

Canvas page: <https://canvas.wisc.edu/courses/374033>

- ✓ Campaign Project Manual - This manual includes detailed instructions for the class project, along with other materials to support the class project. All these materials are available on this website:

Project manual: <https://j345manual.journalism.wisc.edu/>

- ✓ Lecture Slides - These provide a summary of important information presented in class and readings, though not all details discussed in class or in readings will appear in lecture notes. Slides for each class will be posted on Canvas prior to that session. Grades and other resources are on Canvas.

Exams:

There are two exams for this course. Exams will be in-class and consist of multiple-choice questions. Each exam is worth 100 points toward the final grade. Exams are NOT cumulative, each covering half of the class. **Any information presented in lectures and supplements with readings may appear on the exams.**

Group Project:

The group project revolves around two strategic communication campaigns. Accordingly, the class will be divided into groups of five students who will form an agency that will pitch to win one of these accounts. Students will be responsible for specific parts of the plan as they work to create an integrated campaign.

The group project will involve the following activities: 1) Campaign Plan, 2) Pitch Meeting, and 3) Peer Evaluation.

Both campaigns are for hotel charge/credit cards, though the two hotel chains and their card offering are fundamentally different. Your budget for media expenditures is \$20 million. Note that your clients are credit cards tied to hotel loyalty programs for two of the largest hospitality chains in the world. Your clients are:



Hilton Honors American Express Aspire Card

As a hotel chain, Hilton not only faces pressure from other major hotel chains like Marriott, but also from the gig-economy players like Airbnb and VRBO. They differentiate themselves through their hotel offerings (more than 6,500 properties in 119 countries, with 18 brands in the Hilton portfolio ranging from luxury to budget) their loyalty program (Hilton Honors), and their credit/charge cards. The Hilton Honors American Express Aspire Card is Hilton's premier charge card and comes with complimentary top-tier Diamond elite status, an annual free weekend night certificate, 14 x per dollar spent on Hilton properties, \$250 airline fee credit, and a \$250 annual resort credit, all for a \$450 annual fee. Users earn 150,000 Hilton Honors Bonus Points with the card after making \$4,000 in eligible purchases within the first 3 months of Card Membership. It's an expensive card with many benefits but also significant challenges.

Your campaign must:

- Improve existing perceptions of Hilton Honors American Express Aspire Card.
- Expand awareness of Hilton and the associated Aspire charge card's qualities.
- Promote one cohesive brand identity that can be applied across all national platforms.
- Maintain the brand's loyal users while inviting others to learn about the brand.
- Consider and attempt to address issues related to the evolving hospitality and consumer credit industries.



Marriott Bonvoy Boundless Visa Card

As another large hotel chain, Marriott faces similar pressure from other major hotel chains like Hilton, but also

from the gig-economy players like Airbnb and VRBO. They differentiate themselves through their hotel offerings (more than 7,000 properties in 131 countries, with 30 brands in the Marriott portfolio ranging from ultra-luxurious to budget) their loyalty program (Marriott Bonvoy), and their credit/charge cards. The Marriott Bonvoy Boundless Visa Credit Card is not Marriott's premier credit card but does come with 3 Free Nights after qualifying purchases + 1 additional night after first year along with Silver Elite Status; earn 3x Bonvoy points per \$1 on grocery stores, gas stations, and dining on first \$6,000. 17 x per dollar spent at over 7,000 hotels participating in Marriott Bonvoy and 2 x Bonvoy points for every \$1 on all other purchases, all for a \$95 annual fee. It's an inexpensive card with some benefits and challenges.

Your campaign must:

- Improve existing perceptions of Marriott Bonvoy Boundless Credit Card.
- Expand awareness of Marriott and the associated Boundless credit card's qualities.
- Promote one cohesive brand identity that can be applied across all national platforms.
- Maintain the brand's loyal users while inviting others to learn about the brand.
- Consider and attempt to address issues related to the evolving hospitality and consumer credit industries.

Important note: To maintain a level playing field, groups are forbidden from contacting the clients or their representatives. You may, however, visit hotel properties and card application portals, talk to consumers, and follow social media accounts for the associated brands and products.

The decision to focus on these particular products was made for several reasons:

- These clients raise social and ethical concerns for strategic communicators.
- These two products are similar but require very different strategic perspectives, goals and agendas.
- Both are reacting to a changing marketplace and face internal and external challenges.
- The issues related to marketing hospitality and consumer credit present ethical challenges.
- Each brand has its own public relations challenges.

Agency Positions:

At the start of the class, you will be asked to indicate your preferences (on the Group Project Positions List) for your professional position and desired campaign. You will submit a resume and cover letter for the position you prefer, and list two alternate positions should you not get your top choice. Position assignments will be made according to the quality of the submitted credentials and preference rankings. The positions are:

- **Research Director/Account Planner:** Responsible for the Situation Analysis, which summarizes History/Industry Trends, Brand Analysis, Consumer Analysis, Media Usage Analysis, Category Creative Analysis, and Public Opinion/Stakeholder Analysis, among others. (NOTE: team members provide much of this information.) The research director is also responsible for primary research.
- **Account Director/Brand Manager:** Responsible for the Campaign Strategy, which includes the Objectives, Target Audience Definition, Selling Strategy, and Product /Issue Positioning. This person also serves as the implicit group leader given they are "the voice of the client" in this process.
- **Creative Director: Copywriter / Art Director** - Responsible for the Creative Plan, which includes the Message Strategy, the Creative Brief, the Campaign Theme, Slogan or Mascot, and multiple examples of print broadcast, and online executions that illustrate the campaign.
- **Media Director: Connections Planner / Digital Planner** - Responsible for the Media and Interactive Plan, which includes the Selection of Print, Broadcast, and Interactive Vehicles, Choice of Impact Media Venues, Selection and Integration of Social Media, Creation of a Media Flowchart, and Budget allocation spreadsheet. Also responsible for ambient and non-traditional media placements.
- **Public Relations & Promotions Director:** Responsible for the PR and Promotions Plan, which includes a Stakeholder Analysis, Public Opinion Analysis, Reputation Management, Media Placement Options, Event Planning, Product Promotions and Placement, as well; as Press Releases and Press Packets.

To gain a better understanding of what these various positions entail, please see the Campaign Project Manual (j345manual.journalism.wisc.edu). To get a sense of the scope of the campaign, please see posted examples.

Project-Related Grades:

Groups will work together on activities and assignments. Graded portions of the project are as follows:

- Campaign Plan — drafts (10 points each), group grade (40 points) and individual grade (60 points)
- Pitch Meeting (25 points)
- Peer Evaluation for Group Participation (25 points)

1) Campaign Plan: The Campaign Plan should be detailed and highly polished. It will be graded for evidence of critical thinking, problem solving, and the integration of ideas from the course. Strategic decisions should be clearly identified and substantiated by research and reasoning. The completed document should be roughly 50 pages long. A draft of your situation analysis and campaign strategy will be gathered before team meeting with professor.

The campaign plan constitutes 150 points toward your final grade. This grade is broken down into three parts: the **rough drafts** (10 points each – 50 points), the **group grade** (40 points), and the **individual grade** (60 points).

The group grade will be based on the totality of the campaign. Relevant questions: Does the campaign make sense? Are there innovative and creative ideas present? Did your group work well together? Were you able to effectively resolve conflicts? Are the different aspects of your campaign coordinated – is it truly an integrated marketing communications plan, with media/interactive, PR, and creative all helping to address your strategy?

The individual grade will be based on our assessment of your component of the plan. For example, if you are the media/interactive director, do your media selections and media strategy make sense? Have you supported your part of the finished document with the appropriate rationale? Are your planning and buying choices creative and well-reasoned? Are your decisions consistent and integrated with other aspects of the campaign?

2) Pitch Meeting: Groups will present their campaign plans in the form of a pitch meeting. The grade for the Pitch Meeting presentation will be based on the quality and skill with which the agency presents an oral summary of its campaign plan. Of particular importance will be articulating the goals/strategies of the campaign and the rationale behind the examples of the creative executions. The Pitch Meeting grade is worth 25 points.

3) Group Project Peer Evaluation: The peer evaluation will be an evaluation of your contribution and performance on the group project by the rest of the members of your group. At the end of the final exam, each group member will fill out an evaluation of all other group members. This evaluation is 25 points of your final grade.

Inside and Outside Required Class Meetings:

As noted in the Timetable, this class mandates attendance at meetings that occur outside the scheduled class time. Attendance at these outside class meetings is required (Note: Tardiness for these meetings results in a 5-point deduction from your participation grade; Absence results in a 10-point deduction).

Meeting 1: Team Meetings with Professor (one hour of time outside class w/ 2 x ½ hour meetings)

After turning in your draft of the situation analysis and account strategy, members from each group must meet with the professor during scheduled half-hour zoom meetings to review their progress. These meeting will take approximately one hour total. Ongoing group meetings with the TA will occur throughout the term during discussion sections. Doodle polls will be distributed to allow groups to select meeting times.. Be sure to select a time when all team members can attend.

Meeting 2: Press Conference (one hour of time outside class - virtual + one hour prep meeting during class)

For this outside class meeting, strategic communication agencies working on the same account across discussion sections will pool together to host an online press conference for an audience of journalists from J335. This serves a range of goals: (a) it gives each student the opportunity to see how their peers in their position are approaching general questions, (b) it allows those operating within a role to work in a complementary basis, dividing tasks and playing to strengths, and (c) it provides a hands-on simulation of producing a press release, press kits, and press conference. Details on the press conference scenario will be provided soon; be prepared for anything.

The evening press conference session will take place online at the virtual class link and begin with a 10–15-minute presentation by the spokespersons, followed by 10-15 minutes of questions from the journalists. The spokespersons should be thoroughly briefed by other group members in order to field a wide range of questions from the journalists. This is also a test of your breadth of knowledge about the brand. After the press conference ends, the professor and TAs will lead a discussion of the experience with the participating students.

Each student will have a role in preparing for the press conference. **Account Directors** will serve as spokespersons. They will make the presentation and field questions from the journalists. **Research Directors** will work together to prepare a fact sheet for the press kit and prep the Account Directors with background information. They will also provide live support to the account directors during the press conference. **Media/Interactive Directors** will work together to prepare a contact sheet of 10 other targeted media outlets (beyond the J-335 students) for the press release and compose a total of 10 tweets that could be sent out during the press conference. **PR/Promotions Directors** will work together to write the press release for the press conference and review the press kit and presentation. **Creative Directors** will provide any visual support material for the press kit and presentation (charts, photos, etc.) and are responsible for designing their look.

All group members should work together to provide information to the spokespersons to presentation. Research directors will provide “live” support during the event, helping to field questions from journalists.

It is essential that all press conference participants stay in character and faithfully execute their assignments. One additional goal of the press conference is to force you to internalize information about the client to the point that you can converse fluently about the company and the brand. The press conference is worth 10 points toward the final grade as evaluated by the professor and the TAs. See the syllabus for evening timing details.

Press Kit Assignment. Groups will prepare materials for a press conference (e.g., goal/objectives statement, press release, backgrounder/fact sheet, prepared remarks, etc.). Some of these materials will be used to help brief the spokespersons and panelists for the press conference. Other materials will be packaged into a press kit for release to the journalists prior to the conference.

The press kit includes all materials produced for the press conference including a press release, fact sheet and other supporting material. The press release should be written with three purposes in mind: a) to grab the media’s attention so that they will cover the press conference; b) to give the journalists the story you want them to write; and c) to conform to journalistic style so that information from the press release can be incorporated into news stories without much editing. The fact sheet has dual purposes: 1) to provide a concise summary of important information that journalists should know; and 2) to provide important background information that will help to educate journalists and answer some of the questions that they might have.

All members of the press conference group will get the same grade for the press kit. The press kits and presentation slides are due at the beginning of the press conference. These elements will be graded on the basis of content, creativity, style, and overall quality. This assignment counts for 10 points toward your final grade. For both assignment, scoring will be as follows: A = 10, AB = 9, B = 8, BC = 7, C = 6, D = 5, or F = 4 or below.

Meeting 3: Pitch Meeting (two hours of instructional time outside of class x two pitch meetings)

Each group project agency will pitch their campaign to an audience consisting of the professor, teaching assistant, and invited guests, as well as select other students from the class. Each group will be competing with the other agencies also assigned to a given client. The other invited class members and instructors/guests will vote to decide which agency wins the account. The winner selected by the class and by instructors/guests will be named separately, with the account awarded to the winner of the instructor vote. See the project information packet for details on how to prepare for the pitch meeting. Pitch will be graded on a 25-point basis.

Participation and Attendance:

Students who actively engage with the class by either asking questions, offering answers, raising issues, and contributing to class discussions will begin with a base of 30 participation points. Engagement can happen in class or online, over the class email list. This is distinct from participation within your group project. However, students who are late for any of the **Campaign Planning Meetings, Press Conference Meetings or Team Meetings with the Professor** will have 5 points deducted from their participation grade. Students who miss these meetings without an excuse will have 10 points deducted for each absence. Students who leave one of these meetings early without permission in advance will have 5 points deducted from their final grade.

Course Policies:

- ✓ Students must notify the professor within the first two weeks of class of any specific days that they will miss class for religious observance.
- ✓ If a student cannot complete an assignment or take an exam at the scheduled time, arrangements must be made in advance with the instructor. Failure to make a prior arrangement with the instructor will result in the reduction of one **letter** grade level (at a minimum) from the earned score. Exemptions may be made for unusual circumstances, as determined by the course instructor.
- ✓ Late submission of an assignment will result in a grade reduction, **10% of the maximum grade points per each day of delay. Turning in after class is considered late if it was due in class.**
- ✓ Permission for a student to receive an incomplete grade (I) is at the discretion of the instructor and must be accompanied by a written contract for completion of course requirements. Failure to take exams, complete assignments, or attend class is not acceptable reasons for an incomplete.
- ✓ This class will follow university guidelines concerning scholastic misconduct and grievance procedures.
- ✓ You should all know what plagiarism is — using someone else’s work in your own stories or papers. This involves cutting and pasting material from others or taking from stories or papers written by other students. Your work should only include your own writing. If you paraphrase material or directly quotes from sources, you must reference those sources.
- ✓ I also enforce a prohibition on what some call “patch writing,” copying chunks from published sources and changing a small percentage of words to avoid the appearance of plagiarism. Know that I consider it intellectual dishonesty if the source is not referenced and only varied slightly but not directly quoted. Using AI or apps such as ChatGPT to generate text for class assignments also constitutes academic misconduct because you did not generate the content. However, the use of AI tools and LLMs to gain deeper understanding of topics, solicit feedback on content you produce, and gather research insights is permitted. If plagiarism checking software and AI detection tools find your submitted work is not your own, you will be required to complete an oral exam with me within 72 hours to demonstrate your mastery of course material. Failure of this oral exam will result in referral to the academic misconduct disciplinary process. Using ChatGPT, Bard, DALL-E, Midjourney and other AI tools for iterative research, insight generation, expert perspectives, and image creation is permitted, even encouraged. If uncertain about appropriate uses of AI, see the professor.
- ✓ SJMC uses a range of tools to maintain academic integrity, and as part of those efforts, we will be using Turnitin software. Canvas has an "Assignment" submission option with Turnitin embedded. Turnitin.com will compare your work with previously published, submitted, or generated material. Turnitin will then tell us about possible matches between a student’s work and other sources and provide a “similarity score.” After reviewing that, the instructor — not the software — will evaluate whether or not there has been academic misconduct. Previous assignments submitted by students in any section of 345 will be kept in the global Turnitin database for future reference.
- ✓ If I determine there has been academic misconduct, punishment will include an “F” for the course and referral to the Division of Student Life for discipline by the university.
- ✓ Extra credit points earned by participating in research projects or tutoring students who require assistance can only help your grade. If you opt out, your grade will not be affected adversely.

Instructor-Student Interaction:

Given the face-to-face mode of instruction in lecture and discussion sections, the students in the course will receive substantive and regular instructor-student interaction in the following ways:

- Direct instruction and facilitated discussion of course concepts in lecture;
- Outside class team meetings with the instructor to provide feedback on project work;
- Regular email/Canvas communications about course announcements, deadlines, and meetings;
- Correspondence or meetings, as needed, to respond to questions about the course or project;
- Discussion section guidance on course content and application to project in team settings; and
- The provision of additional opportunities for interaction to students struggling to reach mastery.

Graduate Students:

The work completed by graduate students will parallel the learning outcomes described above. However, additional learning outcomes for graduate students will include:

- Demonstration of higher-order synthesis of concepts related to strategic communications
- Development of application of these principles to a designated health or political campaign

To accomplish this, graduate students will receive additional background materials on a specified health or political campaign challenge (e.g., crisis communication scenario) and be expected to complete an additional assignment, a strategic response plan, synthesizing concepts learned in the class. See grading scale for graduate students below.

Overall Grading:

Course Grade will be based on performance of the listed exams and assignments (due dates below). Graduate students taking this course will be expected to complete an additional strategic response plan as part of their participation in this class. Graduate students will meet with the faculty instructor to discuss the paper.

Undergraduate Students:

<u>Exams:</u>	<u>Points:</u>
Exam 1	100
Exam 2	100
<u>Group Project:</u>	
Draft of Situation Analysis	10
Draft of Campaign Strategy	10
Draft of Remaining Sections	30
Final Campaign Group Grade	40
Final Campaign Individual Grade	60
Group Project Pitch Meeting	25
Group Project Peer Evaluation	25
<u>Press Conference:</u>	
Press Kit and Media Contact Sheet	10
Press Conference	10
<u>Participation and Attendance:</u>	
Participation Score	30
TOTAL	450

Graduate Students:

<u>Exams:</u>	<u>Points:</u>
Exam 1	100
Exam 2	100
<u>Group Project:</u>	
Draft of Situation Analysis	10
Draft of Campaign Strategy	10
Draft of Remaining Sections	30
Final Campaign Group Grade	40
Final Campaign Individual Grade	60
Group Project Pitch Meeting	25
Group Project Peer Evaluation	25
<u>Press Conference:</u>	
Press Kit and Media Contact Sheet	10
Press Conference	10
<u>Participation and Attendance:</u>	
Participation Score	30
<u>Advanced Strategic Plan:</u>	
Strategic Response Plan	50
TOTAL	500

Grades will be based on the listed percentage distribution:

93 to 100 = A	83 to 89 = B	71 to 79 = C	Below 61 = F
89 to 93 = AB	79 to 83 = BC	61 to 71 = D	

These percentage breaks may be altered to make the grading curve more generous, but not more difficult.

Winning the Pitch and Extra Credit:

At the end of each pitch meeting, the professors and the Journalism 345 students not working for a given client will vote on which agency should be given the account based on their pitch. The group winning the student vote will receive 5 bonus points. The instructors/guests vote will award an additional 10 bonus points to the winning account based on their initial evaluations of the campaign plan books and the pitch presentation.

Additional extra-credit opportunities may be announced during the semester (Students can participate in a maximum of three additional extra credit opportunities worth 1 point per opportunity).

SPECIFIC PROJECT RESPONSIBILITIES

Research Director/Account Planner - take the lead in producing a Situation Analysis

- a. Content: Background Research (informed by primary and secondary research)
- b. Client Background (from briefing, media, annual reports, the Internet, etc. - all)
- c. Historical Trends (recent industry and market changes - Research Director leads)
- d. Consumer Analysis (consumer profiling and interviews - Research Director leads)
- e. Brand Analysis (client's brand, and competing brands - Account Director leads)
- f. Media Usage Analysis (audience analysis w/ Simmons data - Media Director leads)
- g. Category Creative Analysis (print, video, and digital analysis - Creative Director leads)
- h. Public Opinion (stakeholder and event analysis - PR & Promotion Director leads)

Summarize insights into a SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats Identify 3 Key Issues that your Campaign Strategy must address

Account Director/Brand Manager – take the lead in developing the Campaign Strategy

Content: Campaign Strategy (informed by Situation Analysis) -- must have:

- a. Objectives (what you want to accomplish – tangible goals).
- b. Targeting strategies (whom you are trying to reach – multiple targets)
- c. Competitive advantage (what differentiates your product or service)
- d. Brand personality (what people think are the primary characteristics that define the brand)
- e. Positioning of brand (brand vs. competition)
- f. Geographical strategies (where you concentrate your media, PR and promotional resources)
- g. Seasonal strategies (when you market the product)

Must offer clear rationale that will guide the plan!

Creative Director/Copywriter-Art Director – take the lead in producing the Creative Plan

Outline Positioning, Messaging, and Branding Strategies – Complete Creative Brief w/ Account Director

Content: Creative Platform - required to define:

- a. Message strategies -- (prospect or brand focused)
- b. Selling premise -- (the unique selling proposition)
- c. Campaign theme (logo, slogan, tagline, and mascot)

Must create at least five executions of broadcast, print, and digital ads (though more may help communicate the creative theme of the campaign):

- a. For television or radio, provide storyboards/scripts
- b. For newspaper or magazine, provide layout of ad
- c. For digital media, provide example executions
- d. Optional content: Other examples of various forms of campaign messages.

Must be consistent with Campaign Strategy and address the 3 Key Issues

Media & Interactive Director – take the lead in developing the Media Plan and Interactive Plan

Content: Media Architecture - required to specify:
Media Objectives/Apertures (Must define specific media objectives and identify aperture moments) Media Strategies:

- a. Timing (start date - launch)
- b. Reach (how many) / Frequency (how often)
- c. Duration (how long)
- d. Scope (market selection - national or regional)

Tactics -- Selection of Media (dollars and media weight)

- a. Broadcast – TV and Radio
- b. Print – Newspapers and Magazines
- c. Out of home – Outdoor, Transit, and Ambient
- d. Search and Interactive
- e. Social and Digital Media
- f. Impact Media – Sporting Events / Awards Shows

Flowchart -- Scheduling and budgeting on a monthly basis

- a. Media vehicles
- b. Media weight

Separate for Conventional, Impact and Interactive

Budget – Summary of campaign media expenditures

- a. Expenditures by media

Separate for Conventional, Impact and Interactive

Must be consistent with Campaign Strategy and address the 3 Key Issues

PR and Promotions Director – take the lead in creating the PR and Promotions Plan

Content: Stakeholder and News Media Relations Strategy

- a. Discussion of status of public opinion
- b. Statement of PR strategy - what issues are important to public and how will PR shape opinion)
- c. Public Relations Tactics (Publicity Programs, Opinion Management, etc.)
- d. Discussion of media relations strategy and target vehicle selection
- e. Discussion of Promotions Activities
- f. Discussion of Buzz/Viral Marketing
- g. Discussion of Events and PR Support
- h. PR & Promo Budget

Must create multiple press releases and promotional items

Must be consistent with Campaign Strategy and address the 3 Key Issues

COURSE SCHEDULE

STRATEGIC COMMUNICATIONS IN CONTEXT

W1 - Class 1:

Sept 7 Course overview: Challenges in strategic communication.

W2 - Class 2:

Sept 12 Strategic responses and the campaign plan

[Project Application – Resume and Cover Letter DUE]

W2 - Class 3:

Sept 14 Integrated marketing and organizational structure [Moriarty et al Chapter 2]

[Assignment to Agency and Position in Discussion ; Sit with Agency Team]

W3 - Class 4:

Sept 19 Marketing communication agencies and strategic research [Moriarty et al Chapter 6]

SITUATION ANALYSIS TO ACCOUNT PLANNING

W3 - Class 5:

Sept 21 **Virtual Session:** Research Database Workshop with Business Reference Librarian

[Choice of Agency Name and Structure Due]

W4 - Class 6:

Sept 26 Account planning and the iconic “Got Milk” campaign case study [Moriarty et al Chapter 5]

W4 - Class 7:

Sept 28 Legal and ethical issues / In-Class Exercise: Debate media ethics scenarios. [O’Guinn et al Chapter 4]

[Schedule Outside Class Team Meeting with Professor]

W5 - Class 8:

Oct 3 Consumer analysis and prospect segments + **Target Planning Exercise**

Videos on using Simmons OneView:
go.wisc.edu/simmonsoverview
go.wisc.edu/simmonssample
go.wisc.edu/simmonsresults

Social Monitoring Workshop – Virtual Visit with Infegy Atlas Support Specialist

W5 - Class 9:

Oct 5 The social psychology of strategy [Moriarty et al Chapter 4]

[Draft of Situation Analysis DUE]

CAMPAIGN AND PUBLIC RELATIONS STRATEGY

W6 - Class 10:

Oct 10 Campaign strategy – Altoids and Nike Case Studies [Moriarty et al Chapter 7]

W6 - Class 11:

Oct 12 Creative Concept and the Creative Brief - Exam Review [Fenton Chapter 6]

W7 - Class 12:

Oct 17 **IN-PERSON EXAM #1** – Accommodations available for those needing extra time

W7 - Class 13:

Oct 19 Public relations planning [Clow & Baack
Chapter 12]

W8 - Class 14:

Oct 25 Public relations execution [Gehrt & Moffitt
Chapter 5 - 7]

W8 - Class 15:

Oct 27 Press Conference Planning and Refinement of Campaign Strategy

[Schedule Outside Class Team Meeting with Professor]

W9 - Class 16:

Oct 31 **Press Conference Prep for Sections 301 and 302 in Nafziger Conference Room**

[Sections 303 and 304 meet in 2195 Vilas Hall with TA to Refine Campaign Strategy]

W9 - Class 17:

Nov 2 **Press Conference Prep for sections 303 and 304 in Nafziger Conference Room**

[Sections 301 and 302 meet in 2195 Vilas Hall with TA to Refine Campaign Strategy]

Nov 2

Outside Class Meeting Online at Class Link – Press Conference

- **5:30 PM – 6:30 PM, November 2nd – Sections 301/302**
- **6:30 PM – 7:30 PM, November 2nd - Sections 303/304**

MEDIA AND CREATIVE TACTICS

W10 - Class 18:

Nov 7 Media strategy and planning [Katz Chapters 4 & 5]

[Draft of Campaign Strategy DUE]

W10 - Class 19:

Nov 9 Media buying and execution [Katz Chapters 6 & 7]

W11 - Class 20:

Nov 14 Creative messages and tactics [Felton Chapters 7-8]

W11 - Class 21:

Nov 16 Consumer and trade promotion + viral marketing [Clow & Baack Chapter 9 & 10]

W12 - Class 22:

Nov 21 **Virtual Session:** Interactive strategy – SEO and SEM

[Felton Chapter 11] [Clow & Baack Chapter 13]

CAMPAIGN INTEGRATION AND PRESENTATION

W13 - Class 23:

Nov 28 Interactive strategy – Social Media Platforms and Tactics

[Draft of Remaining Sections DUE]

W13 - Class 24:

Nov 30 Social marketing and health interventions

W14 - Class 25:

Dec 5 Assembling the campaign plan and pitch deck

W14 - Class 26:

Dec 7 Political marketing and campaigning

[Campaign Plan Books DUE]

W15 - Class 27:

Dec 12 Your future in strategic communications – Exam Review

Dec 12 Outside Class Meeting in Nafziger Conference Room – Final Pitch Meeting

- 5:00 PM – 7:00 PM, December 12th – Sections 301/303
- 7:00 PM – 9:00 PM, December 12th - Sections 302/304

Finals Week **IN-PERSON EXAM 2** – Accommodations available for those needing extra time

Exam held at listed time, location TBD; Alternate exam times will be announced.

Readings:

Clow, K. E., & Baack, D. (2007). *Integrated Advertising, Promotion and Marketing Communications (3rd Edition)*. Upper Saddle River, NJ: Pearson Prentice Hall.

Felton, G. (2014). *Advertising: Concept and Copy (3rd Edition)*. Chicago: WW Norton.

Gehrt, J., Moffitt, C., & Carlos, A. (2010). *Strategic Public Relations: 10 Principles to Harness the Power of PR*. Bloomington: Xlibris Book Publishing Company.

Katz, H. (2014). *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying*. London: Routledge.

Moriarty, S., Mitchell, N. D., & Wells, W. D. (2011) *Advertising & IMC: Principles and Practice (9th Edition)*. New York: Prentice Hall

O'Guinn, T. C., Allen, C. T., & Semenik, R. J. (2000). *Advertising*. Cincinnati: South-Western College Publishing.

Additional Text for Graduate Students:

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson UK

DISCUSSION SECTION SCHEDULE

Discussion section details: (All between weekly lectures; no sections on week 1, 12, or 15)

We 9:55 AM - 10:45 AM – 2195 Vilas – Sec 301

Th 8:50 AM - 9:40 AM – 2195 Vilas – Sec 303

We 11:00 AM - 11:50 AM – 2195 Vilas – Sec 302

Th 9:55 AM - 10:45 AM – 2195 Vilas – Sec 304

Week 1: No Discussion

Week 2: Intro to Discussion Section and Group Project – Assignment to Agency Teams

Introduction to discussion, TA, and classmates

Group project overview and discussion of roles and responsibilities

Discussion of clients and nested nature of brands (a benefits card, under a loyalty program, under a hotel)

Assignment to agency teams:

- Share contact information
- Agree on meeting times
- Determine file sharing system
- If time permits, discuss goals/expectations

Week 3: IMC and Agency Structure

Discuss marketing mix and role of promotion in 4 P's

Discuss elements of integrated marketing communications

Get in agency teams and discuss agency structure

- Discuss different agency models
- Discuss availability and expectations of different approaches
- Decide on an agency structure and agency name.
- Discuss research plan for data gathering
 - Client Background (from briefing, media, annual reports, the Internet, etc. - all)
 - Historical Trends (recent industry and market changes - Research Director leads)
 - Consumer Analysis (consumer profiling and interviews - Research Director leads)
 - Brand Analysis (client's brand, and competing brands - Account Director leads)
 - Media Usage Analysis (audience analysis w/ Simmons data – Media Director leads)
 - Category Creative Analysis (print, video, & digital analysis – Creative Director leads)
 - Public Opinion (stakeholder and event analysis – PR & Promotion Director leads)

Week 4: Research and Account Planning

Discuss different marketing databases introduced in the virtual lecture

Map the databases onto the research plan for gathering brand, industry, consumer and market insights

Discuss what kinds of important insights can't come from databases

Brainstorm strategies for gathering unique consumer, brand, and marketplace insights

Get in agency team and discuss research progress

- Discuss research updates from team members
- Discuss next steps in research process
- Discuss holes in research insights you need to fill

Week 5: The Law, Ethics and Process of Consumer Targeting

Discuss legal and ethical issues in advertising

- Consider legal and ethical issues of advertising representations
- Delve into additional ethical scenarios and issues of consumer targeting

Review Simmons OneView

- Discuss content of overview, sampling, and results videos
 - go.wisc.edu/simmonsoverview
 - go.wisc.edu/simmonssample
 - [go.wisc.edu/Simmons results](http://go.wisc.edu/Simmons%20results)

Receive prepared 2019 and 2020 Simmons Runs

- Review and discuss the runs as a team
- Compare 2019 (pre-pandemic) to 2020 (post-pandemic)

Discuss Plan for Accessing Simmons for custom runs

- Plan off-hours access and sub-sample and more details media runs

Coordinate to consolidate draft of situation analysis - Due in class on Thursday

Week 6: Psychology of Campaign Strategy

Discuss social psychological theories and process of message effects

- Brand associations and mental mapping of your brand

Discuss different campaign objective – sales vs communication

- Formulate goals for the current campaign
- Connect psychology of message effects to campaign goals

Discuss the differences between prospects and targets

- Consider prioritizing prospects and determine target audience

Discuss the concepts of positioning, messaging, and branding

- Apply these concepts to your client and consider options

Week 7: Refining Situation Analysis and Developing Campaign Strategy

Receive feedback on draft of situation analysis and consider refinements

- Discuss approaches to addressing limitation to revise the draft
- Discuss implications for the development of campaign strategy

Define core campaign strategy elements for your brand

- Objectives (what you want to accomplish? – tangible goals).
- Targeting strategies (whom you are trying to reach? – prospects vs targets)
- Competitive advantage (what differentiates your product or service?)
- Brand personality (what traits define your brand?)
- Positioning of brand (how is your brand understood vs. competition)
- Geographical strategies (where you concentrate your media, PR and promotional resources)
- Seasonal strategies (when you market the product)

Apply Springboard technique to begin developing creative brief for your client

- Creative Brief bridges Campaign Strategy to Creative Plan]

Week 8: Press Conference Scenarios and Planning

Discussion of Public Relations Strategies and Tactics

- Management of Public Opinion and Reputation
- Management of Crisis Communications

Review of Press Conference Scenarios and Planning

- Break into “role” teams to execute “joint” press conference
- Develop press release in response to the scenario

- Plan the crafting of the presentation deck and fact sheet
 - PR/Promotions Directors - Write Press Release; Prepare presentation
 - Account Directors - Prepare presentation; Host press conference
 - Research Directors - Prepare the fact sheet; IM at the press conference
 - Creative Directors - Design press kit and presentation template + visual elements
 - Media Directors - Generate media contacts (about 10) and 10 summary tweets

Week 9: Refining Campaign Strategy

- Revisit Campaign Objectives – Are they achievable?
- Revisit Primary and Secondary Targets – Are these your best prospects?
- Revisit Timing – What time of the day, week, month, and year?
- Revisit Geography – Are you emphasizing national coverage or regional markets?
- Confirm Positioning – How can you best leverage your brand’s relative standing?
- Detail Brand personality – What are the deeper human characteristics of your brand?
- Reflect on Competitive Advantage – What really differentiate your brand?

Week 10: Media Planning Workshop

Review media strategy and planning concepts

- Aperture – optimal level of exposure
- Reaching the target – media vehicle selection
- Geography – balance between national and spot markets
- Timing: what time of day, week, month, and year to advertise
- Duration: how long to advertise and the scheduling strategy
 - Flighting, pulsing, and continuity

Confirming media selection with subsample runs and deeper media selection

Review strengths and weaknesses of different advertising media

Workshop: Learning to use the media planning spreadsheets and flowcharts

Media allocations to impact, digital, and traditional media

Scheduling of purchased media and flowchart visualization

Week 11: Creative Messaging and Branding

Receive feedback on campaign strategy and reflect on implications for creative plan

- Discuss approaches to addressing limitations to revise the draft
- Discuss implications for the development of creative, media, and PR/promotions

Discuss innovative creative formats such as edutainment, disruptive PR, viral and ambient

Consider the power of video and the options for video outside of broadcast advertising

Discuss copywriting and storyboarding for radio/video ads

Discuss options for web and print advertising and creative options

In agency teams, discuss creative concept driving broadcast, outdoor, digital, and print

- How does the creative concept work across executions? Is it “refreshable”?
- Discuss media planning and buying to align with creative executions
 - e.g. print ads to match magazine purchase
- Discussion integration of logo, tagline, and direct response features in messaging

Week 12: No discussion - Thanksgiving Break

Note that the remaining sections of the campaign plan are due Tuesday after holiday.

Week 13: Promotion and Interactive

Review consumer and trade promotion options

Discuss viral and buzz marketing tactics

Consider SEO and SEM opportunities

Explore existing and emerging social media options

- Break into agency teams and apply these concepts to campaign tactics
- Consider promotional opportunities that reinforce campaign themes
- Consider options that might build buzz/viral and integrate into campaign
- Discuss how you plan to use digital, SEO, SEM, and social media

Week 14: Assembling the campaign plan and the pitch deck

Discuss social marketing and health interventions

- Consider how marketing communication principles are being used for health promotion
- Consider how these same principles can be extended to political marketing and campaigns
 - We will explore this in more detail next week

Get into agency teams and discuss plan for assembling campaign plan book and pitch deck

- Divide remaining task for smooth assembly of final plan book
 - Design/layout of book
 - Proofing of book
 - Layout of book
 - Citations and references in book
 - Visual / graphical elements in book
- Begin planning the transfer of key elements to pitch deck
 - Design/layout of the pitch deck (match book)
 - Synthesis of core campaign elements
 - Determine order of presentation and outline/script pitch
 - Remember your presentation must be under 10 minutes
 - We will cut you off if you are more than 30 second over.

Week 15: No discussion – TAs will have extended office hours for individual and team meetings