Instructor: Robert Holtzman, MS, APR
Room Marine Science Building room 113
Appointments: after class

Course Description

This is an advanced course emphasizing all aspects of creating and implementing a fully integrated advertising and public relations campaign, including planning, strategy and tactic development, research and evaluation. This class is a “capstone” course designed to integrate and apply everything you have learned about advertising and public relations. The course will provide you with an opportunity to be part of a team serving an actual client, yet will also allow you to showcase your individual creative talents and knowledge of communications methods.

Emphasis in the course is on the development of various campaign components. The major assignment is preparation of a professional-style communications campaign and plan book. Other important aspects of the course include team participation and development of presentation skills.

This course will add another notch to your undergraduate portfolio. Done well, your campaign will be an accomplishment to show prospective employers.

Course Prerequisites

ALL track and school requirements except seminar and/or internship. Please consult catalog and/or instructor if you have any questions.

Course Structure and Participation

How does it work -- Class members will be assigned to a team that will develop an advertising/public relations (integrated communications) campaign plan as the major portion of the course. Clients are assigned to student teams, and the instructor will hold several individual team meetings throughout the semester to ensure proper guidance and direction in the campaign development process. Clients are expected to be present at our final class for campaign presentations and evaluations.

Attendance -- Because this class meets once a week and there are a number of variables
in dealing with clients, it is imperative that you attend class. **Class attendance is MANDATORY.** Class participation, discussion, various presentations and peer evaluation will all be crucial portions of your grade. There may be an occasion or two when class meets at a different time than the regularly scheduled time. It is the responsibility of the team -- not the professor or the client -- to confirm dates and times well in advance to avoid schedule conflicts. If a time other than regular class is necessary, it is the responsibility of the team to gain the approval of the instructor before finalizing.

**Confidentiality** -- Because we are dealing with "real world" clients who will provide proprietary information to you, many of the discussions in class and materials provided relate directly to client issues and challenges. As such, all that is discussed as part of the class as well as with your teams shall be kept confidential.

**Individual Performance** -- While the major campaign will be conducted as a group project, many individual components will be judged by the instructor as well as your team-mates. For example, you may "fire" a team-mate who is simply not participating and/or has become detrimental to effective group productivity, and you’ll be expected to "grade" team mates through a “peer evaluation” process. You are also expected to keep an informal “log” of your activities, both as a back-up to your contribution to the team and the campaign, and to assist the instructor in judging your level of participation. (NOTE: These logs may be requested for audit at any time, although they won’t be officially due until the day of your final presentation; obviously, it would be wise to keep them up-to-date.) Your overall work on the campaign, your team’s final presentation to your clients and the class, and the final Campaign Book will form the majority of your semester grade (see “Grading” section).

**Team Meetings & Structure** -- Because a major part of this course involves working on an actual campaign, team participation and attitudes toward team members will be evaluated. A professional attitude means doing your share of the assignments on time, dressing and deporting yourself in class and in team meetings in an appropriate professional manner, attending all scheduled meetings (or working out attendance problems with team mates and the instructor in advance), working out disagreements in a professional manner, and expressing collegiality.

Some team members may have difficulty meeting outside of class due to work schedules, school or other obligations. Therefore, portions of most classes will be set aside for such meetings; however, there should be no excuse for all team members not to be able to meet at least once a week. To excel in this class, you must require regular team meetings and cooperation among team members.
Departmental Writing Policy: Campaigns

Good writing is vital to a career in integrated communications, regardless of whether you’re specializing in public relations or advertising. Thus, all papers, reports, and tests written outside of the classroom – regardless of length – will first be graded for content. Following that, the paper will be reviewed for writing. While the first two “errors” will not impact the grade, any paper containing 3-5 errors will automatically lose 10 points (based on 100), any paper containing 6-8 errors will automatically lose 20 points (based on 100), any paper containing 9-11 errors will automatically lose 30 points (based on 100), etc. Again, please consult the document included titled “What is an Error?”

The Final Presentation

On the day designated by the instructor, the campaign team will make a formal, 30-minute presentation to the judges, the instructor, and several members of the faculty. No visitors are allowed unless approved in advance by the instructor.

You are required to sit through ALL presentations. You will have exactly 30 minutes to set up, give your presentation, take questions, and tear down. Because it is critical to maintain a rigid schedule, you are urged to prepare in advance, including thinking of back-up needs should technical difficulties occur. Your presentation grade is dependent on your performance that day. The group is expected to be professionally dress and prepared for any technical difficulties that might occur. Late arrivals will result in a reduction of your presentation grade. If an “outside” person assists with the presentation (running computers, for example) their dress and demeanor must reflect the team’s standards.

Grading

Plan/campaign book (50%); final campaign presentation (25%); peer evaluation (25%); Peer contributions and overall teamwork are ESSENTIAL to your final grade. The instructor will use peer evaluations as a guide to adjust individual grades for those students who visibly have done less work than the rest of the team.

Review of Campaign Books

Teams are highly encouraged to review previous campaign books EARLY in the semester to get a feel for the high standards of professional work typically expected in the class, as well as how other students have organized their campaign books.
The Campaign

Depending upon the number of students enrolled, the class will be divided into teams of five to seven people, each group simulating a full-service agency responsible for developing a complete integrated advertising/public relations campaign for an actual organization. Generally, each agency will encompass all of the positions discussed below (it’s possible that some people in smaller groups may need to assume more than one responsibility, depending on client needs and the particular campaign). Team make-up, position assignments, campaign choices and other details will be discussed as the course progresses.

“Traditional” team positions and general responsibilities:

1. Account Executive
   Responsible for overall performance of the group. Must be aware of all aspects of the campaign, and assure all members of the team are fulfilling their responsibilities. Responsible for organizing and writing the executive summary and situation analysis. The account executive is the primary contact between team members and the client, and he/she decides who makes interim reports and oversees the final campaign presentation. (Note: Account executives will be required to meet with the instructor outside of class on scheduled times during the semester and/or to maintain ongoing communications with the professor. Expect to spend extra time managing your team).

2. Public Relations Director
   Directs public communications strategies; works with account executive to plan programs of mutual understanding between client and various publics. Also directs and/or performs media relations duties, oversees and/or directs written communications, such as news releases, public service announcements, newsletters, speeches, etc. Works with the Ad Copy Director in the review of all written work, specifically the final written book.

3. Research Director
   Responsible for secondary and primary research, using focus groups, interviews, surveys or other techniques necessary to determine target markets, attitudes and opinions: Integral to proper direction of the campaign. Also responsible for evaluation section of the campaign book, including copy testing and other research methods. Research director also elicits assistance from other team members in fielding research.

4. Ad Copy Director
   Responsible for all advertising copy including style, content, grammar, etc. Works with
public relations director on written communications; works with research director, art
director and the account executive on formulating creative strategy. Responsible, along
with the Public Relations Director, for the review of all written work, specifically the
final written book.

5. Art Director
Responsible for all art, including visuals for all presentations, specifically the final
presentation, and the design and layout of campaign book. Works with copy director on
creation of ads and/or story boards for media selected. Also responsible for selecting
layout and type style for audio-visuals, ad headlines, body copy and the campaign book.

6. Media Director
Develops the media strategy, including selecting major media for the campaign and
determining reach, frequency and continuity. Close liaison with art director and sales
promotion director in creating “media flow chart” to correlate with strategic dates for
sales and other promotional aspects of the campaign. [NOTE: This position may be
combined with one of the other positions previously mentioned, depending upon team
size and campaign requirements.]

7. Sales Promotion Director
Responsible for writing sales promotion objectives, selecting forms of promotion to be
used and determines strategic and tactical executive details. Works closely with account
executive on marketing strategies. Makes decision on forms of consumer and/or trade
promotions. [NOTE: This position may be combined with one of the other positions
previously mentioned, depending upon team size and campaign requirements.]

Submission of Final Campaign Book and Presentation

The final campaign book and presentation are due in hard copy and CD form on the day
designated by the instructor, along with logs and peer evaluations.

Three identical hard copies must be submitted: one for the client, one for the instructor
to grade and return, and one for the archives. In addition, one paper copy of the
presentation must be submitted for grading and return. Finally, the campaign book and
presentation must be submitted on 2 CDs.

The CDs must contain:
1. The campaign book with appendices
2. Any creative samples, such as press kit materials, ads, artwork, etc. and
3. The Power Point presentation (if one was completed).

Paper copies of anything not transferable to CD (such as some finished artwork) will
also be accepted. If an error is discovered after the campaign is printed but before the
presentation, a neatly made correction on all three copies is acceptable. Three or more
corrections on the final copies will result in a loss of points.

Suggestions for Structuring the Campaigns Book

There is no “right” way to organize and assemble your plan book. However, it is critical to make sure that all of the information you gathered, the analysis you did, and the conclusions & recommendations you are making are presented in a logical manner.

Your campaign book both tells a story and makes a case. You might know something, but if it isn’t down on paper or presented in a logical manner, your client won’t know it. In other words, you won’t make your case. Likewise, all assertions in your book MUST be attributed – if they are not, your book will read like the opinion page of The Miami Herald, instead of the factual analysis and decision-making tool it should be.

Of utmost importance is to give credit and attribution whenever you “borrow” ideas or material from others. Please remember that committing plagiarism will have serious implications.

With that in mind, below are all of the sections and subsections a typical book includes. The major “sections” of the book are in bold.

Title Page
Author Page/acknowledgements
Table of Contents
Executive Summary – This is a short abstract of the entire plan, describing the process undertaken to conduct the study and brief reference to select recommendations; usually the last item to be prepared, but the first item in the book.

Research Section
Problem Statement - Describes, as succinctly as possible, the problem facing the client, not necessarily what the client wants you to accomplish.
Situation Analysis - Contains data and information to illustrate the problem and the client overview of the current situation. Includes “benchmarks” relevant to the company or industry. Typically includes:
Secondary Research:
Objectives (what did we want to find out?) and Methodology (how, where, when, and who did we consult to find it out)
Company analysis (history, mission, vision, values, organization, IMC resources)
Product, brand, and/or service analysis (history, description, growth, historical sales, volumes)
Analysis of existing markets/buyer behavior/current consumer evaluation (demographics, geodemographics, psychographics, seasonality)
Competitive analysis (competitive sales, competitive media)
Pricing analysis
Analysis of past marketing and communications efforts
Market and environmental analysis
Other information gathered in secondary research

Primary Research:
Objectives (what did we want to find out?) and Methodology (how, where, when, and who did we consult to find it out)
Research findings, observations, and implications
Other primary research findings and implications
SWOT (summarizes internal strengths and weaknesses of the company, product or service, and external opportunities and threats facing the organization, the industry, and/or the environment.)
NOTE: The findings and SWOT form the basis for justifying the recommendations to be presented in the next sections.

*A note about the research: Be sure to use secondary and primary research. Include research objectives, methodologies, and key findings in chart or graph form with narrative explanations of implications. Footnote all data, listing sources at the end of the campaign book. (Relevant data/information from secondary research and full data from primary research can be included in the appendix.)

Strategy Section
Target Market Profile - Demographic and geographic, listed and described in detail
Marketing Goal - Listed and explained (these may already exist within the company; if not, establish with your client early in the semester). What is the desired outcome the company hopes to achieve?
IMC Objectives - Listed and explained and must directly relate to marketing goal (s). What must the communications campaign achieve with each target market to accomplish the program goal? What can IMC really do to achieve the marketing goals?
IMC Strategies - What specifically must be delivered or achieved and using what means? Include narrative on what message content must be communicated in order to achieve the outcomes stated in the objectives
• “WIIFM” or unique sales proposition
• Image and reputation messages
• Creative brief must be presented and described (include message strategies such as product or service messages)

Integrated Marketing Communications Tactics Section

Advertising/Public Relations/Sales Promotion, Merchandising and Point of Sale/Direct Marketing/Event Marketing Recommendations - Include objectives, creative strategy, all advertising media to be used, all public relations tactics to be deployed, all sales promotion tactics to be carried out including but not limited to special events, exhibitions, and trade shows.
Include one or more fully executed samples, as applicable, for each discipline used, including but not limited to, direct mail cards and collateral.
For example:

**Strategy #1**
- Advertising tactics
- PR tactics
- Sales promotion, merchandising and point-of-purchase tactics
- Direct marketing tactics
- Event marketing tactics
- Other tactical recommendations – sponsorships, partnerships, personal selling, viral marketing, packaging, word-of-mouth, etc.

**Implementation Section**
Budget - All projected campaign costs to be included here, including agency fees.
Implementation Schedule - Include a week-by-week or month-by-month schedule of ALL advertising, public relations and sales promotion strategies for the length of the campaign.

**Human Resource Considerations**

**Evaluation Section**

**Evaluation --**
Preparation, implementation, impact evaluations
Methods, pre/post testing, concept testing, costs.

**Appendix Section**
Appendices, footnotes, research, survey questionnaire, summary of responses/data collection, and all other relevant supporting material.

Please note that in addition to the content specified above, your campaign book must be packaged in a logical, readable and attractive manner. It should list the names and titles of team members, and it should be sectioned and bound in a manner that makes it easy to find individual parts of your plan. Extra credit will not be given for excessive packaging.

**FULL SCHEDULE OF CLASS ACTIVITIES WILL BE PRESENTED DURING FIRST CLASS SESSION.**