

Strategic Planning for Advertising and Public Relations
Advrt/JIMC 301 – 3
Fall 2007
Tuesday and Thursday - 2:10 – 3:30

Instructor Information

Lauren Monahan
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Office Hours: Mon 10:00 – 11:00, Tues and Thurs 12:30 – 2:00, or by appointment
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Contact Information

My office hours are set aside for you – ask questions about course material or projects, or seek guidance on a career in advertising. I encourage you to use my office hours, as opposed to email, when asking questions related to assignments. Please know that my door is always open, if you see me in my office or around campus, please do not hesitate to ask me questions. However, the best way to ensure I'm available outside of office hours is to make an appointment with me.

Course Overview

In this course we will explore consumer behavior, brand equity, insight development, creative strategy, and persuasion. The primary focus of this course is understanding the consumer, which is not only the foundation for marketing success in advertising and public relations, but also key in influencing and working with clients, supervisors, and teams who will all be your “consumers”. Through a series of team projects you will apply various research methods to gain observations, insights, and ultimately develop communication strategies.

Objectives

- Broaden your understanding of consumer behavior and its central role in communications.
- Deepen your understanding of quantitative and qualitative research methods and their application.
- Enhance your strategic abilities, intellectual curiosity, creativity, and presentation skills.
- Expose you to real-world application of consumer insights and strategic work through case studies and “client” assignments.
- Improve your critical thinking as it pertains to the development of brand insights and strategy.

Prerequisites

JI MC 230 or JI MC 220

Texts

Hitting the Sweet Spot by Lisa Fortini-Campbell
ISBN: 1887229094, Published by The Copy Workshop

Truth Lies & Advertising by Jon Steel
ISBN: 0471189626, Published by John Wiley and Sons

Coursework Summary

More details regarding these assignments, expectations, and grading will be provided in class. All work should be professional in appearance - typed, stapled, appropriately dated and labeled with your name(s).

Introspection Paper (individual): Learn to hone your observation skills by observing yourself as a consumer during a purchase process and it's use. Write a paper with your observations and insight based on this process.

Brand Insight (group): Working in assigned teams of 4 - 5, you will select a place of business where people spend money to observe. Carefully observe the business and its consumers in action and then draw some conclusion about the brand, its personality and positioning in the marketplace. This assignment includes a written paper and a creative presentation in class.

Consumer Insight (group): Working in assigned teams of 4 - 5, you will select a consumer segment with which you have no familiarity to observe. The purpose of this assignment is to give you an understanding of what types of insights can be obtained through different research methods. This assignment includes a written paper and a creative presentation in class.

Consumer Insight Ad Analysis (individual): You will read a magazine your consumer segment would read and select two ads: one that hits your segment's sweet spot and one does not. Your paper will identify the sweet spot and make a case for why these ads would or wouldn't motivate your audience.

Creative Brief (pairs): You will work in pairs on an assigned client and will prepare a creative brief to be presented in class. You will need to understand your client's brand, the industry your client competes in, and how they rank with the competition, and consumer motivations). This will require you to use every observational tool you've learned so far (introspection, observation, ethnography, and interviewing) and secondary research resources.

Final Project (pairs): For the final project you will prepare a creative brief and research debrief and make a presentation in class.

Point Potential

In-Class Exercises: 75 (15 @ 5 points each)

Introspection: 25

Brand Insight: 75*

Consumer Insight: 100*

Consumer Segment Ad Analysis: 25

Creative Brief: 70

Final Project: 150

To help facilitate your learning in this class, you have the opportunity to rewrite the Brand Insight and Consumer Insight papers for a better grade. Rewrites will count full credit and replace your previous score for the written portion of the assignment. Rewrites are due one week from the date the papers were returned to you. One rewrite per assignment is permitted. If I feel that this privilege is being abused, rewrites will not be accepted at my discretion.

Grading Scale

Grade	Total Points
A	489 - 520
A-	468 - 488
B+	452 - 467
B	437 - 451
B-	416 - 436
C+	400 - 415

C	385 - 399
C-	364 - 384
D+	354 - 363
D	333 - 353
D-	312 - 332
F	311 or below

Course Policies

Attendance and Participation

Your attendance and participation are expected and will enhance your understanding of course material and will be essential for project work and exams. Please notify me in advance if you'll be missing class. If you do miss class, it is your responsibility to obtain notes, handouts, or other materials from a classmate. Excessive tardiness or absences will affect your grade.

Attendance is mandatory on days where you are expected to present and on all days of project presentations. Not attending on days when you present will result in a zero for the assignment, your grade will be lowered one letter grade for each day of class presentations missed. Students who are not in attendance during these times will receive a zero for the assignment.

In order for us to have a productive learning environment, I ask that you please turn off all laptops, cell phones, PDAs or other electronic devices.

Deadlines

Assignments will be collected at the beginning of class on the specified due date (this means you must come to class to turn it in). Turning in an assignment late will result in zero credit for that assignment. Please come see me before an assignment is due if you will be unable to turn the work in on time.

Presentations

There will be times where you are expected to present in class. Please treat this as an opportunity to present in front of a "client" and put as much thought into the presentation of the assignment as the assignment itself. When you present, you will have a limited amount of time to make your points, so please rehearse what you want to say before you get to class.

Presenting is an important part of working in the field of communications, good presentation skills will allow you to effectively communicate your ideas, organize your thoughts, inspire or persuade a consumer, client, team, or boss. This is a learning experience, any student who would like advice on presenting please feel free to come see me.

Teamwork

Some of the work in this class will be done in teams. This gives students the opportunity to learn from other students and get practice in team working arrangements you'll experience on the job. Please take this responsibility to each other very seriously. Each team member must pull his/her own weight. After each team project you will be asked to evaluate the participation and contribution of other team members. Those evaluations will be reflected in your final grade. Lack of participation and contribution will result in a student not receiving full credit for the assignment.

University Policies

Plagiarism

Plagiarism (literary or artistic theft), copying someone else's work without attribution or other forms of dishonesty will not be tolerated, and will result in a grade of "F" for the course. As required, cases of dishonesty will be reported to the Director or Associate Director of the School and ISU Dean of Student's Office for disciplinary actions as outlined in the Student and Faculty Handbooks.

Please see the library commons for a Checklist for Avoiding Plagiarism (<http://www.lib.iastate.edu/commons/resources/facultyguides/plagiarism/checklist.html>).

Inclusiveness

Please respect other students, opinions differing from your own, and different presentation styles. If you believe any teacher or fellow student is disregarding these standards, please notify the instructor immediately. If you are not satisfied that you have been given a fair hearing, feel free to speak with Associate Director, Jane Peterson.

Students with Disabilities

Please address any special needs or special accommodations with me at the beginning of the semester or as soon as you become aware of your needs. Those seeking accommodations based on disabilities should obtain a Student Academic Accommodation Request (SAAR) form from the Disability Resources (DR) office (294-6624). DR is located on the main floor of the Student Services Building, Room 1076.

Course Schedule

The following schedule represents a tentative outline of topics that will be covered over the course of the semester. Students should use the schedule as a reference for keeping up with readings, assignments, and deadlines. Please note that the outline of topics has been planned well in advance of their presentation days, should the schedule change for any reason the instructor will provide notice in class and via email. Every effort will be made to adhere to the schedule as it relates to assignment due dates and presentation dates.

Book Abbreviations:

HTSS = Hitting the Sweet Spot

TLA = Truth Lies and Advertising

Tentative Course Schedule

Date	Discussion Topic	Reading	Assignment due
1/15	Course Overview		
1/17	The role of consumer behavior in mass communications	HTSS p. 1- 14; TLA Intro, 2	
1/22	The sweet spot, Note: Bring in your favorite and least favorite ad	HTSS Section I: 1, 2, 3	
1/24	Looking at ourselves as consumers; Discuss Introspection Paper	HTSS Section II: 5; TLA 4	
1/29	Observation and insight; Discuss Brand Insight Assignment	HTSS 7, 8; TLA 3	Introspection Paper
1/31	The art of persuasion	HTSS 4; TLA chapter 1	
2/5	All about brands and presenting	HTSS 15	
2/7	Research Methods Overview		
2/12	Brand Insight presentations		Brand Insight paper; Team evaluations
2/14	Secondary Research Guest Speaker: Jeff Kushkowski, Parks Librarian Discuss Consumer Insight Assignment	HTSS 6	
2/19	Primary Research: Ethnography	HTSS 9	
2/21	Primary Research: Interviewing and Focus Groups	HTSS 10	
2/26	Techniques for distilling insights	HTSS 11, 12, 13, 14	
2/28	Perspectives and insight		
3/4	NO CLASS – Work Day		
3/6	Consumer Insight presentations		Consumer Insight paper; Team Evaluations
3/11	Objective and Strategy		
3/13	Creative briefs; Discuss Assignment 4: Creative Brief	HTSS 163 – 181; TLA 5	Consumer Insight Ad Analysis
3/17 – 3/21	NO CLASS – Spring Break!		
3/25	Research Revisited		
3/27	Creative briefs		
4/1	NO CLASS – Work Day		
4/3	Creative Brief presentations		Creative Brief
4/8	Creative Brief presentations		Team evaluations
4/10	Creative Brief Reflection; Discuss Final Project		
4/15	What's in a debrief?		
4/17	New Business and Planning Process		
4/22	Building a Cohesive Campaign	TLA 7	
4/24	NO CLASS – Work day		
4/29	Final project presentations		Final project
5/1	Final project presentations		Team evaluations
5/9, 9:45 – 11:45	Course recap; review of final projects		