MMC 4410 U01 – Spring 18
Integrated Communications Campaigns

Monday 5 p.m. -7:40 p.m.

Class
GC 278A
Instructor: Robert Jaross
E-mail: xjarossr@fiu.edu
Office: GC 210 MMC
Office Hours: by appointment
Phone: (305) 348-1581

Course Description
This is an advanced course emphasizing all aspects of creating and implementing a fully integrated advertising and public relations campaign, including planning, strategy and tactic development, research and evaluation.

This class is a “capstone” course designed to integrate and apply everything you have learned about advertising and public relations. The course will provide you with an opportunity to be part of a team serving an actual client, yet will also allow you to showcase your individual creative talents and knowledge of communications methods.

Emphasis in the course is on the development of various campaign components. The major assignment is preparation of a professional-style communications campaign and plan book. Other important aspects of the course include team participation and development of presentation skills.

This course will add another notch to your undergraduate portfolio. Done well, your campaign will be an accomplishment to show prospective employers.

Course Prerequisites
ALL track and school requirements except seminar and/or internship. Please consult catalog and/or instructor if you have any questions.

Academic Honesty
In meeting one of the major objectives of higher education, which is to develop self-reliance, it is expected that students will be responsible for the completion of their own academic work. The use of literature, notes, aids, or assistance from other sources should be clearly identified with respect to all course assignments and examinations. In addition, students are expected to use all resources, including books, journals, and computers only in legal and authorized ways. They should also refrain from falsification of records, attend class as required, and participate in the educational process without disrupting the orderly processes and functions of the University.

Diversity
The School of Journalism and Mass Communication (SJMC) fosters an environment of inclusivity and respect for diversity and multiculturalism. The SJMC educates students to embrace diversity and understand the root causes of discrimination, as well as social, ethnic, sexual, disability and gender-based exclusion. (SJMC Diversity Statement, Adopted 3/6/14)
Course Structure and Participation

How does it work -- Class members will be assigned to a team that will develop an advertising/public relations (integrated communications) campaign plan as the major portion of the course. Clients are assigned to student teams, and the instructor will hold several individual team meetings throughout the semester to ensure proper guidance and direction in the campaign development process. Clients are expected to be present at our final class for campaign presentations and evaluations.

Attendance -- Because this class meets once a week and there are a number of variables in dealing with clients, it is imperative that you attend class. Class attendance is MANDATORY. Class participation, discussion, various presentations and peer evaluation will all be crucial portions of your grade. There may be an occasion or two when class meets at a different time than the regularly scheduled time. It is the responsibility of the team – not the professor or the client – to confirm dates and times well in advance to avoid schedule conflicts. If a time other than regular class is necessary, it is the responsibility of the team to gain the approval of the instructor before finalizing.

Dress and Demeanor -- At all client meetings and during your final presentation, you will be required to dress in formal business attire (more on this during class). Please keep the creativity for your work, and remain conservative in how you dress when meeting with clients.

Confidentiality -- Because we are dealing with “real world” clients who will provide proprietary information to you, many of the discussions in class and materials provided relate directly to client issues and challenges. As such, all that is discussed as part of the class as well as with your teams shall be kept confidential.

Individual Performance --
You’ll be expected to “grade” teammates through a “peer evaluation” process. You are also expected to keep an informal “log” of your activities, both as a back-up to your contribution to the team and the campaign, and to assist the instructor in judging your level of participation. (NOTE: These logs may be requested for audit at any time, although they won’t be officially due until the day of your final presentation; obviously, it would be wise to keep them up-to-date.) Your overall work on the campaign, your team’s final presentation to your clients and the class, and the final Campaign Book will form the majority of your semester grade (see “Grading” section).

Team Meetings & Structure

Because a major part of this course involves working on an actual campaign, team participation and attitudes toward team members will be evaluated. A professional attitude means doing your share of the assignments on time, deporting yourself in class and in team meetings in an appropriate professional manner, attending all scheduled meetings (or working out attendance problems with team mates and the instructor in advance), working out disagreements in a professional manner, and expressing collegiality.

Some team members may have difficulty meeting outside of class due to work schedules, school or other obligations. Therefore, portions of most classes will be set aside for such meetings; however, there should be no excuse for all team members not to be able to meet at least once a week. To excel in this class, you must require regular team meetings and cooperation among team members.
Departmental Writing Policy: Campaigns

Good writing is vital to a career in integrated communications, regardless of whether you’re specializing in public relations or advertising. Thus, all papers, reports, and tests written outside of the classroom — regardless of length — will first be graded for content. Following that, the paper will be reviewed for writing. While the first two “errors” will not impact the grade, any paper containing 3-5 errors will automatically lose 10 points (based on 100), any paper containing 6-8 errors will automatically lose 20 points (based on 100), any paper containing 9-11 errors will automatically lose 30 points (based on 100), etc. Again, please consult the document included titled “What is an Error?”

The Final Presentation

On the day designated by the instructor, the campaign team will make a formal, 30-minute presentation to the client, the instructor, and several members of the faculty and “outside” judges. No visitors are allowed unless approved in advance by the instructor. Please note that in sections with six campaign teams, you will be required to begin earlier than the formal start of class or extend class beyond the regular end time to accommodate all presentations.

You are required to sit through ALL presentations. You will have exactly 30 minutes to set up, give your presentation, take questions, and tear down. Because it is critical to maintain a rigid schedule, you are urged to prepare in advance, including thinking of back-up needs should technical difficulties occur. Your presentation grade is dependent on your performance that day. The group is expected to be professionally dress and prepared for any technical difficulties that might occur. Late arrivals will result in a reduction of your presentation grade. If an “outside” person assists with the presentation (running computers, for example) their dress and demeanor must reflect the team’s standards.

Grading

Plan/campaign book (50%); final campaign presentation (25%); peer evaluation (25%); Peer contributions and overall teamwork are ESSENTIAL to your final grade. The instructor will use peer evaluations as a guide to adjust individual grades for those students who visibly have done less work than the rest of the team.

Review of Campaign Books

Teams are highly encouraged to review previous campaign books EARLY in the semester to get a feel for the high standards of professional work typically expected in the class, as well as how other students have organized their campaign books.
The Campaign

Depending upon the number of students enrolled, the class will be divided into teams of five to seven people, each group simulating a full-service agency responsible for developing a complete integrated advertising/public relations campaign for an actual organization. Generally, each agency will encompass all of the positions discussed below (it’s possible that some people in smaller groups may need to assume more than one responsibility, depending on client needs and the particular campaign). Team make-up, position assignments, campaign choices and other details will be discussed as the course progresses.

“Traditional” team positions and general responsibilities:

1. **Account Executive**
   Responsible for overall performance of the group. Must be aware of all aspects of the campaign, and assure all members of the team are fulfilling their responsibilities. Responsible for organizing and writing the executive summary and situation analysis. The account executive is the primary contact between team members and the client, and he/she decides who makes interim reports and oversees the final campaign presentation. (Note: Account executives will be required to meet with the instructor outside of class on scheduled times during the semester and/or to maintain ongoing communications with the professor. Expect to spend extra time managing your team).

2. **Public Relations Director**
   Directs public communications strategies; works with account executive to plan programs of mutual understanding between client and various publics. Also directs and/or performs media relations duties, oversees and/or directs written communications, such as news releases, public service announcements, newsletters, speeches, etc. Works with the Ad Copy Director in the review of all written work, specifically the final written book.

3. **Research Director**
   Responsible for secondary and primary research, using focus groups, interviews, surveys or other techniques necessary to determine target markets, attitudes and opinions. Integral to proper direction of the campaign. Also responsible for evaluation section of the campaign book, including copy testing and other research methods. Research director also elicits assistance from other team members in fielding research.

4. **Ad Copy Director**
   Responsible for all advertising copy including style, content, grammar, etc. Works with public relations director on written communications; works with research director, art director and the account executive on formulating creative strategy. Responsible, along with the Public Relations Director, for the review of all written work, specifically the final written book.

5. **Art Director**
   Responsible for all art, including visuals for all presentations, specifically the final presentation, and the design and layout of campaign book. Works with copy director on creation of ads and/or story boards for media selected. Also responsible for selecting layout and type style for audio-visuals, ad headlines, body copy and the campaign book.

6. **Media Director**
   Develops the media strategy, including selecting major media for the campaign and determining reach, frequency and continuity. Close liaison with art director and sales promotion director in creating “media flow chart” to correlate with strategic dates for sales and other promotional aspects of the campaign. [NOTE: This position may be combined with one of the other positions previously mentioned, depending upon team size and campaign requirements.]
7. **Sales Promotion Director**

Responsible for writing sales promotion objectives, selecting forms of promotion to be used and determines strategic and tactical executive details. Works closely with account executive on marketing strategies. Makes decision on forms of consumer and/or trade promotions. [NOTE: This position may be combined with one of the other positions previously mentioned, depending upon team size and campaign requirements.]

**Submission of Final Campaign Book and Presentation**

The final campaign book and presentation are due in hard copy and digital form on the day designated by the instructor, along with logs and peer evaluations.

One hard copy must be submitted for the client, one rough hard copy for the instructor to grade. Finally, the campaign book and presentation must be submitted on 2 DVDs. The DVDs must contain:

1. The campaign book with appendices
2. Any creative samples, such as press kit materials, ads, artwork, etc. and
3. The Power Point presentation (if one was completed).

If an error is discovered after the campaign is printed but before the presentation, a neatly made correction on all three copies is acceptable. Three or more corrections on the final copies will result in a loss of points.

**Suggestions for Structuring the Campaigns Book**

There is no “right” way to organize and assemble your plan book. However, it is critical to make sure that all of the information you gathered, the analysis you did, and the conclusions/recommendations you are making are presented in a logical manner.

Your campaign book both tells a story and makes a case. You might know something, but if it isn’t down on paper or presented in a logical manner, your client won’t know it. In other words, you won’t make your case. Likewise, all assertions in your book MUST be attributed – if they are not, your book will read like the opinion page of *The Miami Herald*, instead of the factual analysis and decision-making tool it should be.

Of utmost importance is to give credit and attribution whenever you “borrow” ideas or material from others. Please remember that committing plagiarism will have serious implications.

With that in mind, below are all of the sections and subsections a typical book includes. The major “sections” of the book are in bold.

1. **Title Page**

2. **Author Page/acknowledgements**

3. **Table of Contents**

4. **Executive Summary** - A short abstract of the entire plan, describing the process undertaken to conduct the study and brief reference to select recommendations; usually the last item to be prepared, but the first item in the book.
8. **Executive Summary** - A short abstract of the entire plan, describing the process undertaken to conduct the study and brief reference to select recommendations; usually the last item to be prepared, but the first item in the book.

**Research Section**

**Problem Statement** - Describes, as succinctly as possible, the problem facing the client, not necessarily what the client wants you to accomplish.

9. **Situation Analysis** - Contains data and information to illustrate the problem and the client overview of the current situation. Includes “benchmarks” relevant to the company or industry. Typically includes:

   **Secondary Research:**
   - Objectives (what did we want to find out?) and Methodology (how, where, when, and who did we consult to find it out)
   - Company analysis (history, mission, vision, values, organization, IMC resources)
   - Product, brand, and/or service analysis (history, description, growth, historical sales, volumes)
   - Analysis of existing markets/buyer behavior/current consumer evaluation (demographics, geodemographics, psychographics, seasonality)
   - Competitive analysis (competitive sales, competitive media)
   - Pricing analysis
   - Analysis of past marketing and communications efforts
   - Market and environmental analysis
   - Other information gathered in secondary research

   **Primary Research:**
   - Objectives (what did we want to find out?) and Methodology (how, where, when, and who did we consult to find it out)
   - Research findings, observations, and implications
   - Other primary research findings and implications

**SWOT** (summarizes internal strengths and weaknesses of the company, product or service, and external opportunities and threats facing the organization, the industry, and/or the environment.)

NOTE: The findings and SWOT form the basis for justifying the recommendations to be presented in the next sections.

*A note about the research:* Be sure to use secondary and primary research. Include research objectives, methodologies, and key findings in chart or graph form with narrative explanations of implications. Footnote all data, listing sources at the end of the campaign book. (Relevant data/information from secondary research and full data from primary research can be included in the appendix.)
Strategy Section
10. **Target Market Profile** - Demographic and geographic, listed and described in detail
11. **Marketing Goal** - Listed and explained (these may already exist within the company; if not, establish with your client early in the semester). What is the desired outcome the company hopes to achieve?
12. **IMC Objectives** - Listed and explained and must directly relate to marketing goal (s). What must the communications campaign achieve with each target market to accomplish the program goal? What can IMC really do to achieve the marketing goals?
13. **IMC Strategies** - What specifically must be delivered or achieved and using what means? Include narrative on what message content must be communicated in order to achieve the outcomes stated in the objectives
   - “WIIFM” or unique sales proposition
   - Image and reputation messages
   - Creative brief must be presented and described (include message strategies such as product or service messages)

Integrated Marketing Communications Tactics Section
14. **Advertising/Public Relations/Sales Promotion, Merchandising and Point of Sale/Direct Marketing/Event Marketing Recommendations** - Include objectives, creative strategy, all advertising media to be used, all public relations tactics to be deployed, all sales promotion tactics to be carried out including but not limited to special events, exhibitions, and trade shows. Include one or more fully executed samples, as applicable, for each discipline used, including but not limited to, direct mail cards and collateral. For example:

   **Strategy #1**
   - Advertising tactics
   - PR tactics
   - Sales promotion, merchandising and point-of-purchase tactics
   - Direct marketing tactics
   - Event marketing tactics
   - Other tactical recommendations – sponsorships, partnerships, personal selling, viral marketing, packaging, word-of-mouth, etc.

Implementation Section
15. **Budget** - All projected campaign costs to be included here, including agency fees.
16. **Implementation Schedule** - Include a week-by-week or month-by-month schedule of ALL advertising, public relations and sales promotion strategies for the length of the campaign.
17. **Human Resource Considerations**

Evaluation Section
18. **Evaluation** --
   - Preparation, implementation, impact evaluations
   - Methods, pre/post testing, concept testing, costs.

Appendix Section
19. Appendices, footnotes, research, survey questionnaire, summary of responses/data collection, and all other relevant supporting material
Please note that in addition to the content specified above, your campaign book must be packaged in a logical, readable and attractive manner. It should list the names and titles of team members, and it should be sectioned and bound in a manner that makes it easy to find individual parts of your plan. Extra credit will not be given for excessive packaging.
# Course Schedule

(Assignments and readings are subject to change)

## PHASE I: Getting to Know You and Your Client

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Assignments/Readings/Notes</th>
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<tbody>
<tr>
<td>Jan. 8</td>
<td><strong>Introduction to the course and team application</strong></td>
<td>• Applications due by 3 p.m., Tues Aug. 27th</td>
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<td></td>
<td>Review of the syllabus, reading package and course requirements; forms for class; team selection and applying for jobs; choosing clients. Review of broad IMC concepts; marketing communications theory and process; what is integrated marketing communications?</td>
<td>• Groups compiled in class</td>
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<tr>
<td>Jan. 15</td>
<td>Martin Luther King Day – No class</td>
<td>• Discuss Research</td>
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<tr>
<td>Jan. 22</td>
<td>Research – the starting point Working in teams</td>
<td>• Assign clients</td>
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<td>What is a “team?” Why work in teams? What makes a successful team? Critical skills for individual team members; team organization and process; scheduling team meetings; reporting progress; solving disputes; best practices</td>
<td>• Team meetings</td>
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<tr>
<td>Jan. 29</td>
<td>Overview: campaign planning process</td>
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<td>Campaign planning model and campaign outline; similarities and differences in strategic planning, marketing planning, PR planning processes; Ries’ “laws” of branding</td>
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## PHASE II: Preparing and Conducting the Research

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignments/Readings/Notes</th>
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<tbody>
<tr>
<td>Feb 5</td>
<td><strong>Teams. Problem Statement and Situation Analysis</strong></td>
<td>• Confirm final presentation date with client Team meetings</td>
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<td></td>
<td>Company analysis, competitive analysis, consumer analysis, market analysis, product/brand analysis, SWOT. <strong>Research: measurement and evaluation</strong> Secondary research, primary research, impact on budget, findings and implications, how they guide strategy and goal-setting; assessing results; making changes</td>
<td>•</td>
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<tr>
<td>Feb 12</td>
<td><strong>Teams.</strong> Problem statement, situation analysis and research findings</td>
<td>• Set up mtg. with client to present preliminary problem statement, situation analysis and research findings. • Instructor to schedule individual team mtgs. for next class</td>
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<td>The written portion of this material is also due at time of presentation.</td>
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<tr>
<td>Feb 19</td>
<td><strong>Teams.</strong> Discussion of client situation/challenges, problem statement/situation analysis/research findings, guidance and next steps.</td>
<td>• Come prepared • Mid-semester peer evaluations distributed</td>
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**Course Schedule**

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### PHASE III: Developing the Strategies and Tactics

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignments/Readings/Notes</th>
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<tbody>
<tr>
<td>Feb. 26</td>
<td><strong>Campaign Strategy</strong></td>
<td>▪ Mid-semester peer evaluations due</td>
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<tr>
<td></td>
<td>Target market profiles (demographics, rationales, etc.); marketing goals; IMC objectives (expressed in behavioral and operational terms) and strategies; WIIFM and unique selling proposition; image and reputation messages</td>
<td><em>Team meetings</em></td>
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<td><em>March 4 is the last day to drop with a DR grade</em></td>
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<tr>
<td>Mar. 5</td>
<td><strong>Campaign Tactics</strong></td>
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<td>Discussion on brainstorming and idea generation; internal and external components: advertising, creative briefs, creative and media recommendations, publicity, sales promotion techniques, event marketing, etc.</td>
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<tr>
<td>Mar 12</td>
<td><strong>Spring Break – No class</strong></td>
<td>▪</td>
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<tr>
<td>Mar. 19</td>
<td><strong>Individual team meetings w/ instructor</strong></td>
<td>▪ Come prepared</td>
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<td>Discussion of client situation/challenges, strategies and tactics, client discussion, guidance and next steps.</td>
<td>▪ Last day to drop a course with a DR grade – Oct 31</td>
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### PHASE IV: Finalizing and Presenting the Campaign

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<th>Date</th>
<th>Topic</th>
<th>Assignments/Readings/Notes</th>
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<tr>
<td>Mar. 26</td>
<td><strong>The campaign presentation</strong></td>
<td>▪ Confirm final presentation date, place, and time with client</td>
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<td>Techniques and ground rules; content and presentation, dress and demeanor, “making the sale.”</td>
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<td><strong>Packaging the Plans Book</strong></td>
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<td>Organizing and presenting the book. How much detail? Characteristics of effective charts and graphs; implementation schedules and budgets</td>
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<td>April 2</td>
<td><strong>Individual team meetings w/ instructor</strong></td>
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<tr>
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<td>Discussion of team presentations, the campaign book, creative recommendations, creative strategy strategies and tactics, message or concept communication, media recommendations, client discussion, guidance and next steps.</td>
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<tr>
<td>April 9</td>
<td><strong>The campaign presentation</strong></td>
<td>▪ Come prepared</td>
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<td></td>
<td>Techniques and ground rules; content and presentation, dress and demeanor, “making the sale.”</td>
<td>▪ Final peer evaluations distributed</td>
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<td>April 16</td>
<td><strong>Dress Rehearsals</strong></td>
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<td></td>
<td>Final presentation delivery dry-run; general feedback on presentation content, message and concept communication</td>
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<tr>
<td>April 23</td>
<td><strong>FINAL CLIENT PRESENTATIONS</strong></td>
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<td>Campaign books and peer evaluations due</td>
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Application for Specific Position on Campaign Teams
(You MUST attach an unofficial transcript AND resumé)

EMAIL to: xjarossr@fiu.edu

APPLICATION AND REQUIRED INFO. IS DUE
BY 3 p.m., Monday Jan. 8

Name ____________________________________________

Major __________________________________________

Desired Field of Work ______________________________

Desired client #1 _________________________________

Desired client #2 _________________________________

Desired Positions on Campaign Team

First choice ______________________________________

Second choice ____________________________________

Please write your answers concisely enough so that they are contained within this page.

What qualifies you for these positions?

How do you plan to contribute to your team?

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