

Syllabus – Spring 2016

M/W -- 10:00-11:50 pm (HOH 305)

Professor: Hank Wasiak

Office: HOH 300

Office Hours: HOH Room 300 Mon & Wed: 9:00 – 9:30AM,
12:30 1:30, 4-5PM

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Course Description

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 **SNAPPLE**. The objectives of the campaign are to create an integrated 2017 holistic marketing campaign to grow Snapple volume in the US. The total budget for the campaign is \$50 million dollars. It's an exciting opportunity to develop a full-scale marketing communications program to impact an established brand's sales effectiveness 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 client based on their objectives/budget. It is Marketing Internship in the context of a class and is a resume builder. 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!!

IMPORTANT: This is NOT a traditional lecture class. It requires students to be fully committed, both as an individual and an agency team member. It is demanding, hard work both in and out of class. The good news is that this commitment yields experiences and rewards that are invaluable for future success. Only students who are prepared to make this full commitment should register for this course.

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 the parameters from the client, AAF and, most importantly, the consumer.

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. 2016 NSAC Case Study & research materials (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 pitch 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.

AdSpender

Kantar Media will also provide data on media expenditure through AdSpender, an online tool that provides multimedia advertising data for millions of brands across 18 different media. Features include: access to a 3-year historical database providing a view of recent trends and developments; detailed expenditure information by category, parent company, subsidiary and brand; and rankings of top spenders by industry, parent company, brand and more.

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 CANNOT 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 & media companies about the audience and/or product.

Prerequisites and/or Recommended Preparation:

MKT 405 or JOUR 340

Attendance Requirements & Procedures: Active participation and individual contributions to the project are critical to the agency's success and your grade. It's not enough to just show up...be

present, active and creative. 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.

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:

Individual Total:	50%	500 Points
Class Participation, including attendance, participation and AAF/NSAC Requirements	10%	100 Points
Final Case/Lecture Quiz	15%	100 Points
Individual Contributions to Key Milestones	25%	300 Points
Group/Individual Total:	50%	500 Points
Research, Brainstorming & Strategy Milestone Assignments	10%	100 Points
Campaign Development and Pitch/Plans Book Milestone Assignments	20%	200 Points
Campaign Pitch Presentation Milestone Assignments	20%	200 Points
Course Total	100%	1000 Points

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.
3. Assignments are due in hard copy and e-copy 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.

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, please notify me at least 7 days in advance.

ASSIGNMENT OVERVIEW—INDIVIDUAL ASSIGNMENTS =50%:

Class Participation and Promptness = 10%

- Because each class is an agency meeting, is it mandatory to attend class regularly to participate in the campaign process and to support your Department. **Participation will be measured FOR EVERY FORMAL CLASS during the semester and all agency-working sessions.** You will be graded based your participation during the semester. .
- Before class begins, each student must sign in on the Arkaive Presence mobile application.

- 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.

Quiz on the Case & Post Presentation Lectures = 10%

A final quiz will be given based presentation learning and post presentations lectures.

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.

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.

Accountability and the Team Work Evaluation Process= Impact varies for each milestone

- A Peer Evaluation process occurs after key milestones 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.
- 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 and the Director is appointed the team’s leader.
- The Directors can self-nominate themselves, but are interviewed and selected by the Professor. The Professor can also appoint directors.
- To insure Directors meet the team’s expectations, Directors are graded identically in the Individual Peer Evaluation Process.
- To reward Directors for their extra responsibilities, Directors will receive an extra credit added to their individual grades. This credit is subject to review or revocation if there are major negative peer evaluations for the Director.
- Directors can use the title of “Director of (Agency Department)” on their resumes.

Director responsibilities include:

1. Developing and choosing a diverse team.
2. Maximizing the team 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 inclusive team meetings and insuring work is professional and well organized
 - Meeting with the AC’s and other Directors, as needed, to complete each campaign milestone.

Cross-Functionality

Because the campaign workload is difficult to evenly divide, **team members will 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 make 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.

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 have office hours, which are listed above. 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.

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. 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 visit 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 or <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/>. 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.

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. blackboard.usc.edu.

Course Advisory

Students need to be flexible and open to the learning and plans development process. Additional assignments may be added at the discretion of the professor and unforeseen circumstances may arise which mandate changes in the content and/or structure of the course.

COURSE CALENDAR & MILESTONES SPRING 2016

The following class schedule outline provides the flow and key milestones. You will get the most out of this course if you stay current, absorb content, be flexible and contribute with your enthusiasm, expertise and ideas. Attendance and team participation is mandatory and essential to the success of our agency's performance. The following are the initial critical key dates that you should note. The department directors and account coordinators will develop the detailed milestones and assignments in class.

Class	Date	Topic	
1	1/11	Introduction to Class & Project Review	
2	1/13	Department Formations/Research	
X	1/15	AAF Intent To Participate form	
X	1/18	Holiday – NO CLASS	
3	1/20		
4	1/25		
5	1/27		
6	2/1		
7	2/3		
8	2/8		
9	2/10	Holiday – NO CLASS	
X	2/15		
10	2/17		
11	2/22		
12	2/24		
13	2/29		
14	3/2		
15	3/7		
16	3/9	FIRST DRAFT PLANS BOOK	
X	3/14	Spring Break – NO CLASS	
X	3/16	Spring Break – NO CLASS	
17	3/21	PLANS BOOK COMPLETION & PITCH DEVEL	
18	3/23	PLANS BOOK FINAL & PITCH DEVELOPMENT	
X	3/25	PLANS BOOK SUBMISSION, STUDENT REMINDER SHHET	
19	3/28	PITCH MATERIALS	
20	3/30	FINISH PITCH MATERIALS	
X	4/1-17	District Presentations (DATE TBD	
21	4/4	PITCH MATERIALS & REHEARSALS	
22	4/6	PITCH MATERIALS & REHEARSALS	
23	4/11	PITCH MATERIALS & REHEARSALS	
24	4/13		
25	4/18	NO CLASS - RELAX	
26	4/20	Project Wrap-Up Reviews & Critique Of Agency	
27	4/25	<u>Lecture</u> Digital Marketing – Mobile First Marketing	
28	4/27	QUIZ	
X	5/4-5	SEMI-FINALS – (Remotely)	
X	6/4-7	FINALs – (Florida)	