

JOUR 3020: Advertising Account Planning

Spring 2018

“If I had asked people what they wanted, they would have said faster horses.”

- Henry Ford

At the heart of every strategic communication message is an understanding of the target audience. If we have a thorough grasp of who we’re talking to, we can make more effective communication pieces. This class is all about people and getting to know them.

Planners know people, they like people, they *get* people. They are well-rounded and can chat about many different topics. They are the life of any party and don’t mind picking up a phone, stopping people on the street, or diligently combing through social media posts so that they can learn more about human behavior and insights. In this class we will dive deep into the minds of various target audiences – who are they – what do they think now and what we want them to think based on our advertising? Exhibited through the quote above, this isn’t always as simple as asking people exactly what they want, because *they often don’t know*. We’ll have to get creative. As future advertising or strategic communication professionals, it is essential that you practice creative problem solving every chance you get!

In this class you will gain hands-on experience solving advertising and communication-related issues faced by many planners today. This includes strategically determining and understanding your target audience’s needs and desires, establishing the purpose of your brand’s advertising, and generating creative briefs. Previous students have compared this class to “method acting,” can you live and breathe like your target audience in an effort to understand them and, as a result, make better messages? We will focus on advertising account planning in this course but keep in mind that many of these skills translate to other fields and occupations.

Objectives:

1. Develop an understanding of account planning and the unique opportunities and challenges this occupation encounters in both off and online settings
2. Synthesize creative solutions to present-day account planning problems. Namely, you will work to better understand different audiences and what drives them to consider product purchase, attention to advertising, and other outcomes
3. Defend strategic decisions through written and oral methods and incorporating primary and secondary, qualitative and quantitative research

Prerequisites: You should already be a JOUR major and completed the Mayborn School of Journalism’s Foundational Courses.

Required Readings: Available at campus bookstore:

- Kocek, C. 2013. The Practical Pocket Guide to Account Planning.
- Steel, J. 1998. Truth, Lies, and Advertising: The Art of Account Planning.

Both of these books are essential tools for an account planner. You may read the Kocek book at your leisure throughout the semester. You'll see that the Kocek book has a number of valuable lists and suggestions for a new account planner. I will point to sections for reference as we reach them in the course. The Steel readings are assigned in the course calendar on the next page.

Other required materials: Access to a camera (phone camera is fine) and a printer

Email: This is the best way to reach me (see email address above). Please do not email me less than 24 hours before something is due, as I won't be able to 100% guarantee a response before the deadline. Note that FERPA guidelines require that I only reply to your my.unt email address.

Blackboard Issues? For the most part, Blackboard is a great resource for students. But, if you encounter any issues, you can send an email (helpdesk@unt.edu), make a call (940.565.2324), or visit 130 Sage Hall. I will use Blackboard messages to communicate with the class as a whole. Please be sure that you check your UNT email and Blackboard regularly so that you do not miss any important messages from me.

Attendance/Participation: Everyone in this class has an extremely important role. As a class we will rely on your insight to contribute to our group's "bigger picture." We will depend on you to bring your share of the work, which we'll use to build our understanding of target audiences. We'll do a lot in each class and it is important that you are in attendance. If you foresee any event compromising your ability to complete work for this class, please let me know as soon as possible. Please schedule an appointment or visit my office hours to discuss. I expect you to be present in class and complete all assignments on time, just as you would in the real world.

No Baloney: It's hard to learn in an environment that feels uncomfortable. In this class, you are required to exhibit respect to me, your classmates, and any speakers who visit. I take this seriously. We're here to learn. Should it be determined that you are disruptive in class, regularly absent, exhibiting signs of harmful behaviors, etc. a formal report will be submitted to the Dean of Students Office, the UNT CARE Team, or other corresponding committee. This policy applies to violations of the honor code. This policy also applies to ANY discussion of hate, discrimination, harassment of any person for any reason. Account planners love and want to understand people – this MUST be valued and is inherent to your work in this course.

late Work: The world is run by deadlines. Turn assignments in on time. Assignments submitted after the deadline will receive a 10-point deduction for each day that passes. A "new day" starts the minute after the assignment is due. The deadlines outlined in the course calendar will not be changed. Additionally, assignments not submitted in the form requested will receive a similar 10-point penalty. For example, if you are asked to bring a printed copy of your assignment to class – not bringing a printed copy will incur point deductions. Plan ahead! Give yourself enough time to complete assignments in line with the guidelines.

Week	Topic	Dates	Topic(s)	Readings, Notes
1	Intro to Planning	1/16, 1/18	What IS Account Planning? Hint: Not What You Think	Steel: Intro & Ch 1
2	Understanding the Business	1/23, <u>1/25</u>	Agency Structure, Briefs, Pitching, the SMIT Eyes on the prize, but <i>what is it</i> exactly?	Steel: Ch 5 Fieldwork #1
3	Understanding the Business	1/30, <u>2/1</u>	Why Are We Advertising? Keeping in mind the “point of it all” + brand positioning	Steel: Ch 2 Fieldwork #2 SUPERBOWL
4	Target Audiences	<u>2/6</u> , <u>2/8</u>	Who Are We Talking To? Diving into the Mind of the Consumer	Steel: Ch 3 Fieldwork #3 SUPERBOWL
5	Audience Exploration Tools	2/13, <u>2/15</u>	What Do They Think Right Now? Just Asking	Steel: Ch 4 & 5 (review) Fieldwork #4
6	Audience Exploration Tools	2/20, <u>2/22</u>	What Do They Think Right Now? Behavior/Observational	Steel: Ch 6 Fieldwork #5
7	Audience Analysis Tools	2/27, 3/1	Why Believe Us? Selling Us On It	Steel: Ch 7 Review
8		3/6, 3/8	Mid-Terms	3/6 Mid-Term Exam 3/8 Final Proj Overview
9		3/13, 3/15	SPRING BREAK	
10	Consumer Psychology	3/20, 3/22*	Experiential Advertising Understanding the Consumer Experience	3/22 Consultations
11	Consumer Psychology	3/27, 3/29*	Consumer Decision Making How We Build Decisions	3/29 Consultations
12	Development	4/3*, 4/5*	Consultations	4/3, 4/5 Consultations
13	Development	4/10*, 4/12*	Consultations	4/10, 4/12 Consultations
14	Development	4/17*, 4/19*	Consultations	4/17, 4/19 Consultations
15	Pitching	4/24, 4/26	Pitches	4/24 Final Project Due
16	Pitching	5/1, 5/3	Pitches	5/3 Team Feedback Due

What Are We Doing?

This class is out of 1,000 points

Deadlines will not change and are outlined on the course calendar.

In-Class Participation (100 Points) This is a hands-on class. In the course calendar above, you'll see that we will be doing a lot of exercises in the field – i.e. – you will be asked to go out and explore, work with people, and make observations to truly understand your audience. It is expected that you have a thoughtful and completed assignments, you engage in active and constructive critique regarding the work of your peers, and you are prepared to participate in discussions on the week's topic. In other words, this is not a simple "I showed up" grade – attending class but not participating is not enough to receive full credit. Ask and answer questions in class, generate conversation, think critically about advertising and audiences! I will take attendance at random points throughout the semester.

Fieldwork (250 points) Fieldwork exercises will be fast-paced, quick turnaround work done in teams. This is competitive work – there will be one "winning" team as a result of each fieldwork exercise. Each exercise should demonstrate enthusiasm and creative ways for walking in the shoes of your audience or brand – it should stand out on its own from other students' exercises in the class. If you miss a fieldwork exercise – you may re-make this only if you have an excused absence (illness – need a doctor's note) – car trouble and parking issues are not excused absences. I need a copy of the absence in writing, which I will exchange for a copy of the fieldwork assignment for you to make-up on your own.

Mid-Term Exam (150 points) On March 6th we will have an in-class exam covering the material presented in class lectures, our discussion, and on the main textbook - *Truth Lies and Advertising*.

Final Project (300 points) Now that you've practiced many different aspects of account planning, it's your turn to complete a project from start to finish for a client! The scope for this project will be presented after you complete the mid-term assessment, on 3/8. This project will allow you to build on your account planning skillset and take ownership of a complete project from start to finish. This project will be completed in teams.

Final Project Pitch (100 points) This is a formal version of your weekly exercise pitch and will be presented as a team. You are expected to build a branded slide deck and complete a 5 minute project pitch. You will be evaluated on your professionalism, ability to use the pitch time wisely, and pitch persuasiveness.

Final Project Teamwork (100 points) At the end of the course your final project teammates will evaluate your contributions to the final project. Your attendance at meetings, enthusiastic contributions, understanding of the problem/assignment, overall participation and involvement will all be assessed.

Below is content from our department.

I am required to post this content in my syllabus:

MSOJ Syllabus Statements

JOURNALISM REQUIREMENTS & GUIDELINES

JOURNALISM COURSE REGISTRATION

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

TEXTBOOK POLICY

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

FIRST CLASS DAY ATTENDANCE

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

OFFICE HOURS

I'll be in my office during the times listed at the top of the syllabus; other office hours are available by appointment. My virtual office is always open; just email me.

ATTENDANCE

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

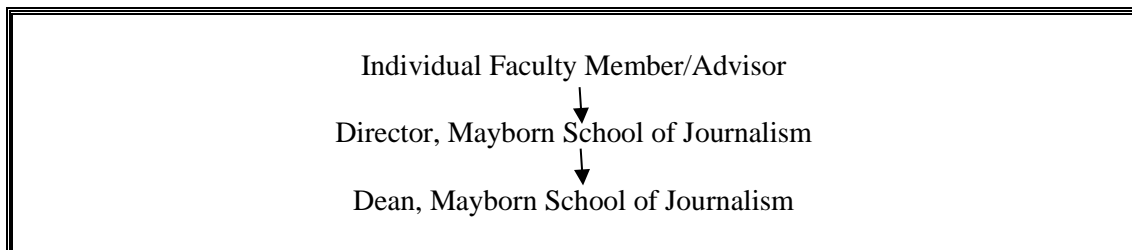
Spring 2018 Important Deadlines

Deadline	Regular Academic Session	8W1	8W2
Martin Luther King Day.	Jan 15	Jan 15	N/A
Classes Begin.	Jan 16	Jan 16	Mar 19
Census.	Jan 29	Jan 23	Mar 26
Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.	Jan 30	Jan 24	Mar 27
Last day for student to receive automatic grade of W for nonattendance.			
Last day for change in pass/no pass status.	Feb 23	Feb 2	Apr 6
Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded.			

Beginning this date instructors may drop students with a grade of WF for nonattendance.	Feb 24	Feb 3	Apr 7
Spring Break.	Mar 12 - 18	N/A	N/A
Last day to drop with either W or WF.			
Last day for a student to drop a course with consent of the instructor.	Apr 2	Feb 19	Apr 23
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Apr 9	Feb 19	Apr 23
Last day to Withdraw (drop all classes).			
Last day for an instructor to drop a student with a grade of WF for nonattendance.	Apr 20	Mar 2	May 4
Pre-Finals Days.	May 2 - 3	N/A	N/A
Last Class Day.	May 3	Mar 8	May 10
Reading Day (no classes).	May 4	N/A	May 4
Final Exams.	May 5 - 11	Mar 9	May 11
End of term.	May 11	May 11	May 11

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:



OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source *this includes images sources*. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course*.

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W"**. If you are taking only online courses and your instructor approves the drop, please contact the MSOJ head advisor for instructions.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the

phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. For the fall 2016 semester you will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu. Spots survey dates:

- Regular session April 16 – May 3
- 8W1 session February 26 – March 8
- 8W2 session April 30 – May 10

Acceptable Student Behavior:

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources_0. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

STATEMENTS OF STUDENT LEARNING OUTCOMES

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 3020, will help to meet the student learning outcomes that have been checked by your professor, Dr. Champlin. Each graduate must:

- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve