

# AD/PR CAMPAIGNS

COMM430 (01) (11120), Spring 2019  
Columbia Hall, Room 2300D  
Mo/We/Fr 11:00AM-11:50AM

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## COURSE DESCRIPTION & OBJECTIVES

According to the UND Catalog, this course explores audience segmentation, and qualitative and quantitative approaches to market research and campaign testing to develop research-driven advertising and public relations communication campaigns.

You are expected to demonstrate the depth and breadth of your knowledge and skills of advertising, public relations, and other applicable fields experienced from previous coursework. Throughout the course, we use hands-on experiences to cover planning, designing and executing a complete advertising and public relations campaign.

Specifically, this course will expect you to:

- Apply strategies and tactics you learned in previous courses to a campaign for a real-world client.
- Work in teams to select the appropriate answers to your client's advertising and public relations problems including defining the current state of the client and market, identifying the target audience, identifying stakeholders, designing creative materials, identifying proper public relations tactics to be used, developing the media plan, implementing suggestions (depending on client requirements), and developing the budget within the client's requirements.

More specifically,

- This course requires you, in cooperation with other class members, to prepare an advertising and public relations campaign for a real client. **The entire class will work together as an advertising and public relations agency to produce one single plan. Based on your interests, skills, and abilities, you will be arranged in a team, which will act as a department in the agency.** You will spend class time honing your skills in data collection and research, media planning and analysis, copywriting, design, production, and evaluation.

- I did not design this class to allow absolute specialization, so you can expect to work on several aspects of the campaign. As a result of your works, you will submit a written campaign/plans book and an oral presentation. You will turn in the written report a week or more before the final presentation.
- This course assumes that you have assimilated a body of knowledge about advertising, public relations, and other strategic communication, that you are familiar with all standard advertising and public relations references and can use them, and that anything you do not know you will learn on your own or ask me about. In this course, I will primarily advise (also counsel, prod, urge, motivate, question, berate, referee, judge – whatever it takes).
- Get ready for a time-consuming, nerve-wracking, emotionally-wrenching experience.
- In other words, this course is as "**real world**" as an academic course can be. That's what makes this class so much fun.

By the end of the semester, you should be able to:

- Develop a thorough understanding of the entire advertising and public relations campaign process and how it is put together to help solve client's needs
  - Gather and analyze secondary data that provides information pertinent to the client's communication problem
  - Analyze a client's advertising/public relations/marketing problems and opportunities based on a thorough Situation Analysis
  - Develop and implement primary research that informs questions unanswered in the Situation Analysis
  - Set realistic advertising/public relations/social media objectives
  - Develop a message strategy
  - Develop creative advertising, public relations, and social media messages for the intended target that are on strategy
  - Make media planning and buying recommendations
  - Make realistic budget recommendations
- Sharpen the skills necessary to be an advertising professional
  - Work collaboratively as part of a team
  - Gain experience presenting to a real client
  - Develop a campaign/plans book that will showcase your work to future employers

This course is designed to satisfy the following standards:

- To identify, create and justify the elements of a campaign
- To demonstrate and apply knowledge and skills gained in previous courses in designing, planning and implementing campaigns
- To understand and explain how different departments in an advertising and public relations agency function together to create a campaign
- To be able to listen to a client's needs/wants and turn those needs and wants into an effective campaign reaching a specified target audience

- To demonstrate an understanding of diversity of audiences and groups
- To demonstrate an understanding of working ethically in pursuit of truth, accuracy, fairness, and diversity
- To show an understanding of presenting images and information effectively in campaign materials
- To show an understanding of thinking creatively and critically regarding campaigns
- To show an understanding of conducting research and evaluating information regarding campaigns
- To show an understanding of writing correctly and clearly in the appropriate form and style for campaigns
- To show an understanding of critically evaluating work for accuracy and fairness, clarity, appropriate style, and grammatical correctness
- To show an understanding of applying the tools and technologies necessary for campaigns
- To show an understanding of applying basic numerical and statistic concepts regarding campaigns

### **COURSE STRUCTURE: Team Work**

This course is designed to function as a real world business/experience. Your team will be in charge of the direction and content based on your client's needs. A majority of the course will be team meetings (with and without me). **If you are not contributing, your team does have the ability to fire you.** As each team will present different ideas and questions, the ways in which each team will interact and receive advice may vary. Lectures will be given when they are necessary, but the main emphasis of this class is for \*you\* to find your way through designing a campaign. Most of our interactions will be small group discussions. If you are struggling, ask questions as many as necessary.

- **Assume you are in a professional agency, where showing up for work and doing your share of the work are NOT optional.**
- If your team member is not performing up to group standards, he/she must be given a written warning that they are in danger of being "fired" from your team. Written warnings must state exactly how the team member has failed to live up to the expectations of the other team members. Teams are required to give me a copy of any written warning and to make an appointment, including all members, with me within one week of submitting the letter to discuss possible solutions.
- **If you are fired, you will form a one-person agency by yourself and complete all the requirements for the campaign.**

### **RECOMMENDED READINGS**

There is no specific textbook in this class. However, there is a list of books that can help you understand developing campaigns. Readings or materials may be given to you throughout the semester from a variety of sources.

- Avery, J., & Yount, D. (2010). *Advertising campaign planning* (5<sup>th</sup> ed.). Irvine, CA: Melvin & Leigh, Publishers.
- Blakeman, R. (2011). *Advertising campaign design: Just the essentials*. Armonk, NY: M.E. Sharpe.
- Bobbitt, R., & Sullivan, R. (2014). *Developing the public relations campaign: A team-based approach* (3<sup>rd</sup> ed.). Boston, MA: Pearson.
- Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC: Principle and practice* (9<sup>th</sup> ed.). New Jersey: Prentice Hall.
- Tuten, T. L., & Solomon, M. R. (2015). *Social media marketing* (2<sup>nd</sup> ed.). Thousand Oaks, CA: SAGE Publications Inc.

## TEAM DESCRIPTIONS

There are five teams and you will be arranged in a team considering your interest and skills. \*\*\*Team descriptions will be distributed separately.

## COURSE REQUIREMENTS\*\*\*

\*\*\*Please refer to the guideline of “Late Assignment” under the COURSE POLICIES below.

### Plagiarism Training Certificate (Required):

All COMM majors and students taking COMM classes are required to pass a brief online course that teaches them how to identify plagiarism. This course was put together by Indiana University, which has kindly allowed us to utilize it for our own students. To pass the course, use the links provided below. **Obtain the certificate, then upload it to the certificate to Blackboard by the date indicated on the course schedule.** If you have already obtained this certificate, you don't need to take the Indiana University course again. Simply upload the certificate that you have already earned for all COMM courses. **Finally, if you do not turn in this certificate by the deadline indicated on the schedule, you will receive an “I” grade for this course.**

Watch the “How to Recognize Plagiarism” tutorials  
here: <https://www.indiana.edu/~academy/firstPrinciples/index.html>

and learn about registration / certification tests  
here: <https://www.indiana.edu/~academy/firstPrinciples/certificationTests/index.html>

### Peer Evaluations (30 points x 5):

Peer evaluations are critical in this class because your work and responsibility directly affect the outcome of the campaign and client presentation. There will be **five peer evaluations**.

For the success of team activities, each team member's dedication and meaningful contribution are critical. Peer evaluation is a confidential written report of your contributions and the contributions of each member of your team. Peer evaluation will be assessed at the completion of each team activity. Your peer evaluation grade will be decided based on your team members' evaluations of your contribution to various team projects and activities, such as your attendance at meetings, preparation for and participation in those meetings, completing the assignments given by your team, etc.

A peer evaluation form will be posted on Blackboard. Using the form, evaluate your team members' contribution to each team activity objectively and submit the completed form **by the specified due dates**.

**Peer evaluation is NOT optional.** Failure to turn in the completed form on your specified due date or late submission will result in receiving ZERO POINT for this portion of your grade.

### **Team Weekly Reports (3 points x 10):**

Each team will submit a team weekly report by 11:59PM (CST) on each Sunday via Blackboard. The Weekly Report form will be provided on Blackboard. This form includes 1) the overall summary of team's tasks of the week, 2) overall team's plans for next week, 3) individual team member's tasks for the week and the process/results, and 4) individual team member's tasks for next week. The notes will be a source of my evaluations for your individual participation. **If a team does not submit this report by the deadline, all team members will receive 0 (zero) point for the weekly report and negatively affect your individual participation grade.**

### **Campaign Book (20 points):**

You will write an original campaign plan and design original campaign documents for a client, which will be gathered in the campaign book. Everyone is expected to contribute to this book. You are required to submit **two color-printed hardcopies (one for me and one for client) and one digital (pdf) copy. Your client may wish to have both hard and digital copies.** The campaign book will be evaluated by the client and the instructor.

Regardless of what your client's needs/budgets are, your campaign plan must contain at least ten creative items. These items may include, but are not limited to:

- Advertisements (print, radio, television – For television a script and storyboard are minimums)
- Web items (these can be Twitter backgrounds, Facebook cover pictures, etc.)
- Public relations (press releases, company backgrounder, biography, fact sheet)
- Brochure or newsletter
- Promotional materials
- Offline event

All of the creative items cannot come from a single category. In other words, you cannot have 10 print ads for your campaign.

### **Team Chapter for Campaign Book (20+10 points):**

Each team will write about a **minimum 5-page** team chapter (1-inch margins, Arial font, 12-point font size, and **single-spaced, excluding tables, images, and figures**) for the final campaign book. Each team chapter should include all major information about the campaign, such as data, graphs, figures, and image files. The team chapter draft is worth 20 points and the revised team chapter is worth 10 points.

### **Team Presentations (20 points x 2):**

There will be two team presentations. Each team will prepare two **15-minute (including Q&A)** PowerPoint presentations (i.e., Presentation 1 & Presentation 2). Details about the team presentations will be discussed during the class.

### **Client Reports (5 points x 3):**

There will be 3 client meetings, including the client orientation. To prepare each meeting, each team will be asked to submit a one-page client report (1-inch margins, Arial font, 12-point font size, and **single-spaced**) before the client meeting. Therefore, the client can read your report prior to the meeting. For the client orientation, each team will submit a list of questions for the client.

### **Progress Presentations (10 points x 2):**

For client meeting 1 and 2, each team will do a progress presentation in front of the client. Each team will prepare an **8-minute (including Q&A)** PowerPoint presentation.

### **Final Client Presentation (15 points):**

Our agency (i.e., entire class) will have a final presentation in front of the client. Details about the client presentations will be discussed during the class.

### **Class Participation (30 points):**

Throughout the semester we will have various class participations. These participations will include: attendance<sup>\*\*\*</sup>, student bio, pop quizzes, short presentations, discussion, and essays. These assignments are given in order to help facilitate student learning and to foster student-teacher interaction. Instructor's evaluations will be included here as well.

<sup>\*\*\*</sup>Please refer to the guideline of "Attendance" under the COURSE POLICIES below.

## Extra Credit (+ $\alpha$ ):

Opportunities may or may not be available during the semester and are at my discretion. However, if your class participation points exceed 30 points, the extra points will be considered as extra credits.

## COURSE EVALUATION

Final grades will be based on the following factors:

Peer Evaluations 1-5	150pts (30pts x 5)
Team Weekly Report	30pts (3pt x 10)
Campaign/Plans Book	20pts
Team Chapter Draft	20pts
Teach Chapter Revision	10pts
Presentations 1 & 2	40pts (20pts x 2)
Client Report	15pts (5pts x 3)
Progress Presentation	20pts (10pts x 2)
Client Presentation	15pts
Class Participation	30pts
Extra Credit	+ $\alpha$
<b>Total</b>	<b>350pts</b>

The following scale will be used to determine the final grade:

315-350pts	A ( $\geq 90\%$ )
280-314pts	B (80%)
245-279pts	C (70%)
210-244pts	D (60%)
Lower than 209pts	F (0-59.99)

- A: Achievement that is outstanding relative to the level necessary to meet course requirements.
- B: Achievement that is significantly above the level necessary to meet course requirements.
- C: Achievement that meets course requirements in every respect.
- D: Achievement that is worthy of credit even though it fails to meet fully the course requirements.
- F: Represents failure and signifies that the work was either completed but at a level of achievement that is not worthy of credit or was not completed.
- I (Incomplete): assigned at the discretion of the instructor. An incomplete grade will be considered only when documented, extraordinary circumstances beyond control, or ability to anticipate, prohibit timely completion of the course requirements. **Incomplete grades are rare.** Requires a written agreement between instructor and student.

## Grade Distribution

Grades will be given on an absolute scale. This means that your grades will be based only on your accomplishments and that you are not in competition with other students for grades in this course.

## Calculating the Final Grade

The maximum score you can earn from this course is 350 points. Additionally, extra credit opportunities will be provided over the course of the semester. Your final grade percentage will be calculated based on the following formula:

**(Points earned from course requirements + extra credit points) \* 100 / 350 points**

Suppose that at the end of the semester, you earn 300 points (out of 350 points) from course requirements and 5 extra credit points. Then your final percentage will be:  $(300 + 5) \times 100 / 350 = 87\%$

## COURSE POLICIES

### Late Assignment

After the deadline, **20%** of the assignment's grade will be deducted for each day the assignment is turned in late.

### Attendance

Attendance will be taken regularly at the start of class. Each attendance counts 0.5 point. Late arrival, which can be defined as arrival after checking attendance, counts 0.2 point. Two late arrivals equal one absence, deducting 0.5 point. The total attendance points will be 21 points (0.5 point x 42). If the instructor does not check attendance, all students automatically attain 0.5 point for the attendance of that day. If you miss more than 25 minutes of class by arriving late or leaving early, you will be counted as absent from class that day. **There are no excused or unexcused absences. However, students will not be penalized for absence during the session due to unavoidable or legitimate circumstances, which must be documented. Such circumstances include verified illness, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, and religious observances. Such circumstances do not include voting in local, state, or national elections.**

**You have to take responsibility for your decisions, including missing points for class participation, lectures, or extra credit if you decide to be absent. You will be allowed 4 absences (10% of the total attendance) with point deductions (0.5 point for each absence). After any 4 absences, 5% of the total attendance points will be deducted for *each absence cumulatively* (i.e., 5th absence = 5%, 6th absence = 10% deduction, etc.).**

Notification of cancellation of class will be announced at least one class meeting prior to the cancellation or via UND email account. In case of inclement weather, I will do my best to send out an email as early as possible (most likely around 6am) if we are not meeting in person.



Students are not allowed to use cell phones in the classroom. **0.5 point will be deducted each time your cell phone rings.** Students cannot use laptop computers **UNLESS the instructor allows their use.** Text-messaging, cross-word puzzles, Sudoku, newspapers and any other non-course related materials and activities are absolutely prohibited in class.

**\*\*\*If the instructor is late for class or his cell phone rings during the class, he will bring treats for all students at the next class.**

### **Team Project Policy**

All team members must participate in team projects in a meaningful manner in order to earn team project grades. If your team 1) does not receive any responses from your team member(s), 2) cannot communicate with them, or 3) has serious issues with their performance and contribution to the team, please let me know who those member(s) are. Based on each team's decision, each team can report if your team lost team member(s) or your team member(s) failed to contribute to the team. Then, I will notify it to the team member(s) who have not meaningfully participated in projects. Once I file the report, that team member(s) will have 25%, 50%, or 100% point deduction from your team's total grades based on the team's decision regarding the team member(s) contribution. For example, if your team earned 30 points for a team project, that team member(s) may earn 22.5 points (25% deduction from 30 points), 15 points (50% deduction from 30 points), or 0 point (100% deduction from 30 points). As you are seniors or juniors, I assume you know how to respect your team members and work together. However, I need to state this policy in order to be fair to students who work harder. If you actively participate in your team projects, you don't need to be concerned about this policy at all.

### **Scholastic Dishonesty**

University of North Dakota takes a strong stance against Scholastic Dishonesty. Scholastic Dishonesty includes, but is not limited to, cheating on a test, plagiarism, collusion, fabrication, or facilitating any such act. **If you engage in scholastic dishonesty, disciplinary action at both the departmental and university level will be taken, which could result in failing the course and/or expulsion from the university.** Examples of scholastic dishonesty include:

(1) **Cheating** on a test includes, but is not restricted to: 1) Copying from another student's test; 2) Possessing or using material during a test not authorized by the person giving the test; 3) Collaborating with or seeking aid from another student during a test without authority; 4) Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an unadministered test; 5) Substituting for another student or permitting another student to substitute for oneself to take a test; and 6) Bribing another person to obtain an unadministered test or information about an unadministered test.

(2) **Plagiarism** means the appropriation, buying, receiving as a gift, or obtaining by any means another person's work and the unacknowledged submission or incorporation of it in one's own work. This includes appropriation of another person's work by the use of computers or any other electronic means.

(3) **Collusion** means the unauthorized collaboration with another person in preparing written work offered for credit.

(4) **Fabrication:** Unauthorized falsification or invention of any information or citation in an academic exercise.

(5) **Recycling Prior Work:** Submitting work previously submitted and evaluated for course credit in prior sections of this course or in other courses.

To be clear: going online and taking information without proper citations, copying parts of other student's work, creating information for the purposes of making your paper seem more official, or anything involving taking someone else's thoughts or ideas without proper attribution is **academic misconduct**. If you work together on an assignment when it is not allowed, it is **academic misconduct**. If you have a question about an assignment, please come see me to clarify. Any cases of academic misconduct will be reported for violating the academic honesty requirements in the student handbook. They will also result in failure for the course. Remember – ignorance is NOT a defense.

**The Department of Communication is committed to bringing the richness of cultural diversity to all students. Through active engagement, the Communication Program endeavors to provide multicultural opportunities, to reduce cultural stereotypes, to embrace cultural differences, and to promote respect for cultural diversity.**

All Students are subject to the University of North Dakota Code of Student Life (<http://und.edu/code-of-student-life/general-policies.cfm>), including, but not limited to, issues of Scholastic Dishonesty.

All Communication majors and pre-majors will be added to the Communication Department Listserv. The purpose of the listserv is to keep students informed of opportunities to enhance their educational experience at UND. Contact the Communication Department office ([und.comm@email.und.edu](mailto:und.comm@email.und.edu)) if you would like to be removed from the listserv or if you are not receiving messages and would like to be added. To keep informed, also refer to the Communication Department web page (<https://arts-sciences.und.edu/communication/>).

**Disabilities:** To get confidential guidance and support for disability accommodation requests, students are expected to register with DSS at <https://und.edu/disability-services/>, McCannel Hall 190, or 701.777.3425.

**Notice of Nondiscrimination:** It is the policy of the University of North Dakota that no person shall be discriminated against because of race, religion, age, color, gender, disability, national origin, creed, sexual orientation, gender identity, genetic information, marital status, veteran's status, or political belief or affiliation and the equal opportunity and access to facilities shall be available to all. Concerns regarding Title IX, Title VI, Title VII, ADA, and Section 504 may be addressed to Donna Smith, Director of Equal Employment Opportunity/Affirmative Action and Title IX Coordinator, Twamley Hall 401, 701.777.4171, [UND.eo.titleIX@und.edu](mailto:UND.eo.titleIX@und.edu) or the Office for Civil Rights, U.S. Dept. of Education, 500 West Madison, Suite 1475, Chicago, IL 60611 or any other federal agency.

**Reporting Sexual Violence:** If you or a friend has experienced sexual violence, such as sexual assault, domestic violence, dating violence or stalking, or sex-based harassment, please contact UND's Title IX Coordinator, Donna Smith, for assistance: 701.777.4171; [donna.smith@UND.edu](mailto:donna.smith@UND.edu); or go to <http://und.edu/affirmative-action/title-ix/>.

**Faculty Reporting Obligations Regarding Sexual Violence:** It is important for students to understand that faculty are required to share with UND's Title IX Coordinator any incidents of sexual violence they become aware of, even if those incidents occurred in the past or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow UND to provide resources to help the student continue to be successful at UND. If you have been the victim of sexual violence, you can find information about confidential support services at <http://und.edu/affirmative-action/title-ix/>.

**UND Cares Program:** The UND Cares program (<http://und.edu/und-cares/>) seeks to educate faculty, staff and students on how to recognize warning signs that indicate a student is in distress.

**How to Seek Help When in Distress:** We know that while college is a wonderful time for most students, some students may struggle. You may experience students in distress on campus, in your classroom, in your home, and within residence halls. Distressed students may initially seek assistance from faculty, staff members, their parents, and other students. In addition to the support we can provide to each other, there are also professional support services available to students on campus through the Dean of Students and University Counseling Center. Both staffs are available to consult with you about getting help or providing a friend with the help that he or she may need. For more additional information, please go to <http://und.edu/und-cares/>.

## TENTATIVE COURSE SCHEDULE\*

\*\*\***AP** – Research/Account Planning; **MS** – Media Strategy; **PR** – Public Relations;  
**CR** – Creative; **CE** – Campaign Execution

Week	Date	Topics	Assignments
Week 1	1/9 (W)	Course Introduction	
	1/11 (F)	Ad/PR Campaign Overview Campaign Process	•Read Blakeman Ch.1.
Week 2	1/14 (M)	<b>Panel Session</b>	
	1/16 (W)	Situation Analysis & Problems and Opportunities	•Read A&Y Ch.1&3. •Submit Team Selection Form (hard copy).
	1/18 (F)	Campaign Objective & Research  Team Selection & In-Class Team Meeting	•Read Blakeman Ch.2. •Read A&Y Ch.4. •Submit Student Bio.
Week 3	1/21 (M)	<b>Martin Luther King Jr. Day (No Class)</b>	
	1/23 (W)	Branding and Positioning & Advertising Creative	•Read Blakeman Ch.3-4. •Submit one-page question list for the client.
	1/25 (F)	<b>Client Orientation</b>	•Submit Plagiarism Certificate on Blackboard.
Week 4	1/28 (M)	Out-of-Class Team Meeting	
	1/30 (W)	Public Relations, Electronic Media, & Social Media Marketing	•Read Blakeman Ch.7&12. •Read A&Y Ch.9. • <b>Class Dues: \$20</b> • <b>CR: Lead the development of agency name &amp; logo.</b>
	2/1 (F)	In-Class Team Meeting	•Submit Team Weekly Report 1 by Sunday 11:59PM.
Week 5	2/4 (M)	In-Class Team Meeting	• <b>AP: Conduct pre-launch survey.</b>
	2/6 (W)	<b>[AP] Presentation 1 [MS] Presentation 1 [PR] Presentation 1</b>	• <b>AP,MS,PR:</b> Submit presentation slides by 9AM.
	2/8 (F)	<b>[CR] Presentation 1 [CE] Presentation 1</b>  In-Class Team Meeting	• <b>CR,CE:</b> Submit presentation slides by 9AM. •Submit Peer Evaluation #1 by 11:59PM. •Submit Team Weekly Report 2 by Sunday 11:59PM.
Week 6	2/11 (M)	In-Class Team Meeting	
	2/13 (W)	In-Class Team Meeting	•Submit Focus Group Guideline.

	2/15 (F)	In-Class Team Meeting	•Submit Team Weekly Report 3 by Sunday 11:59PM.
Week 7	2/18 (M)	<b>Presidents' Day (No Class)</b>	
	2/20 (W)	In-Class Team Meeting [Prepare client progress presentations.]	• <b>AP:</b> Informal presentation of pre-launch survey results. •Submit a one-page client report.
	2/22 (F)	<b>Client Meeting 1</b>	•Submit progress presentation slides by 9AM. •Submit Team Weekly Report 4 by Sunday 11:59PM.
Week 8	2/25 (M)	In-Class Team Meeting	• <b>PR,MS:</b> Start contacting media platforms.
	2/27 (W)	<b>Focus Group Day</b>	
	3/1 (F)	In-Class Team Meeting	•Submit Team Weekly Report 5 by Sunday 11:59PM.
Week 9	3/4 (M)	In-Class Team Meeting	
	3/6 (W)	<b>[AP] Presentation 2</b> <b>[MS] Presentation 2</b> <b>[PR] Presentation 2</b>	• <b>AP,MS,PR:</b> Submit presentation slide by 9AM.
	3/8 (F)	<b>[CR] Presentation 2</b> <b>[CE] Presentation 2</b>  In-Class Team Meeting	• <b>CR,CE:</b> Submit presentation slide by 9AM. •Submit Peer Evaluation #2 by 11:59PM.
Week 10	3/11-3/15	<b>Spring Break</b>	
Week 11	3/18 (M)	In-Class Team Meeting	
	3/20 (W)	In-Class Team Meeting [Prepare client progress presentations.]	•Submit a one-page client report.
	3/22 (F)	<b>Client Meeting 2</b>	•Submit progress presentation slides by 9AM. •Submit Team Weekly Report 6 by Sunday 11:59PM.
Week 12	3/25 (M)	In-Class Team Meeting	
	3/27 (W)	In-Class Team Meeting [Campaign Launch]	• Launch online and offline campaigns.
	3/29 (F)	Out-of-Class Team Meeting (Dr. Lee at the American Academy of Advertising Conference)	•Submit Team Weekly Report 7 by Sunday 11:59PM.
Week 13	4/1 (M)	<b>Event Day</b>	
	4/3 (W)	<b>Event Day</b>	

	4/5 (F)	In-Class Team Meeting [Developing team chapters.]	•Submit Team Weekly Report 8 by Sunday 11:59PM.
Week 14	4/8 (M)	In-Class Team Meeting [Developing team chapters.]	•AP: Conduct post-launch survey.
	4/10 (W)	In-Class Team Meeting [Developing team chapters.]	
	4/12 (F)	Out-of-Class Team Meeting (Tentative) [Developing team chapters.]	•Submit Peer Evaluation #3 by 11:59PM. •Submit Team Weekly Report 9 by Sunday 11:59PM.
Week 15	4/15 (M)	<b>[CR] Campaign Book &amp; Client Presentation Template Presentation</b>  In-Class Team Meeting [Developing team chapters.]	•CR: Submit presentation slides by 9AM. •Submit team chapters on Blackboard by 11:59PM (MS Word).
	4/17 (W)	<b>[AP] Data Analysis Presentation</b>  In-Class Team Meeting	•AP: Submit presentation slides by 9AM.
	4/19 (F)	<b>Holiday (No Class)</b>	
Week 16	4/22 (M)	<b>Holiday (No Class)</b>	
	4/24 (W)	<b>[AP] Presentation Rehearsal</b> <b>[MS] Presentation Rehearsal</b> <b>[PR] Presentation Rehearsal</b>	•AP,MS,PR: Submit presentation slides by 9AM.
	4/26 (F)	<b>[CR] Presentation Rehearsal</b> <b>[CE] Presentation Rehearsal</b>  In-Class Team Meeting	•CR,CE: Submit presentation slides by 9AM. •All Teams: Submit revised team chapters on Blackboard by 11:59PM (MS Word). •Submit Peer Evaluation #4 by 11:59PM. •Submit Team Weekly Report 10 by Sunday 11:59PM.
Week 17	4/29 (M)	<b>Client Presentation Rehearsal 1</b> <b>Location: TBA</b>	•CR: Submit final presentation slides by 9AM. •CR+UTA: Submit final Campaign Book by 11:59PM (PDF).
	5/1 (W)	<b>Client Presentation Rehearsal 2</b> <b>Location: TBA</b>	
Week 18	5/10 (F)	<b>Client Presentation</b> <b>Location: TBA</b>	10:15AM-12:15PM •Submit Peer Evaluation #5 by 11:59PM.

\*Course schedule is subject to change. All changes will be announced in class.