclusive to advertising students, however, knowledge of advertising and its various components (e.g., marketing, PR, IMC etc) are necessary to be successful in this class. This course is designed to help students to learn what advertising campaign really is through asking students work for an actual client throughout the semester. You and your classmates will be working on developing an "Advertising Campaign" or "Integrated Marketing Communications (IMC)" plan which you will present in district competition (NMSU belongs to district #12 with Utah, Arizona, Colorado, Wyoming) during the National Student Advertising Competition (NSAC) held this year in El Paso, Texas. Therefore, you will learn to develop an advertising campaign from beginning to end, including research, creative development, plans book, and presentation.

IMC unlike traditional advertising and promotion planning seeks to unify all marketing efforts into one communications focus designed to influence consumer behavior at the point of purchase (sounds similar? I am sure it does since we already covered this topic in JOUR 300).

What are you going to do?

First, this class will be group competitions.

Three or four students will work together as a group and each group will compete for the national competition using the same client.

Each group should follow the instructor's guide. In each class, there will be a simple lecture regarding developing IMC plan for client and each group will have time to work. Hence, students should read the chapter, required for the class, before the class.

Second, each group will present its IMC plan in front of faculty member at the last week of March, right after spring break. Faculty member will select the winner, and the winner will go to the regional competition.

Evaluation

There will be no official exam for this class. The first exam is to encourage students to read the hand-outs for the competition (remember you are the A.E.s and are responsible for all the detailed information about the clients. So you have to remember everything for the advertising campaign).

Students will be evaluated by;

- attendance 30 % (1 miss, 5% off from 30%)
- peer evaluation 30 %
- one exam 30 %
- NSAC competition performance 10 %

For this course, I will be very strict in terms of “Class Attendance” since you will run this course. **Any absence must be arranged in advance or excused in writing by a medical person.**

One exam will be given for the purpose of helping students read the ‘NSAC Guideline’. All questions will be regarding the guideline about ‘Yahoo’, ‘NSAC Rules’ and etc. And **the exam will be given at the second week of class.**

Since everyone works together to create advertising campaign, peer evaluation will be very important for this class. I want every student to work together equally for this class.

Textbook.

- Jim Avery, *Advertising Campaign Planning: Developing an Advertising-Based Marketing Plan*. Copy Workshop, Chicago, IL.

- “IMC Planning Book” by Dr. Hwiman Chung. I made IMC Planning Book specifically for this class. Every student must read all the materials in “IMC Planning Book” and memorize them.

Time Table for NSAC Competition

Date	Contents	Reading or Other
Jan. 16	Intro to class. NSAC competition handout.	Submitting Resumes Organize group
Jan 21-23	Lecture: How to start IMC campaign?	
Jan. 28	Sending out NMSU Chapter for AAF Assignment of Duties.	\$25 Due for AAF

Jan. 30	First Exam Exam covers the material regarding NSAC	Naming of each group
Feb. 4-6	Understanding Situation – consumer, company, competition, etc.	Read “ACP” pp.42-124
Feb. 11	Deciding SWOT, P/O, Target (User) Discussing “Consumer Research”	Read “ACP” pp.124-128
Feb. 13	Deciding IMC Objectives & Strategy Advertising Objectives	
Feb. 18-20	Deciding Creative Strategy and Theme	
25 - 27	Deciding Media Strategy and Goals A.E. start writing planning book	
Mar. 3-5	Working on Actual Creatives, Media works	
Mar. 10-12	Finalize the plan book.	
Mar. 17-19	Announcing five presenters. Presenters start writing for Presentation (20 minute long, powerpoint files)	
Mar. 24-28	Spring Break	
31	Winner should be get Plan Books Ready to Be Sent Plan Books must be received by AAF by March, 31, 5 PM. Six copies for District, One copy for National	
Apr. 2	Lecture: Presentation Skills	
Apr. 4	Presentation practice	
Apr. 9	Practice con’t	
Apr. 11	Finalize Presentation Format	
Apr. 16	Final Rehearsa	
Apr. 18	Final Presentation Rehearsal in front of LC AdFed	
Apr. 24	Leaving for Colorado Springs	
Apr. 25-27	District Competition Do our best, and accept the results (No boos to the winner) !!!!!!!	

Apr. 28 No Class. Take a rest
Apr. 30 Final Peer Evaluation
May 7 – 9 Review and Wrap up for the future

*** Students with Disabilities:**

If you have or believe you have a disability and would benefit from any accommodations, you may wish to self-identify by contacting the Services for Students with Disabilities (SSD) Office located at Garcia Annex (phone: 646-6840). If you have already registered, please make sure that your instructor receives a copy of the accommodation memorandum from SSD within the first two weeks of classes. It is your responsibility to inform either your instructor or SSD representative in a timely manner if services/accommodations provided are not meeting your needs.

If you have a condition which may affect your ability to exit safely from the premises in an emergency or which may cause an emergency during class, you are encouraged to discuss any concerns with the instructor and/or Ms. Jane Spinti, SSD Coordinator. Feel free to call Ms. Elva Telles (EEO/ADA and Employee Relations Director) at 646-3333 and /or Section 504 of the Rehabilitation Act of 1973. All medical information will be treated confidentially.