

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: Tuesdays & Thursdays, 11:30 – 12:30, 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. All lessons, assignments, and homework instructions will be given in class and posted in Sakai.

WEEK #1 August 27 & 29

Course overview

Lesson: Current campaigns

Students choose agency teams and brands for Project #1

WEEK #2 September 3 & 5

Lesson: What's working in TV and online

Assigned reading: Short-form videos

WEEK #3 September 10 & 12

Lesson: Insights and strategies

Assigned reading: Customer experience strategy

WEEK #4 September 17 & 19

Competitive pitch presentations – Project #1

WEEK #5 September 24 & 26

Lesson: Brand positioning

Students choose individual assignments

WEEK #6 October 1 & 3

Students present individual assignments

WEEK #7 October 8 & 10

Tuesday, October 8, Mid-Semester Break – No class

Thursday, October 10, Lesson: What's working in OOH

Assigned reading: OOH advertising

WEEK #8 October 15 & 17

Lessons: Social media. Creative brief.

Assigned reading: Writing the brief

Teams choose brands for Project #2

WEEK #9 October 22 & 24

Lessons: Augmented Reality. Virtual Reality. Mobile.
Assigned reading: Mobile, apps, and games

WEEK #10 October 29 & 31

Tuesday, October 29, production work day
Thursday, October 31, competitive pitch presentation – Project #2

WEEK #11 November 5 & 7

Tuesday, November 5, competitive pitch presentations – Project #2
Thursday, November 7, Digital Ethics Symposium

WEEK #12 November 12 & 14

Lesson: Cannes winning campaigns
Assigned reading: Cross-channel and multichannel marketing
Teams choose brands for Project #3

WEEK #13 November 19 & 21

Lesson: Trends for 2019
Teams work on Project #3

WEEK #14 November 26 & 28

Tuesday, November 26, production work day
Thursday, November 28, Thanksgiving break – No class

WEEK #15 December 3 & 5

Competitive pitch presentations – Project #3

FINALS WEEK Friday, December 13, 1:00PM – 3:00PM

Final

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 will hurt you, your creative partners, and your participation 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 emphasize contributions to team projects, homework, individual presentations, and class participation.

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

30% HOMEWORK

Students will read assigned articles and submit essays based on discussion questions provided. The emphasis for grading will be on logical reasoning, critical thinking, and evident effort put forth.

10% ATTENDANCE, PARTICIPATION, COLLABORATION

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

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.

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 directions, level of creativity, quality of presentations, and peer evaluations.

10% FINAL

An exam will test your knowledge of the campaigns, subjects, and materials covered in class this semester.

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