Course Description

Attendance Requirements & Procedures
Attendance will be managed and recorded by Arkaive Presence. Students will be asked to check in to the course using any of their mobile devices, including smartphones, tablets, and laptops. Students will be able to check and keep track of their attendance throughout the semester. Please visit arkaive.com to sign up and follow our step-by-step instructions. For any questions and troubleshooting issues, contact support@arkaive.com.

This course is dedicated to participating in the American Advertising Federation’s (AAF’s) National Student Advertising Competition (NSAC). NSAC is the premier undergraduate student advertising competition and provides students with an intense, hands-on advertising experience. NSAC is an exclusive program for AAF college chapter members; therefore as part of the course format, we also function as the AAF chapter for USC. Our client this year is the Mary Kay. The objective of the campaign is to position and build the Mary Kay brand to young women, 18-25. It’s an exciting opportunity to build a new segment of business for the company and drive its future growth. Full case details are provided separately on Blackboard.

This course is designed to help bring skills learned in previous marketing classes to life by forming our own marketing agency and completing an integrated marketing communication plan for a real corporate client based on the client’s objectives/budget. It is a Marketing Internship in the context of a class and is a resume builder. Therefore, we will research, develop, create and pitch a full communications program in the required forms of a Plans Book and a formal 20 minute pitch presentation. As real world as it gets!!

Learning Objectives
The course will provide you with the skills and knowledge to:

1. Create and develop an IMC Plan based on Client Objectives.
2. Effectively work within and understand the roles of an “agency” structure.
3. Comprehend the “Big Picture” of how a marketing campaign is completed.
4. Appreciate the role of the client and their partners (AAF) in all aspects of the campaign.
5. Creatively work within any parameters from the client, consumer and AAF.

The Marshall School of Business Learning Objectives aligned with the course are:

- Students will gain factual, conceptual, procedural, and metacognitive knowledge in developing a real world, professional integrated marketing communication plan for a client.
- Students will apply theories, models, and frameworks to develop a creative strategy and creative campaign concepts.
- Students will have knowledge of the role of the legal, competitor, and consumer environments for the client and channel partners.
- Students will gather, categorize, analyze, interpret, and evaluate relevant qualitative and quantitative information to build the campaign and strategy.
• Students will critically question problems, competing priorities and points of view in situations characterized by ambiguity and/or uncertainty related to developing a realistic IMC plan.
• Students will demonstrate the ability to be creative and innovative thought-leaders.
• Students will conduct research using a broad range of sources, synthesizing and judging the quality of collected information and support their points of view logically and persuasively.
• Students will write effectively in professional contexts and in all common business formats.
• Students will create and deliver context specific presentations and/or lead meetings individually or collaboratively.

Required Materials
1. 2015 NSAC Case Study (posted to Blackboard)
2. Access to Blackboard
3. National AAF Student Dues of $35
4. AAF Membership Application Form, Student Conduct Form
5. Nominal fee for campaign attire ($30 or less).
6. Additional NSAC case competition materials required.
7. Additional creative software may be required to complete class assignments

On-line Sources:
1. Crocker Business Library Databases
2. Access to an on-line survey tool for research called Qualtrics. The domain name is http://uscmarshall.qualtrics.com. Further information will be given in class.
3. NSAC Research Partners, in which the AAF provides us special access to:

Ad-ology Research
Ad-ology Research provides valuable research, forecasts, analysis and insights for over 440 industry categories, enabling strategic advertisers and marketers to make the best decisions for the growth of their business.

Experian Simmons Consumer Research
Experian Simmons has provided data from its Simmons 2012 National Consumer Survey for use throughout the 2014 National Student Advertising Competition. Competitors will use the Experian Simmons OneView online platform to access the data.

Kantar Media SRDS
Advertising Rate and Media Search Engine Provider for the American Advertising Federation's National Student Advertising Competition

The Nielsen Company
The Nielsen Company, the leading provider of television audience measurement and related services in the world, will provide statistical data for use in the 2011 National Student Advertising Competition.

NSAC Policies & Ethics:
All students are required to know and follow the NSAC Policies & Procedures, which they will be given a copy of. This is a course requirement and failure to follow the competition rules and ethics will have appropriate consequences.

As part of the NSAC competition rules, we CAN NOT seek advice, ideas critique or services from any professional contacts not working at USC and any one that has completed their USC undergraduate degree that is not in the class (matriculated students are also not allowed to be a presenter). We ARE ALLOWED to seek research from agencies and media companies to understand the audience and/or product.

Prerequisites and/or Recommended Preparation:
MKT 405 or JOUR 340

Course Notes:
All class information and class slides will be posted to Blackboard, however this isn’t always before class since the campaign is being developed in class as well.
Grading Policies:
Final grades represent how you perform in the class relative to other students. Your grade will not be based on a mandated target or curve, but on your performance. Historically, the average grade for this class is about a B+. These factors are also considered when assigning final grades:
1. Your average weighted score as a percentage of the available points for all assignments (the points you receive divided by the number of points possible).
2. The overall average percentage score and ranking within the class.

Assignments and Grading Detail:

<table>
<thead>
<tr>
<th>Individual Total</th>
<th>50%</th>
<th>500 Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation, including AAF/NSAC Requirements</td>
<td>10%</td>
<td>100 Points</td>
</tr>
<tr>
<td>Case Quiz</td>
<td>10%</td>
<td>100 Points</td>
</tr>
<tr>
<td>Individual Contributions to Key Milestones</td>
<td>30%</td>
<td>300 Points</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Group/Individual Total</th>
<th>50%</th>
<th>500 Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research, Brainstorming &amp; Strategy Milestone Assignments</td>
<td>10%</td>
<td>100 Points</td>
</tr>
<tr>
<td>Campaign Development and Pitch/Plans Book Milestone Assignments</td>
<td>20%</td>
<td>200 Points</td>
</tr>
<tr>
<td>Campaign Pitch Presentation Milestone Assignments</td>
<td>20%</td>
<td>200 Points</td>
</tr>
<tr>
<td>Course Total</td>
<td>100%</td>
<td>1000 Points</td>
</tr>
</tbody>
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Assignment Submission Policy:
Guidelines for ALL Assignments:
1. All assignments need to be typed and professional looking—something you would be proud to show to an employer.
2. Individual and team assignments are due on the date assigned, before class begins. A 30% penalty applies to any late assignments.
3. Assignments are due in hard copy and ecopy form.
4. If you are sick, you need to email me your assignment before class starts to receive full credit and bring a hard copy of the assignment to the next class, if applicable.
5. An unexcused, late assignment exceeding 3 days will not be accepted.

Agency Milestones, Structure and Roles:
This will be presented in class along with an Agency Department Application. You will need to complete the application and submit your resume or portfolio by class #2.

Religious Holidays
Religious Holidays and associated travel plans are well known in advance. If you require accommodations due to conflict with a religious holiday, I expect you to notify me at least 7 days in advance. Failure to follow this policy will result in stated penalties noted above.

Assignment Overview—Individual Assignments = 50%:
Class Participation and Promptness = 10%
- Because each class is an agency meeting, it is mandatory to attend class regularly to participate in the campaign process and to support your Department. Participation will be measured for EACH AND EVERY FORMAL CLASS during the semester and all agency working sessions. You will be graded based your total % of participation during the semester.
- There aren’t any excused absences, unless school sponsored events such as course field trips, NCAA events, or scholarly competitions demand it. Although I understand the priority of being employed, job interviews are not excused absences because they can be scheduled during your free time. BEFORE you are absent, submit exceptions to me in writing from the relevant University authority. Exceptions are only approved by me and worth 50% credit for a maximum of 2 class absences.
- Before class begins, each student must sign in on the participation sheet to receive credit for the class. Those students arriving after I start class will earn 50% credit and sign in on a late roster.
- Missing any NSAC requirement by the class deadline counts as a class absence.
• You are responsible for everything due or communicated in class on that day whether you attend or not.
• Your class participation will also impact your performance for each team milestone and be evaluated as part of the peer evaluation process.

Quiz on the Case and the Competition Rules= 10%
To insure all students read and understand the key parts of the case and competition, an objective quiz will be given in the final portion of a class.

Quiz Make-up Policy:
• Make-up quizzes are penalized 30% and must be re-scheduled within 24 hours of the missed exam date (except for documented medical emergencies). A student will be considered taking a late quiz if he/she begins the exam after the first student has completed an exam at the scheduled time.

Individual Contributions to Key Milestones = 30%
Each student will be required to track, summarize, and provide samples of his/her individual contributions for each key milestone. Students will earn a grade based on the quantity, quality and impact of their individual contributions.

Individual Contributions to Department Key Milestones: (30%)
   A. Research, Campaign Brainstorming & Strategy (5%)
   B. Campaign Development and Pitch/Plans Book (15%)
   C. Campaign Pitch Presentation (10%)

District Competition Attendance:
Attendance and support at the NSAC District Competition is REQUIRED for all students, even if it conflicts with other classes or your work schedule. The District Competition is a critical part of the class experience, as it provides constructive feedback from advertising industry professionals and creates awareness for the competitive nature of the industry. Those not attending will be penalized 20% for your Individual contributions to the Campaign Pitch Milestone.

ASSIGNMENT OVERVIEW--GROUP PROJECTS= 50%
Team Protocol and Agency Department Key Milestones:
A. Research, Campaign Brainstorming & Strategy (10%)
B. Campaign Development and Pitch/Plans Book (20%)
C. Campaign Pitch Presentation (20%)

Accountability and the Team Work Evaluation Process= Impact varies for each milestone
• A Peer Evaluation process occurs after each agency milestone and determines the percentage of the team’s project grade you receive based on your individual performance with the team. The process is put into place to insure all members are contributing fairly and consistently throughout the group projects and to learn how to best perform within a team environment.
• You must earn the possible points from your team members based on the consensus of each group member’s evaluation and the percentage you earn will be an average of your team’s evaluations.
• Peer evaluations are standardized and required from each student after a milestone.
• Late penalties do apply. For each day your evaluation is late, 1% is subtracted from your team grade.
• Peer evaluations will be accepted up to 7 days after the deadline. After this time, they will be considered incomplete and you will automatically lose credit for 15% of your team grade.
• Any issues with peer evaluation grading need to be communicated to me within 3 days of receiving your grade.
Team Protocol
To insure each team is functional, the following guidelines apply.

Agency Team Director Role
- Each team is required to have a Director with prior college level directorship experience. The Director is automatically appointed the team’s leader.
- The Directors can self-nominate themselves, but are interviewed and selected by the Professor. Directors can also be appointed by the Professor.
- To insure Directors meet the team’s expectations, Directors are graded identically in the Individual Peer Evaluation Process.

Agency Team Director Role continued
- To reward Directors for their extra responsibilities, Directors will receive an extra (+5%) added to their grades for each milestone (not to exceed 100%). This reward is revoked per milestone if there are any negative peer evaluations for the Director.
- Directors have the privilege of using the title of “Director of (Agency Department)” on their resumes.

Director responsibilities include:
1. Developing and choosing a diverse team.
2. Maximizing the team’s and agency’s performance for each project. This requires:
   - Leveraging each member’s strengths
   - Allowing for a fair allocation of work
   - Motivating the team
   - Fostering a professional, productive, and open team environment
   - Scheduling team meetings to be inclusive of team members and insuring work is well organized
   - Meeting with the AC’s and other Directors, as needed, to complete each campaign milestone.
3. Assisting with the process of Trades, Reprimands and Firings.

Team Trades
Members (but not Brand Team Directors) of any team may negotiate a trade by the deadline indicated on the weekly schedule. Requesting a trade will have no effect on the evaluation of the person requesting one. A student requesting a trade to another team must:
- Submit his/her request in writing to each of the Team Directors (from/to) and the Professor.
- The request must indicate your substitute and have approval of the other student who is trading with you.
- The request must articulate the specific reason(s) why s/he is requesting the trade.
- All trades will be considered and approved/disapproved jointly by the Team Directors and the professor, however, a transfer does not need unanimous consent to be approved.

Lack of Performance Notice
- A minimum of 2 team members must FIRST communicate the need for performance improvement directly to the lagging team member, both verbally and via email. In addition, the Director and Professor need to be copied on the email.
- If there is no performance improvement in 1 week, then the team members may decide to issue a notice and will need to notify me.
- All notices must be approved by the Director (unless it applies to the Director) and the notice must be send by Professor.
- Receiving a notice results in a minimum of 10% grade impact for group project.
Firings
- Any brand team member that receives 2 notices during the course of the semester is automatically fired from a team.
- Anyone who is fired will receive zero credit for the group project and potentially fail the class.

Cross-Functionality
Because the campaign workload is difficult to evenly divide, you may be requested to assist other departments with their deliverables. If so, please note these on your accomplishments form. Remember, we all succeed or fail as one agency and this is part of the learning experience.

Evaluation of Your Work:
You may regard each of your assignments as an “exam” in which you apply what you’ve learned according to the assignment. I will do my best to make my expectations for the various assignments clear and to evaluate them as fairly and objectively as I can. If you feel that an error has occurred in the grading of any assignment, you may, within one week of the date the assignment is returned to you, write me a memo in which you request that I re-evaluate the assignment. Attach the original assignment to the memo and explain fully and carefully why you think the assignment should be re-graded. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative.

Professor/Student Interaction
If at any time during the course you have questions regarding the preparation of assignments or other course-related issues, please do not hesitate to contact me by telephone, e-mail or in person to arrange a mutually convenient time to meet. I will have office hours which will be provided at the first class session.

My goal is to use my knowledge of marketing communications, advertising and internet marketing as a platform for learning and building your expertise in these areas. We will work together in an environment of open discussion, shared experiences and learning. Additionally I will give you as much feedback as you would like to help you become better IMC marketers and achieve your personal objectives for this course.

MARSHALL GUIDELINES

Add/Drop Process
If you are absent six or more times prior to April 12 (the last day to withdraw from a course with a grade of “W”), I may ask you to withdraw from the class by that date. These policies maintain professionalism and ensure a system that is fair to all students.

Retention of Graded Coursework
Final exams and all other graded work which affect the course grade will be retained for one year after the end of the course if the graded work has not been returned to the student (i.e., if I returned a graded paper to you, it is your responsibility to file it, not mine).

Technology Policy
Laptop and Internet usage is not permitted during academic or professional sessions unless otherwise stated by the respective professor and/or staff. Use of other personal communication devices, such as cell phones, is considered unprofessional and is not permitted during academic or professional sessions. ANY e-devices (cell phones, PDAs, I-Phones, Blackberries, other texting devices, laptops, I-pods) must be completely turned off during class time. Upon request, you must comply and put your device on the table in off mode and FACE DOWN. You might also be asked to deposit your devices in a designated area in the classroom. Videotaping faculty lectures is not permitted due to copyright infringement regulations.
Audiotaping may be permitted if approved by the professor. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class.

**Statement for Students with Disabilities**
Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. For more information visit [www.usc.edu/disability](http://www.usc.edu/disability).

**Statement on Academic Integrity**
USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another's work as one’s own. All students are expected to understand and abide by these principles. *SCampus*, the Student Guidebook, ([www.usc.edu/scampus](http://www.usc.edu/scampus) or [http://scampus.usc.edu](http://scampus.usc.edu)) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: [http://www.usc.edu/student-affairs/SJACS/](http://www.usc.edu/student-affairs/SJACS/). Failure to adhere to the academic conduct standards set forth by these guidelines and our programs will not be tolerated by the USC Marshall community and can lead to dismissal.

**Emergency Preparedness/Course Continuity**
In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies.

Please activate your course in Blackboard with access to the course syllabus. Whether or not you use Blackboard regularly, these preparations will be crucial in an emergency. USC's Blackboard learning management system and support information is available at [blackboard.usc.edu](http://blackboard.usc.edu).

**Course Advisory**
Students need to be flexible and open to the learning process. Additional readings and/or assignments may be added at the discretion of the professor. Furthermore, unforeseen circumstances may arise which mandate changes in the content and/or structure of the course.

**COURSE CALENDAR/READINGS/CLASS SESSIONS**
Please refer to the separate course calendar.