

# ADVERTISING CAMPAIGNS

4070.003 ON M @ 12-2:50

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OFFICE: GAB, 201-E,

## Course Outline

<u>Date</u>	<u>Event</u>
<u>Your Job</u>	
<u>AUGUST:</u>	
31	INTRO/TEAMS
LISTEN	
	HAND OUT LEAVE-BEHINDS
<u>SEPTEMBER:</u>	
7	NO CLASS, LABOR DAY
14	KAYTI MIXSON, GM
INTERROGATE	
	THE LOOPHOLE
TAKE GOOD NOTES	
21	RESEARCH, QUESTIONNAIRE

## DISCUSSION

28  
NO CLASS

EAT LUNCH, DINNER  
CREATE QUESTIONNAIRES

## OCTOBER:

5  
DISCUSS MKTG PLAN

SUBMIT 50 PERSON  
QUESTIONNAIRES COPIES.  
QUALITATIVE RESEARCH

12  
NO CLASS

FOCUS GROUP

19  
HAND IN FOCUS GROUP

HAND IN MKTG. PLAN  
MEDIA PLAN

26  
NO CLASS

CREATE MEDIA PLAN

## NOVEMBER:

2  
SPOTS, 2 RADIO SPOTS,  
COLLATERAL PIECE,

CREATE 3 PRINT ADS, TWO TV  
ONE INTERNET AD AND ONE  
IN CLASS.

9  
NO CLASS

PRODUCE CREATIVE

16  
NO CLASS

PRODUCE CREATIVE

23

HAND IN LEAVE-BEHIND, REVIEW  
THEM W/ EACH TEAM

30

PRESENTATION HINTS

DECEMBER:

7

PRESENTATIONS

## COURSE SPECIFICS:

>THE *POINT* OF THIS COURSE IS TO CREATE A FULL-FLEDGED CAMPAIGN PRESENTATION TO A REAL CLIENT, AS IN A REAL-LIFE PITCH TO GAIN A NEW ACCOUNT.

> THE CLIENT WILL APPEAR ON THE SECOND DAY OF THE COURSE TO EXPLAIN HIS/HER PRODUCT/SERVICE AND RESPOND TO YOUR QUESTIONS. THE GM IS KATIE MIXSON. YOU *MUST* GET A STRAIGHT ANSWER ON THE TARGET MARKET.

>THE PRODUCT/SERVICE IS THE LOOPHOLE PUB & GRILL.

>FOUR TEAMS WILL CREATE A CAMPAIGN EACH, EACH ACTING AS AN AGENCY.

> THE FINAL PRESENTATIONS ON 7 DECEMBER WILL INCLUDE FULLY PRODUCED 3 PRINT ADS, TWO TV SPOTS, 2 RADIO SPOTS, ONE INTERNET AD AND ONE COLLATERAL PIECE. 35 MINUTES WILL BE ALLOTTED FOR EACH PRESENTATION.

>A "LEAVE-BEHIND" BOOK WILL BE HANDED OUT AT THE END OF YOUR PRESENTATION, CONTAINING IN ORDER: A SHORT INTRO, A MARKETING PLAN, A SYNOPSIS OF THE QUESTIONNAIRES AND FOCUS GROUPS, MEDIA PLAN, AND ALL CREATIVE--REAL ADS INCLUDING THE INTERNET AD(S) AND COLLATERAL PIECE, TV SCRIPTS WITH PIX AND RADIO SPOTS.

>GRADES: EACH TEAM STARTS OUT WITH 100 POINTS, TO BE AWARDED ON THE FINAL PRESENTATION. POINTS WILL BE DEDUCTED DURING THE SEMESTER FOR FAILURE TO TURN IN PROJECTS AS OUTLINED IN THE COURSE OUTLINE. THESE NEGATIVE POINTS WILL BE SUBTRACTED FROM THE FINAL PRESENTATION SCORE.

>ATTENDANCE: UNEXCUSED ABSENCE WILL RESULT IN MINUS 3 POINTS PER TEAM.