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:**

*Advertising Account Planning* by Kelley Jugenheimer

The course syllabus, assignments, and other course materials will be posed on the “*Desire 2 Learn*” web page for users.
Note: There will be some expenses and each student must share equally in the following necessary team expenses:
* transportation expenses
* other miscellaneous expenses for copies of the final plans books

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
- **B** = work of good (or above average) quality
- **C** = work of satisfactory (or average) quality
- **D** = work of poor quality
- **F** = failure (work of unsatisfactory quality

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>Excellent</td>
<td>90-100%</td>
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<tr>
<td>B</td>
<td>Good</td>
<td>80-89%</td>
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<tr>
<td>C</td>
<td>Satisfactory</td>
<td>70-79%</td>
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<tr>
<td>D</td>
<td>Poor</td>
<td>60-69%</td>
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<tr>
<td>F</td>
<td>Failure</td>
<td>0-59%</td>
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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,

Team Report (40%)

- A report that includes brand mission, history, 4Ps, Observational research, TA analysis, focus group and visual band analysis

Group Final Plans Book (50%)

- A Final Plans book that includes, survey results, media budget breakdown and media plan, and examples of all creative ideas.

Attendance and Participation (10%) 

At mid-semester and the end of the semester each student will submit a confidential grading sheet evaluating all the other members of the campaign team/group. I will consider this evaluation in my final grade.

7. General Class Policies

**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.

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.

4. The deadlines will not be extended for any assignments.

5. There will be no “make up” opportunities 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, and qualitative research. To fully understanding the brand your team 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.
Part 1. SITUATION ANALYSIS
(There are four parts to the first report due at mid-semester. Together these assignments are worth a total of 40 points)

a. Background Research (10 pts)
   i. Research on the Brand – History and Mission
   ii. Library Research on Current Marketing of the brand
   iii. The 4 Ps (product, price, place, and promotion)

b. Qualitative Research (10 points)
   i. Observational Research (mystery shopper bring a camera)
   ii. Focus group to understand your brand’s position vs competition
   iii. Target Audience (define by demographics and psychographics)

c. Visual Brand Analysis (10 points)
   i. Analyze the visual branding (include pictures in your report)
   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.

d. Competitive Research (base this on your research) (10 points)
   i. Who is the Main Competition to this Brand?
   ii. How is your brand priced vs. the competition
   iii. How is your brand perceived vs. the competition?
   iv. What is your brand’s position vs. the competition?
   v. What types of advertising does your brand do vs. the competition?
   vi. In addition to the main competition are there other forms of competition?

Part 2. SURVEY, MEDIA PLAN AND CREATIVE IDEAS (worth 50 points)
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.

1) SWOT Analysis and Survey
   i) SWOT Analysis Based on your the Strengths, Weaknesses, Opportunities and Threat for your brand.
   ii) Survey of TA perceptions of the brand
   iii) Survey Media Usage of TA

2) Objectives
   i) Advertising Objectives
ii) Define the and the overall message objectives (AIDA)
   (i) Media Objectives
iii) Determine the Budget for one market (Chicago, St. Louis, Carbondale) for one year for each TA
iv) Divide the budget into Traditional and Non-Traditional Media

3) **Budget with Rationale**
   (a) Rationalize your use of the money for traditional vs non traditional media

4) **Creative Strategy and Executions**
   i) The Big Idea – The Creative Concept What is the Creative Theme you will use for your campaign and what is the rationale for this idea

   b) Design the Marketing Mix
      i) You must use a mix of Traditional and Non-Traditional Media
      ii) Traditional media are TV, Radio, Print, Outdoor and Direct Mail
      iii) Non-Traditional Media are Ambient, Touch Points, PR Events, Guerrilla, Viral, Internet or Touch Points
      iv) You must include executions of all your ads, billboards, guerilla in the plans book

5) **Media Plan**
   a) Cost analysis for your campaign
   b) Budget Breakdown by Media, Target Audience, Phases, Traditional and Non-traditional etc.
   c) Evaluation – Strategies for Evaluation

6) **Evaluation**
   a) Discuss how you will evaluate the success of your campaign

   **Final Plans Book Presentation due during the first week of December.**

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### CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Class</th>
<th>Thursday</th>
<th>Lecture</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>Weeks</td>
<td></td>
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<tr>
<td>Week 1</td>
<td>8/28</td>
<td>Introduction to class- Branding</td>
<td>Research Brands – Discuss your options</td>
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<tr>
<td>Week 2</td>
<td>9/3</td>
<td>Observational Research and Brand Exper.</td>
<td>begin background research on your brand- History Mission and 4 ps</td>
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<td>Week 3</td>
<td>9/17</td>
<td>Focus Group and Target Audience</td>
<td>Conduct a focus group, based on your observation and focus group choose a Target Audience</td>
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<tr>
<td>Week 4</td>
<td>9/24</td>
<td>Visual branding and Competition</td>
<td>Use images to show the visual branding and a matrix to show competition</td>
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<td>Week 5</td>
<td>10/1</td>
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<td>Mid semester presentation of report.</td>
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<tr>
<td>Week</td>
<td>Date</td>
<td>Topic</td>
<td>Assignment</td>
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<tr>
<td>Week 6</td>
<td>10/8</td>
<td>New Media an Ambient</td>
<td>Discuss Creative Concepts with Professor</td>
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<td>Week 7</td>
<td>10/15</td>
<td>PR and IMC</td>
<td>Brainstorm Ideas for your campaign</td>
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<td>Week 8</td>
<td>10/29</td>
<td>Setting objectives</td>
<td>Work on your Budget and Media Plan</td>
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<td>Week 9</td>
<td>11/5</td>
<td>Media Planning</td>
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<td>Week 10</td>
<td>11/12</td>
<td>Creativity and Big Ideas</td>
<td>Use Photoshop to begin to execute your creative ideas</td>
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<td>Week 11</td>
<td>11/19</td>
<td>Group Work</td>
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<td>Week 12</td>
<td>11/11</td>
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<td>Week 13</td>
<td>11/18</td>
<td>Group Work</td>
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<td>Week 14</td>
<td>12/3</td>
<td>Plans Book Due</td>
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*Professor reserves the right to modify the class schedule*