# North Park University Integrated Marketing Communications Executions BSE 3624

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Professor: Crendalyn (McMath) Fitzgerald

*Phone:* 773/244-5719

Email: <a href="mailto:cmcmath@nortpark.edu">cmcmath@nortpark.edu</a>,

Professor Fitzgerald is available Mondays 10-2, and Tuesdays and Thursdays 1:30-2:00.

*Required Texts:* Contemporary Advertising and Integrated Marketing Communications, 13<sup>th</sup> Edition, Arens, Weingold and Arens, 2011., McGraw Hill

Highly Recommended: The Copy Workshop Workbook, 4<sup>th</sup> Edition, Bruce Bendinger, 2009 (ISBN # 978-1-887229-39-5)

Recommended Reading: Ad Age, Promo, marketingpower.com (online) Crain's Chicago Business, Fortune, Time, and Business Week

Expenses: Given the projects in the course, students might expect additional expenses of \$100 to \$150 for art supplies, materials, portfolio, etc. Students are also strongly encouraged to attend the Chicago Advertising Federation Career Fair, which costs \$75.

<u>Course Description</u> Advanced study of the creative advertising process, both theoretical and practical. The development of creative strategies for products and services, demonstration of copy platforms, review of various execution approaches, and instruction in writing skills needed for the development of headlines, subhead, body copy and scripts. Advertisements, including rough layouts and storyboards, are crafted. Students develop and prepare creative portfolios in preparation for entering the creative areas of the advertising industry.

Prerequisites: ART 2080, BSE 1010, BSE 2610, BSE 3620.

**Course Objectives**: This is an intensive, capstone course. Students are expected to invest significant time, effort, and creativity in order to be successful. The student who completes this course should be able to:

- Understand and apply the overall process of strategy development
- Understand how consumer insight and branding affect the tone, voice and content of advertisements
- Understand the difference between an idea and a tactic
- Understand how to effectively develop a creative strategy statement
- Apply creative strategy and message development to various advertising media
- Understand the roles of copywriters and art directors at an advertising agency and corporate communication department
- Interact with advertising and marketing professionals

- Create an advertising portfolio in preparation for a career in advertising
- Understand the concept of an integrated marketing communication plan, including the interrelationships among such elements as advertising, promotion, public relations, direct marketing and internet marketing.
- Understand and apply creative strategy and message development
- Prepare for a career in IMC

### Class Format:

This class utilizes lectures, class discussion, guest speakers, team activities and projects, and assignments. Students are expected to be prepared and to participate.

### Attendance Policy:

This course is dependent upon student involvement. Students are therefore expected to attend every class, on time. If you are going to be late or absent, please notify me **prior to class**. Be advised that poor attendance can affect your grade adversely

### *Grading Policy:*

A variety of assignments (as outlined below) will be used to determine a student's final grade. Students are expected to submit assignments on the assigned due dates. All written assignments are to be typed. Written assignment will be evaluated on content and grammar. Late assignments will be lowered one letter grade (or 10%.), and must be turned in by the following class meeting. There is no makeup for presentations.

Graded Assignments Super Bowl Analysis Assignment	<b>Points</b> 50	
Best New Ad Project	100	
Career Development Projects		
Advertising Professional Interview	20	1/31
Traditional Resume & Creative Resume	20	2/2
<ul> <li>Cover Letter</li> </ul>	10	2/2
• Career Aspiration Statement	10	2/2
Advertising Campaign (Group) Presentation	100	
Portfolio	100	TBD
Class participation	40	Ongoing
CAF Career Day (Extra Credit) Total	TBD <b>450</b>	

### **Super Bowl Analysis**

The Super Bowl is traditionally considered the showcase of television commercials. This year it Sunday,\_\_\_\_\_. Your assignment is to watch the Super Bowl, preferably with others, and analyze five commercials (good and bad). I am looking for analysis in terms of the following, not merely "yes" or "no" responses.

- Creativity: Is it very different from other commercials you have seen in the past? What makes it creative?
- Captivating: Did it break through the clutter? Did you and others want to watch it? What kind of discussion did it generate from the people who watched it with you? How did others react to it?
- Connection: How appropriate was the commercial for the product/service's intended target market?
- Commerce: Do you think the spot will influence people to buy the product?

#### Portfolio

We will discuss the portfolio assignment in greater detail during the course. However students will create a paper portfolio **and** an electronic portfolio. Students much purchase a standard portfolio case. The electronic portfolio will be used during portfolio presentations the last weeks of class.

The portfolio will include:

- Advertising/marketing resume
- Career aspiration statement/cover letter
- Best New Ad Creative Brief and Print Ad
- Executions (Can use work from Group Assignment)
  - o Print ad sample (s)
  - Radio commercial script required and recording. The link should be provided in portfolio case. The actual ad should be included in the electronic portfolio.
  - o TV commercial storyboard or rough animatic required and videotape commercial and post it to you tube.
  - o Billboard
  - Customer Newsletter (paper or electronic)
  - o Direct mail piece
  - o Poster promoting a local event
  - Press release
- Please notify modifications to portfolio might occur during the course

I expect students to create original work for this class. However, you can add previously created work (in addition to work created during this course) to your portfolio. The portfolio should illustrate your creativity and point of view.

# Chicago Advertising Federation Career Day (STRONGLY RECOMMENDED) Extra Credit

Chicago Advertising Federation's (CAF) **2011 Career Day**, taking place \_\_\_\_\_. It gives students and career changers an insider's look at the advertising industry while providing an opportunity for them to get a leg up finding a job in their chosen field during these tough

economic times. The cost is \$75. More detailed information can be found at http://www.chicagoadfed.org/i4a/pages/index.cfm?pageid=3358

### **Best New Ad**

Best New Ad, Ltd. partners with college professors interested in assigning "real world" advertising projects to their students. Through their website students are challenged to create the 'best new ad' for video, audio, and print assignments. The student/student team with the winning ad for each category is awarded a prize by the sponsoring company.

### Criteria for assessing class participation

We have a lot to cover in a very short time, so attendance is expected and will be considered in assigning the class participation grade. On time attendance is the starting point for the participation grade but additionally, a subjective judgment of the quality of your inputs to each class discussion will be made by the professor after each class. I do, however, recognize that the exigencies of health and other emergencies occasionally preclude attendance and will make allowances for these if you explain them to me. I will begin classes on time and expect all students to be there ready to go to work. Those who are late will have their participation grade reduced accordingly. **Text messaging, using lap tops, and other electronic media for non class purposes is prohibited; and will adversely affect your grade. It is the equivalent of being absent.** 

- A/A- Contributes in a significant way to the classroom discussion by regularly adding own insight, integrating with or relating concepts to real-world applications, other topics in this and other business classes, and draws relevant and appropriate observations from readings and assignments.
- B/B- Active participation, may answer only when called on, but demonstrates good understanding of concepts and application of the material to real-world situations.
- C/C- Minimal participation. Answers only when called upon with little understanding of material.
- D/D- Present but does not involve oneself in class session. Answers with little more than "I don't know."
- F Absent

# Criteria for grading written assignments

All written work is expected to be typed, double-spaced with 1" margins, and proofread. Write your name on the back of the last page

Criteria for grading written assignment is as follows:

A/A- Well written with very few errors (spelling, sentence fragments, unclear sentences, etc.). Excellent analysis and well-supported conclusions. Demonstrates complex understanding of topics and integrates concepts covered throughout the course. Answers are fully and clearly responsive to questions asked.

- B/B- Moderately well-written with few errors. Good analysis and well-supported conclusions. Demonstrates solid understanding of concepts and answers are responsive to questions asked.
- C/C- Content may show average/below average understanding of material or lack of effort in completing assignment. Inadequate support of conclusions. Answers may not fully address questions asked.
- D/D- Poor overall effort with respect to comprehension of material, analysis, grammatical errors, and responsiveness to questions asked.
- F Work not submitted or of extreme inferior quality.

## **Academic Honesty:**

In keeping with our Christian heritage and commitment, North Park University and the School of Business and Nonprofit Management are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

- 1. Plagiarism the use of another's work as one's own without giving credit to the individual. This includes using materials from the Internet.
- 2. Copying another's answers on an examination.
- 3. Deliberately allowing another to copy one's answers or work.
- 4. Signing an attendance roster for another who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well.

For further information on this subject you may refer to the Academic Dishonesty section of the University's online catalog.

In conclusion, it is our mission to prepare each student for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

### **Students with Disabilities:**

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact your program's office (Business: 773-244-6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: <a href="http://www.northpark.edu/ada">http://www.northpark.edu/ada</a>