

COMM321 ADVERTISING CAMPAIGNS

OVERVIEW

In this course, we will dig deep to gain practical experience in developing, creating, and producing advertising campaigns. We will study what's been done in the past, what's being done now, and what needs to be done next in order to make advertising campaigns that fit our brave new digital world.

The roles of advertising and other forms of marketing communication are changing fast. Consumer media consumption has evolved and consumer journeys have shifted. We'll examine this rapidly changing environment and utilize everything from traditional advertising methods to emerging technologies to reach our target audiences and communicate with them effectively.

YOU WILL LEARN:

- How to examine and evaluate integrated advertising campaigns
- How to take advantage of emerging technologies and their impact on creativity
- How to create, present, and execute a strategic advertising campaign

ABOUT ME

I'm an advertising agency veteran, most recently an Executive Vice President and Group Creative Director at FCB Chicago. Throughout my career, I've been the creative lead on accounts including Coors Light, Miller Lite, KFC, Kraft Foods, Cadbury Beverages, Blue Cross & Blue Shield, and SC Johnson. Over the years, my campaigns have been recognized by the One Show, Cannes Lions, Radio Mercury, Clio, Addy Gold, D&AD, Art Directors Club, and International Film & TV Festival.

INSTRUCTOR: Chuck Rudnick

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OFFICE: Lewis Towers 907

OFFICE HOURS: Monday, Wednesday, 12:30 – 1:30, or by appointment

COURSE SCHEDULE

NOTE: This schedule is subject to change to accommodate guest speakers, current events, student needs, etc. Do not do homework assignments from it. Lessons, assignments, and homework instructions will be given in class and posted in Sakai.

WEEK #1 January 13, 15, 17

Course overview

Lessons: Current campaigns

Choose agency teams and brands for Project #1

WEEK #2 January 20, 22, 24

Monday, January 20: MLK DAY –NO CLASS

Lessons: What's working in TV and online

Assigned reading: Short-form videos

WEEK #3 January 27, 29, 31

Lessons: Insights and strategies

Assigned reading: Powerful insight

Assigned reading: From marketing to mattering

WEEK #4 February 3, 5, 7

Team presentations for Project #1

WEEK #5 February 10, 12, 14

Lesson: Learning from the best

Choose brands for individual presentations

WEEK #6 February 17, 19, 21

Individual presentations

WEEK #7 February 24, 26, 28

Individual presentations

WEEK #8 October 2, 4, 6

SPRING BREAK – NO CLASSES

WEEK #9 March 9, 11, 13

Lesson: What's working in OOH

Assigned reading: How to plan an effective outdoor campaign

Lesson: Writing the brief

Assigned reading: When the brief gives you grief

Teams choose brands for Project #2

WEEK #10 March 16, 18, 20

Lessons: Augmented Reality. Virtual Reality. Mobile.

Assigned reading: What we know about mobile marketing

WEEK #11 March 23, 25, 27

Team presentations for Project #2

WEEK #12 March 30, April 1, 3

Lesson: The latest campaign trends

Assigned reading: Cross-channel and multichannel marketing

Teams choose brands for Project #3

WEEK #13 April 6, 8, 10

Lesson: Social media

Teams work on Project #3

Friday, April 10: GOOD FRIDAY – NO CLASS

WEEK #14 April 13, 15, 17

Lessons: Political campaigns

Teams work on Project #3

WEEK #15 April 20, 22, 24

Team presentations for Project #3

FINAL WEEK Saturday, May 2

Final assignment

HOW TO SUCCEED IN THIS CLASS

This is an advanced advertising class, and you will be expected to be doing professional-quality work. Exhibit professionalism. Work hard. Do your work on time. Do work that's original, unexpected, and inspiring. Have a positive attitude. Attend class and be attentive. Be a good team player.

NO TEXTBOOK, BUT...

There will be assigned reading materials, articles, case studies, and discussion questions posted in Sakai. You will also be challenged to critique an existing advertising campaign, and to provide an insightful analysis and evaluation of the campaign.

HOMEWORK

Based on readings, articles, and discussion questions you will have various homework assignments. All homework assignments will be posted in Sakai. You will be required to post your completed homework in Sakai. Submit all work before the posted deadline; i.e., before the start of the class for which it is due. Late assignments will not be accepted.

CAMPAIGN PROJECTS

At times, this class will be run just like an advertising agency. You will work in teams to develop three pitch presentations for your assigned brands. Each team member is expected to contribute equally to the campaign projects in terms of time, effort, collaboration, and work quality. Each student will also give an individual case-study presentation based on an existing advertising campaign.

ATTENDANCE

In great part, what you will learn from this class is the result of participating in in-class discussions, case studies, presentations, and collaborative work with your creative team. Your attendance is crucial. Missed classes (unexcused absences) will hurt you, your creative partners, and your participation score, and will lower your course grade. If you have to miss a class due to a legitimate excuse, such as an illness or family emergency, it's your responsibility to contact me as soon as possible. Completing any missed work will be discussed at that time.

PHONES AND LAPTOPS

The goal, of course, is to keep your attention focused on the class. To that end, phones should be put away so they won't distract you, the presenter, and your fellow classmates. Laptops should be put away too, except for specific classroom activities.

GRADING

Grading will be based on team projects, homework, an individual presentation, attendance, class participation, peer evaluations, and a final assignment.

Grading scale: A: 100-95, A-: 94-90, B+: 89-87 B: 86-83, B-: 82-80 C+: 79-77, C: 76-73, C-: 72-70, D+: 69-67, D: 66-64, D-: 63-60, F: Less than 60.

GRADE WEIGHTS

40% TEAM PROJECTS

Students will work in teams to create three pitch presentations for their assigned brands. Team projects will be graded based on following instructions, strategic thinking, creative concept, quality of presentation, and peer evaluations.

30% HOMEWORK

Students will read assigned articles and submit essays based on discussion questions provided. The emphasis for grading will be on following instructions, quality of the thinking/writing, and evident effort put forth. Note: Written assignments must be free of spelling/grammar errors. If your work contains blatant errors, expect a reduced grade.

10% INDIVIDUAL PRESENTATION

Each student will give an in-class presentation based on an existing advertising campaign. You will be graded on your analysis of the campaign, overall quality of the presentation, and evident effort put forth.

10% ATTENDANCE & PARTICIPATION

Attend, participate, collaborate, and be engaged in the class.

10% FINAL

There will be a final "campaign" assignment.

SCHOOL OF COMMUNICATION STATEMENT ON ACADEMIC INTEGRITY

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; providing information to another student during an examination; obtaining information from another student or any other person during an examination; using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor; attempting to change answers after the examination has been submitted; unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom; falsifying medical or other documents to petition for excused absences or extensions of deadlines; or any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.; submitting as one's own another person's unpublished work or examination material; allowing another or paying another to write or research a paper for one's own benefit; or purchasing, acquiring, and using for course credit a pre-written paper. The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source>.

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student

should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations. (The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)

SEXUAL HARASSMENT AND DISCRIMINATION POLICY

Loyola University Chicago is committed to maintaining an environment which respects the dignity of all individuals. Accordingly, Loyola University will not tolerate sexual harassment by or of its students, faculty, or employees. To the extent practicable, Loyola University will attempt to protect the Loyola community from sexual harassment by vendors, consultants, and other third parties who interact with the Loyola community. Loyola University is promulgating this policy to reaffirm its opposition to sexual harassment and to emphasize that learning opportunities and employment opportunities must not be interfered with by sexual harassment. deal with individuals found to have engaged in harassment, discrimination and/or retaliation in violation of this policy. For more information on this policy please visit: http://www.luc.edu/hr/policies/policy_sexualharassment.shtml