

## Mktg 401 – Advertising Agency Management – Fall 2009 Sec. 001 – TuTh 4:40 – 5:55 p.m. – Keiser Hall 103

**Instructor:** Jay Longwell  
**Office:** 800 W. Idaho, Suite 350  
Boise, ID 83702 (The Mode  
Bldg., 3<sup>rd</sup> Floor)  
**Office Hours:** After class, or by appointment

**Phone:** 208-761-1489  
**E-mail:** jay.longwell@stratusmar  
keting.com

### Course Materials:

1. Advertising and Promotion: An Integrated Marketing Communications Perspective, Belch & Belch, 8th edition (note: 7<sup>th</sup> edition is OK as well)
2. *Advertising Campaign Planning*, Jim Avery
3. National Student Advertising Competition (NSAC) case study

### Overview:

This class is designed to allow upper-division marketing majors to acquire an in-depth understanding of the advertising business through developing and presenting a real world advertising and promotion campaign in the National Student Advertising Competition sponsored by the American Advertising Federation. The class requires individual effort and teamwork with focus on content and presentation development for the district and national competitions. Students will have the opportunity to interface with advertising and marketing professionals who will provide general knowledge and perspective.

The class spans two semesters, with the first semester focusing on industry and client research and the development of marketing and advertising objectives and strategies. The second semester focuses on development of creative, the media and promotion plan and the presentation itself. Students are also obliged to develop and participate in fundraising efforts to cover travel expenses for the presenting team and instructor. The 2009/10 District 11 competition is in Boise, ID.

### 2009-10 Campaign Sponsor: **State Farm Insurance**

State Farm's mission is to help people manage the risks of everyday life, recover from the unexpected, and realize their dreams.

**We are people** who make it our business to be like a good neighbor; who built a premier company by selling and keeping promises through our marketing partnership; who bring diverse talents and experiences to our work of serving the State Farm customer.

**Our success** is built on a foundation of shared values -- quality service and relationships, mutual trust, integrity and financial strength.

**Our vision** for the future is to be the customer's first and best choice in the products and services we provide. We will continue to be the leader in the insurance industry and we will become a leader in the financial services arena. Our customers' needs will determine our path. Our values will guide us.

State Farm insures more cars than any other insurer in North America. We are the leading U.S. home insurer. More than 17,000 agents and 68,000 employees serve over 75 million policies in the United States and Canada. We also provide our customers with a wide array of financial products and services to help them manage today and prepare for tomorrow.

Case Study and Challenge: To come

The Competition: The BSU NSAC Team will compete in the District XI region competition in April in Boise. Finalists will be selected from the NSAC district competitions and present their work to State Farm Insurance at the AAF National Conference 2010. 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 2010 competition.

Please refer to [www.aaf.org](http://www.aaf.org), the website for the American Advertising Federation, for information as it becomes available.

### **Course Objectives:**

Students taking this class should, upon completion of the fall semester, be able to demonstrate the following:

1. A functional understanding of how an advertising agency works and how the advertiser and agency work together.
  - Assessment: assignments and/or quizzes, class participation
2. An understanding of the process used to develop an advertising and promotion campaign.
  - Assessment: assignments and/or quizzes and completion of 1) Research and Situation Analysis portion of NSAC case study, and 2) Marketing and Advertising Objectives and Strategies.
3. Experience and contacts with local advertising professionals. (Assumes Boise Advertising Federation (BAF) agrees to partnership.)
  - Assessment: "Shadow Day" participation or agency meeting (TBD) and written report.
4. Development of and participation in fund raising activities

### **Grading System:**

1. Participation -- 50% (which includes assignments and/or quizzes)
2. NSAC case study – 50%

### **Expectations:**

1. Participation: Students must be "engaged" and share in development of the plan to be successful.
2. Timeliness: Weekly assignments must be completed on time in order to move the project forward. 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: Attendance is required. This isn't the kind of class in which you can just borrow the notes. If you're not here, you'll fall behind, and your contribution will be missed.

### **Timeline**

<u>Month</u>	<u>Activities</u>
Aug/Sept	Ad team organization Project management skills Fund raising Case assessment Research and strategic account planning skills
October	Case starts Situation analysis Target audience Buyer response Exploratory research Segmentation, positioning, and value propositions

November     Advertising Budget  
                 Advertising Strategy  
                 Media Strategy  
                 Vehicle Selection

December    Creative Strategy  
                 Promotion Strategy  
                 First draft strategic plan complete  
                 Presentation of campaign “Big Ideas” with supporting rationale

## **COBE CORE CURRICULUM STUDENT LEARNING GOALS AND OBJECTIVES**

Students in this class will learn or practice the COBE Core Curriculum concepts, methods, and skills detailed below.

- Understand and apply analytical and disciplinary concepts and methods related to:
  - Business Policy and Strategy
  - Marketing
- Communicate effectively
  - Write messages and documents that are clear, concise, and compelling
  - Give oral presentations that use effective content, organization, and delivery
- Solve problems, including unstructured problems, related to business and economics
- Use effective teamwork and collaboration skills