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Course Materials:
1. Advertising Campaigns Start-To-Finish (PDF)
2. Various campaign case studies, including the National Student Advertising Competition (NSAC) case study

Overview:
This class is designed to allow upper-division marketing, communications and graphic arts majors to acquire an in-depth understanding of the advertising business through learning the process by which campaigns are developed. This includes course work in the following areas:
- Market research
- Strategic planning
- Market segmentation
- Product positioning
- Messaging strategy
- Campaign development
- Creative development
- Art Direction
- Copywriting
- Production
- Media planning and placement
- Campaign pitch development

The MKTG 402 class will also assist in developing and presenting a real world advertising and promotion campaign for the 2015-2016 National Student Advertising Competition sponsor – Snapple. During the semester, students will also have the opportunity to interface with advertising and marketing professionals who will provide general knowledge and perspective on the industry.

2015 - 16 Campaign Sponsor: Snapple

Case Study and Challenge: Delivered

The Competition: The BSU NSAC Team will compete in the District XI region competition in April in Bozeman, Montana. Finalists will be selected from the NSAC district competitions and present their work to Snapple executives at the AAF National Conference 2016. Many top advertising agencies use this opportunity to recruit the ad industry's newest talent. Over 150 AAF college chapters are expected to participate in the 2015 competition.

Please refer to www.aaf.org, the website for the American Advertising Federation, for information as it becomes available.
Objectives for Spring Semester:
1. Prepare for NSAC competition in April.
   - Assessment: Plans book, presentation
2. Develop thorough understanding of how agencies work
   - Assessment: Participation in campaign development and in mandatory agency events such as guest speakers and on-site agency meetings
3. How-to notebook for next year’s campaign (tips and guidelines)
   - Assessment: Participation in development of notebook (example will be provided)

Grading System:
1. Participation – 25% 
2. Plans book – 50% 
3. Weekly updates, assignments and campaign-development milestones – 25%

Expectations:
1. Participation: Students must be “engaged” and share in development of the campaign. Weekly conference reports, project status reports, and other agency documents (such as creative briefs) must be executed in order to keep the team on track
2. Timeliness: Weekly assignments must be completed on time in order to meet deadlines. Importantly, we must adhere to the NSAC time-line requirements or risk disqualification!
3. Teamwork: Teamwork is critical for successful completion of the case and competition at NSAC, just as it would be in a real advertising agency and/or brand management group. Look for ways to support and challenge each other.
4. Attendance: Attending class and team meetings will be critical to moving the project forward

Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Activities</th>
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<tbody>
<tr>
<td>January</td>
<td>Finalize objectives, strategies, positioning etc. Fill any research gaps. Finalize plan outline</td>
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<td>February</td>
<td>Complete first draft of campaign plan with first pass creative concepts and media plan</td>
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<tr>
<td>March</td>
<td>Finalize plan book and creative. First draft of presentation</td>
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<tr>
<td>April</td>
<td>Finalize NSAC presentation. Participate in NSAC Competition in Boise, Idaho</td>
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<td>May</td>
<td>Visit agencies, prepare “how-to” notebook, organize archives, present to BAF, National Competition presentation (if chosen at the district level)</td>
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Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:

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<tr>
<td>1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:</td>
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<tr>
<td>✓</td>
<td>1.2. Business Policy and Strategy</td>
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<td>✓</td>
<td>1.9. Marketing</td>
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<tr>
<td>✓</td>
<td>2.1. Communicate effectively: Write messages and documents that are clear, concise, and compelling</td>
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<tr>
<td>✓</td>
<td>2.2. Communicate effectively: Give oral presentations that use effective content, organization, and delivery</td>
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<td>3. Solve problems, including unstructured problems, related to business and economics</td>
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<td>4. Use effective teamwork and collaboration skills</td>
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<td>5. Demonstrate appropriate principles of responsible business practices</td>
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