

ADV 4800
Advertising Campaigns
UF Australia study abroad 2019

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IMPORTANT MANDATORY REQUIREMENT:

ADV 4800 will require course assignments from March through early June. Following study abroad in Australia, students must immediately return to Gainesville to produce the final plans book. You must attend all group meetings (no online virtual meetings) and be a proactive contributor to the project. If you do not comply with these requirements, it will not be possible to earn a passing grade for the course.

Course Materials

Readings and documents that are required will be provided or emailed to you directly. You are responsible for preparation and study of assigned readings and supplemental material as preparation for deliverables and deadlines in the course.

Course Introduction

Advertising Campaigns is a “capstone” experience as part of your UF advertising degree. It represents practical application of your course work in a final, cumulative project. ADV 4800 will allow you to become part of the excitement and challenge of “real-world” advertising, with all the essential steps that are needed to be successful.

This year, ADV 4800 will be extraordinary and an integral part of your study abroad experience. Our client will be full services advertising agency Marketing Eye, with offices located in Sydney Harbor close to our hotel location. Company founder Mellissah Smith and marketing executive Zachary O’Hehir will be working with us for the course. The company was founded in 2004. For our campaign, we will be developing a B2B (Business to Business) strategy for Marketing Eye’s new offering, Robotic Marketer. Marketing Eye will be a B2B campaign promoting Robotic Marketer. RM uses the latest tools in Artificial Intelligence (Ai) and data science to predict the best marketing strategies for business.

Read more about Marketing Eye: <https://www.marketingeye.com.au/>

Read more about Robotic Marketer: <https://www.roboticmarketer.com/>

Course Objectives

- Source and utilize primary and secondary research sources
- Conduct a situation analysis for client service (price, product, promotion, competition)
- Identify demographic and psychographic target consumer
- Define unique selling proposition, call to action
- Use research findings to create defensible objectives, strategies and tactics
- Generate targeted messaging for specific media platforms
- Summarize campaign financials and related ROI (Return on Investment) measures
- Deliver a professional sales proposal with recommendations for the client
- Integrate client feedback and required revisions
- Create summary plans book for project

Course Format

The first phase of ADV 4800 will be a “pre-Australia” due diligence period, with client engagement and research. Assignments will be announced well ahead of deadlines. Pre-trip assignments will be assigned on an individual basis, or as group work. Expect to participate in several teleconferences. The client will be periodically reviewing your submissions and assessing quality of work.

To do well in this course, you are expected to be fully prepared prior to each assignment, engage completely and thoroughly, then produce thoughtful written reports and other essential executions. In this exploratory research phase, “I think, I feel” are not acceptable. Every point you make, every assessment presented, must be supported through research, using sources you will identify. In almost every case, sources are not found through “Google search.” It will be essential to use the UF library resources, for example Statista. Top teams in prior ADV 4800 courses, have also utilized reference librarians at UF. We must make sure our work is defensible, and in ADV 4800, that means professionally sourced and cited reporting and recommendations.

When we arrive in Australia, we will meet with the client, then judiciously use class time to complete our situation analysis, based on measurable goals and objectives. Campaign creative, messaging and media planning will be driven by associated financials (i.e. budgets) and the related ROI models you propose.

Course Expectations

You will be performing work that is agency-specific and demands professionalism. For some students, it can be a struggle to prioritize the work required in ADV 4800, with other activities. Please plan your time strategically. I would suggest you enter class assignment dates and deadlines in your electronic calendar and opt in for reminder emails to assure you are planning for success.

- Stay attentive to email. Check for class updates and information on our ADV course portal in Canvas. Respond promptly (within 2 hours) to all requests.
- Participate in both virtual/online and in our seated class discussion. Be thoughtful and speak without having to be called on. Be prepared to present a source when you make your point.
- Our seated class time in Australia is devoted to specifics of this course. As this is a 4000-level professional course, please be prepared to engage and get the most value for your work.
- Formal writing and professional language should be used when communicating.
- You will be required to deliver a team proposal. This will require personal selling techniques and a professional visual presentation. We will discuss infographics and other essential tools that will be required.
- Respect your classmates, respect your instructor. Talking in class, using smartphones for personal business, coming in late, or walking out early, will not contribute to the overall experience. Behavior that is detrimental to group will be noted and can affect your final grade.

Call Reports

We will form agency teams in the course. Teams will be determined based on the number of students enrolled. Expect teams to be 3-4 students. As in actual agency work, positive team dynamics are essential. At different points in our creative process, each student will be responsible to submit a call report. Call reports are an individual activity and are not to be done as a group. These reports serve as a valuable tool for evaluating what each student is contributing to their team. Specific prompting questions will be presented. Be detailed in your descriptions. For example, if you worked on a specific aspect of an assignment, describe and report your findings or accomplishments. You will also be asked to report on what other team members are contributing to your agency's success.

Peer Evaluations

A peer evaluation will be conducted after the conclusion of ADV 4800. You will receive a special link for your evaluations. Each agency member will complete the evaluation for other team members, but not for themselves. Evaluations are anonymous, to both the instructor and your classmates. Peer evaluation is a key component of performance. It gives each student the opportunity to rank a team member with high assessment when they are top performers, while it also allows for students to indicate if a team member has been a poor performer. Before you evaluate someone, get a good sense of their contribution throughout the project. People can contribute in different ways. Give your peer evaluations the time and consideration, that you want your teammates to invest in your evaluation.

Final Plans Book

In addition to the agency-quality sales presentation, ADV 4800 will include a final deliverable to the client, the campaign plans book. This will be a summary document, well designed with graphic enhancements and detailed supporting information. It will be

produced in digital format. Each team will download their final plans book into a digital magazine format, so that it is available for the client via web link (this is also useful for showcasing the plans book in your portfolio and personal web site).

Course Evaluation

Your final grade in the course will be determined based on the following:

Situation analysis = 25 points

Goals and objectives proposal = 25 points

Call report = 25 points

Creative and media plan = 25 points

Financial report and ROI measures = 25 points

Meetings, group work and in class performance = 25 points

Presentation to client Robotic Marketer = 100 points

Final submission campaigns plans book = 100 points

Course total = 350 points

Grade Scale:

329 – 350	A	270 – 279	C+	210 – 223	D-
315 – 328	A-	259 – 269	C	Below 210	F
305 – 314	B+	245 – 258	C-		
296 – 304	B	235 – 244	D+		
280 – 295	B-	224 – 234	D		

General Policies

All assignments must be turned in on the due dates that are assigned. Personal or technical issues can for the most part be avoided if students plan well ahead each week. Contact me **prior to an assignment deadline** if you have a personal emergency.

You are expected to be on every teleconference call, and at every class, on time, and prepared to engage. There is a strict attendance policy for UF study abroad. Late arrival to a scheduled class results in reduction ½ letter grade for the course. An unexcused absence results in 1 full letter grade reduction. **Please understand that also applies to required course meetings in Gainesville following your return from Australia.**

As a community of learners, we must create an atmosphere of honesty, fairness, and responsibility, without which we cannot earn the trust and respect of each other. Furthermore, we recognize that academic dishonesty detracts from the value of a UF degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form and will oppose any instance of academic dishonesty.

We will make reasonable accommodations for individuals with documented qualifying disabilities in accordance with the Americans with Disabilities Act of 1990, and Section 504 of the Rehabilitation Act of 1973. Those seeking accommodations based on a substantially limiting disability should contact our study abroad program administrators. They will discuss eligibility and appropriate accommodations.

Tentative schedule (instructor reserves the right to change assignments and dates)

March 11	Teleconference introductory session. Discuss research protocol and situation analysis. Begin learning about the client and service
March 25	Teleconference meet the client
April 8	Situation analysis due
April 22	Client feedback/situation analysis revision due
Week of 5/6	Australia! Define objectives and tactics
Week of 5/13	Media and messaging
Week of 5/20	Financials and ROI measures
Week of 5/27	Team presentations to client
Week of 6/3	Return to UF/Plans book development
6/17	Plans books due