1. Course Description

This class is a conceptual synthesis and practical application of business, research, media and creative principles used in the formulation for a branding/advertising campaign. It includes the development of a complete integrated marketing communications (IMC) campaign for a specific brand and both written and oral presentation of the campaign.

2. Course Objectives

This is a professionally-oriented course which offers the student the opportunity to integrate his or her prior advertising experience and learning and apply it to the development of an integrated brand campaign. As such, this course is based upon the method of experiential learning---learning by involvement in a process, learning by doing. The class will be divided randomly into teams which will operate on a competitive basis.

The overall purpose of the course is to provide a total learning experience that approximates as closely as possible the development of a "real-world" IMC campaign. It involves applied research, analysis, and creativity in advertising/IMC.

The objectives of the course are measured primarily in terms of (1) a well-researched, logical and persuasively written IMC plan, (2) creatively designed and persuasive materials that effectively communicates the brand to the target audience, and (3) a persuasive formal oral presentation at the end of the semester.

3. Materials and Textbook

Recommended:
*Guerilla Advertising* by Gavan Lucas and Michael Dorian Laurence King publishing.

Required:
Previous Plans Books (which are posted on D2L) are your TEXTBOOK for the course. Refer to the often if you have questions.
The course syllabus, assignments, and other course materials will be posed on the “Desire 2 Learn” web page for users.

**Note:** Lectures will include relevant material as well as case studies and examples. You are expected to maintain comprehensive class notes because class lectures will contain information and case examples that are not contained in the readings.

In addition, each student must share equally in the following necessary team expenses:
- transportation expenses
- other miscellaneous expenses for copies of the mid term and final plans books

These individual expenses could easily amount to more than $100, so students should start saving money for this early in the semester.

4. **Role of the Instructor**

1. **Organizer**---to organize the basic structure and procedures for the students' learning experience and lecture on aspects of campaigns, branding and related material that is useful to campaigns students.

2. **Facilitator**---to serve as a resource person and attempt to answer questions that the students have during the semester, to help solve problems that arise, to suggest other resource persons or materials of which the students might not be aware, to suggest (not direct) some of the approaches they should consider taking in their campaigns, and to monitor the progress of the campaigns during the semester.

3. **Evaluator**---to evaluate student performance throughout the semester and to evaluate the campaigns presented at the end of the semester.

5. **Role of the Student**

1. Responsibility to meet deadlines
2. To produce good quality of work
3. To cooperate with team members and with the instructor
4. To organize information and analyze complex problems
5. To contribute to the team on all aspects of the campaign
6. To communicate ideas and defend them in a conference or class presentation situation
7. To demonstrate professionalism

6. **Grading Policy**

The overall grading system in this course is based upon the system described in the SIUC Undergraduate Catalog:
A = work of excellent (or superior) quality (90-100%)
B = work of good (or above average) quality (80-89%)
C = work of satisfactory (or average) quality (70-79%)
D = work of poor quality (60-69%)
F = failure (work of unsatisfactory quality) (0-59%)

The assignment of grades is a form of evaluation. And to evaluate, by definition, is to judge the worth of or to assign values to things. It should go without saying that it is exclusively the instructor's judgments and academic values which determine the dividing lines between "excellent," "good," "satisfactory," "poor," and "failure" performance. Evaluation always involves an element of human judgment. Final grades are final, just as the term indicates, and are not subject to negotiation.

ASSESSMENT COMPONENTS FOR FINAL GRADE

The grading scale for this class is based upon the quality of work expected of college students in a graduate course. Specifically,

- Mid-semester Plans Book and Presentations 50%
- Final Plan Book and Presentation 50%
- Total 100%

This part of your grade will be based upon the confidential written evaluations of team members and will also take into account attendance in class and at team meetings. Thus, all of the students working on a team do not necessarily receive the same final course grade.

At the end of the semester each student will submit a confidential grading sheet evaluating all the other members of the campaign team. I take this into account when determining final grades.

7. General Class Policies

Cell phones and pagers MUST be turned off prior to entering the class. The use of cell phones during class is strictly forbidden. Disciplinary actions for students disrupting class with phones or pagers include, but are not limited to, ejection from the class and/or additional course assignments.

Deadlines: Journalism, advertising, public relations, and broadcasting are deadline-oriented professions. Unexcused late assignments in this course are unacceptable and will be penalized 10% per day, with the first day ending at 4:30 p.m. (or earlier if the journalism office happens to close earlier), and each day thereafter.
You should not come to class with a fever or a communicable illness. A student who presents the instructor with an adequate and documented (i.e., written and verifiable,) reason for an absence normally will be given an opportunity to make up the work missed. Adequate reasons involve medical excuses, circumstances beyond the student's control, such as critical illness or death in the immediate family, or participation in an approved university activity.

If a student has prior knowledge that he/she will miss certain classes, justification should be submitted to the instructor in writing and in advance of the absences.

The following are some of the policies that you are expected to observe to maintain the decorum of the classroom. Others may be added to this list as the semester progresses and a need arises.

1. You are expected to attend all classes. This is particularly important because of the nature of this course and the group assignment. Absenteeism will affect your individual and group grade. Group members should note this and consider it during peer evaluation purposes as well.
2. You are expected to be punctual to class and meetings with clients, etc.
3. You should expect that I will need reasonable time to respond (at least two working days) to any e-mails you send me or phone calls you make to reach me. Do not leave phone messages as I cannot always call back. Call me during my listed office hours.
4. The deadline will not be extended for any assignments.
5. There will be no “make up” opportunities for missed assignments. You will receive 0 for missed assignments.

8. Policy on Plagiarism

All work presented in this class must be the product of your own effort. Your work should not be copied without appropriate citation from any source, including the Internet. Any student caught presenting work which is not his or her own will face disciplinary action, which may include award of zero marks for the assignment, receiving a failing grade for the class, or being expelled from the university. This policy applies to all work submitted, either through oral presentation, or written work, including outlines, briefings, group projects, self-evaluations, etc. You are encouraged to consult us if you have questions concerning the meaning of plagiarism or whether a particular use of sources constitutes plagiarism.

EMERGENCY PROCEDURES: SIUC is committed to providing a safe and healthy environment for work and study. Because some health and safety concerns are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency Response information is available on posters in buildings on campus, on the BERT's website at bert.siu.edu, the Department of Public Safety's website www.dps.siu.edu (disaster drop
down) and the Emergency Response Guidelines pamphlet. Know how to respond to each type of disaster.

Your instructor will provide guidance and directions to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

**DESIGNING A BRANDING CAMPAIGN**

Basically this first half of the semester is the information gathering stage for the brand campaign. This involves, observational research, qualitative and quantitative research. To fully understand the brand your group will be required to conduct consumer research on the perceptions of consumers toward the brand and the competition. You should also gather additional data on the brand and its major competition. Use the internet, company websites, annual reports, articles in business journals and/or interviews with key company executives. In addition, you should study the marketing and promotional activities of your brand vs. other brands in this category.

1. **SITUATION ANALYSIS** (There are four assignment in the first half of the semester, these assignments are worth a total of 50 points)

   a. **Background Research** (10 pts)
      i. Research on the Situation Analysis
      ii. Brand – History and Mission
      iii. Internet Research on Current Marketing Situation
      iv. The 4 Ps (explain the product lines, pricing strategy, place, and promotions)

   b. **Qualitative Research and Competitive Research** (20 points)
      i. Observational Research—The retail environment (bring a camera and take pictures of your brand vs the competition)
      ii. Interviews with employees of the company
      iii. Focus group to understand your brand’s position vs competition
         1. How is this brand category perceived? Do customers know your brand vs the others?
         2. Who is the Main Competition to this Brand?
         3. How is your brand priced vs. the competition
         4. What is your brand’s position vs. the competition?

   c. **Quantitative Research** (10 points)
      i. Survey of TA perceptions of the brand
      ii. Survey Media Usage of TA
iii. What types of advertising does your brand do vs. the competition?
iv. In addition to the main competition are there other forms of competition?

d. Visual Brand Analysis (10 points)
   i. Analyze the visual branding
   ii. Analyze the colors, the use of logos on all company vehicles, shop signage, uniforms of employees, analyze the advertising materials, the sales environment (interior of shops), brand extensions, sales force interaction with consumers (phone calls as well as “the shopping experience”), etc.
   iii. Show photos of the signage, the interior of stores, the uniforms, the website to illustrate how the visual branding takes place.

While the weekly assignments are presented in Powerpoint, the Mid-semester Report should be a written report and this will be given the actual grade. A Mid-semester Presentations is also required

The Midsemester Plans Book (worth 50 points) should include all of the following:

• Situation Analysis Review
  o Brand Analysis: Mission, History Background, 4 Ps
  o Qualitative and Quantitative Analysis (review of Consumer Analysis survey findings, and observational data and focus group)
  o Competitive Analysis (comparison of the brand with others in terms of product lines, pricing, place, promotion, brand personality, and positioning (use a chart)
  o Visual Branding, using pictures and explanation
  o SWOT Analysis Based on your research outline the Strengths, Weaknesses, Opportunities and Threat for your brand.

• Target Audience Selection and Rationale
  o You may have primary and secondary Target Audience
  o Consumer Profile of a typical Consumer
PART II. THE SECOND HALF OF THE SEMESTER --THE FINAL PLANS BOOK (Worth 50% of your Final Grade)
The Final Plans Book should include all of the following:

Building on the research you have gathered in the first part of the term, your final project for the class is the development of a comprehensive campaign plan for your brand. During this stage your group will finalize the Creative and Media plans for the brand.

• The Big Idea
  • What is the Creative Theme you will use for your campaign and what is the rationale for this idea

• Objectives
  o Sales Objectives
    • Define Time Frame (One Year)
  o Advertising Objectives
    • Define the Specific Target Audiences (based on your research) and the overall message objectives (AIDA)
  o Media Objectives
    • Determine the Budget for one market (Chicago, St. Louis, Carbondale) for one year for each TA
    • Divide the budget into Traditional and Non-Traditional Media

• Budget with Rationale
  Rationalize your use of the money for traditional vs non traditional media

• Creative Strategy and Executions
  o The Big Idea – The Creative Concept
  o Design the Marketing Mix
    • You must use a mix of Traditional and Non-Traditional Media
    • Traditional media are TV, Radio, Print, Outdoor and Direct Mail
    • Non-Traditional Media are Ambient, Touch Points, PR Events, Guerrilla, Viral, Internet or Touch Points
    • You must include executions of all your ads, billboards, guerilla in the plans book

• Media Plan
  o Cost analysis for your campaign
  o Budget Breakdown by Media, Target Audience, Phases, Traditional and Non-traditional etc.
  o Evaluation--Strategies for Evaluation

• Evaluation
  o Discuss how you will evaluate the success of your campaign

Final Plans Book Presentation due during the final week of the course.
## Fall Schedule for JRNL 460 and MCMA 566

<table>
<thead>
<tr>
<th>Date</th>
<th>Lectures</th>
<th>Work On</th>
<th>Assign Due D2L</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aug 25</strong></td>
<td>Intro Branding/Competition</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sept 1</strong></td>
<td>Qualitative Research/ Quant Research</td>
<td>Assign 1</td>
<td></td>
</tr>
<tr>
<td>Sept 8</td>
<td>Work With Group On Assign 1 – post to D2L by 5pm</td>
<td>Assign 1</td>
<td>Assign 1 and Competitive Matrix Due (10)</td>
</tr>
<tr>
<td>Sept 16 (prof away)</td>
<td>Qual. Research/ Competition/Target Audience ID</td>
<td>Assign 2</td>
<td></td>
</tr>
<tr>
<td>Sept 22 (prof away)</td>
<td>Work on Ass 2 post by 5:45 to D2L</td>
<td>Assign 2</td>
<td>Assign 2 Due (20)</td>
</tr>
<tr>
<td>Sept 29</td>
<td>Quant Research</td>
<td>Assign 3/ Survey-develop in class</td>
<td></td>
</tr>
<tr>
<td>Oct 6</td>
<td>Survey Data Due in PPT format on D2L by 5:30</td>
<td>Competition/</td>
<td>Assignment 3 due (10)</td>
</tr>
<tr>
<td>Oct 13</td>
<td>Visual Branding/SWOT</td>
<td>Visual Branding</td>
<td></td>
</tr>
<tr>
<td>Oct 20</td>
<td>Must post entire Midterm report including all parts by 5:30 on D2L</td>
<td>Midterm Presentation</td>
<td>Midterm Presentation Due</td>
</tr>
<tr>
<td>Oct 27</td>
<td>Media Plan/Budget</td>
<td>Work on Ideas</td>
<td></td>
</tr>
<tr>
<td>Nov 3</td>
<td>Creativity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 10</td>
<td></td>
<td>Work on Media Plan and Budget</td>
<td></td>
</tr>
<tr>
<td>Nov 17</td>
<td></td>
<td>Work on Creative Ideas – develop in Photoshop or In design</td>
<td></td>
</tr>
<tr>
<td>Nov 24</td>
<td></td>
<td>Thanksgiving</td>
<td></td>
</tr>
<tr>
<td>Dec 1</td>
<td>Presentation including Media and plan and Creative</td>
<td></td>
<td>Final Assign - Presentation due</td>
</tr>
<tr>
<td>Dec 8</td>
<td>Post to D2L by 5:30</td>
<td></td>
<td>Final Plans book Due (50pts)</td>
</tr>
</tbody>
</table>

*Professor reserves the right to modify the class schedule*
Assignment 1: **Background Research (10 pts)**
   iv. Research on the Situation Analysis
   v. Brand – History and Mission
   vi. Internet Research on Current Marketing Situation
   vii. The 4 Ps (explain the product lines, pricing strategy, place, and promotions)

Assignment 2: **Qualitative Research and Competitive Research (20 points)**
   viii. Observational Research—The retail environment (bring a camera and take pictures of your brand vs the competition)
   ix. Interviews with employees of the company
   x. Focus group to understand your brand’s position vs competition
      1. How is this brand category perceived? Do customers know your brand vs the others?
      2. Who is the Main Competition to this Brand?
      3. How is your brand priced vs. the competition
      4. What is your brand’s position vs. the competition

Assignment 3: **Quantitative Research (10 points)**
   xi. Survey of TA perceptions of the brand
   xii. Survey Media Usage of TA

Assignment 4: **Visual Brand Analysis (10 points)**
   xiii. Analyze the visual branding
   xiv. Analyze the colors, the use of logos on all company vehicles, shop signage, uniforms of employees, analyze the advertising materials, the sales environment (interior of shops), brand extensions, sales force interaction with consumers (phone calls as well as “the shopping experience”), etc.
   xv. Show photos of the signage, the interior of stores, the uniforms, the website to illustrate how the visual branding takes place.

The Midsemester Plans Book (worth 50 points) should include all of the following:

- **Situation Analysis Review**
  - Brand Analysis: Mission, History Background, 4 Ps
  - Qualitative and Quantitative Analysis (review of Consumer Analysis survey findings, and observational data and focus group)
  - Competitive Analysis (comparison of the brand with others in terms of product lines, pricing, place, promotion, brand personality, and positioning (use a chart)
  - Visual Branding, using pictures and explanation
  - SWOT Analysis Based on your research outline the Strengths, Weaknesses, Opportunities and Threat for your brand.

- **Target Audience Selection and Rationale**
  - You may have primary and secondary Target Audience
  - Consumer Profile of a typical Consumer