

ADV 5301 SPECIAL TOPICS: ADVANCED STRATEGY



WHAT WILL I LEARN IN THIS CLASS?

- How to glean meaningful insights from primary and secondary research
- How to develop comprehensive strategic frameworks that address specific client challenges
- How to craft a compelling strategic brief that inspires creative and media planning teams
- How to deliver a strategy presentation to clients
- More about Wienerschnitzel than you ever wanted to know

COURSE DESCRIPTION

Focuses on special topics in advertising such as timely, evolving, ethical, and/or international issues immediately relevant to the advertising industry. In this class, we will use the 2019 National Student Advertising Competition client challenge to develop a compelling strategic brief to inform SMU's NSAC competitive entry. Prerequisite: ADV 1300. Restricted to advertising majors. Instructor approval required.



CLASS DETAILS

MONDAY-THURSDAY
9 A.M.- 4 P.M.
LUNCH FROM 12-1 P.M.

LOCATION TBD



CONTACT INFORMATION

PROFESSOR AMBER BENSON
EXECUTIVE IN RESIDENCE

BENSONA@SMU.EDU
UMPHREY LEE CENTER
ROOM 239B



OFFICE HOURS

BY APPOINTMENT VIA SKYPE
@PROFESSORBENSON



TECHNOLOGY POLICY

LAPTOPS ARE ALLOWED
IN CLASS FOR NOTETAKING.

PHONE USAGE IS
PROHIBITED DURING CLASS.

COURSE COMPONENTS

HOW TO MAKE THE GRADE

Your grade will consist of four components: class attendance, daily ZAG assignments, a one-page strategic brief and a strategy presentation.



CLASS ATTENDANCE

Attendance and engagement is required in this class and represents 20% of your final grade. In order to get credit for attending class, you must attend all six hours of class time for the eight class sessions. Missing a class will result in a 10-point deduction from your attendance grade.

DAILY ZAG ASSIGNMENTS

Starting on the second day of class, you will have a daily assignment from the ZAG book to complete. The assignments are listed in the class schedule and supporting materials will be made available on Canvas.

STRATEGIC BRIEF

You will prepare a one-page strategic brief based on one of the formats we discuss in class. The brief will be graded on clarity, brevity, use of research to develop insights and impact of the single-minded message. You will submit a draft for feedback and revision prior to turning in your final brief.

STRATEGY PRESENTATION

Using your ZAG assignments and strategic brief, you will prepare a client strategy presentation (no longer than 20 slides) which will summarize the research findings, bring the key insights to life, explain the underlying strategic framework and present the strategic brief. Your grade will reflect both the content of the deck, as well as the presentation of the materials.

A NOTE ABOUT PROFESSOR BENSON'S GRADING PHILOSOPHY

Receiving grades is an important part of evaluating your comprehension and retention of critical learning objectives. Grades provide you with feedback on your level of understanding and effort throughout the semester. Since this is an accelerated class, feedback will be iterative with only a few graded assignments.

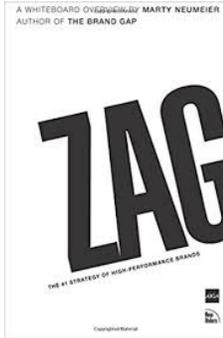
I will not hesitate to reward high-quality work with high grades, but be aware that (just like in the real world) you will be evaluated against the work of your classmates on your strategic briefs and presentations. As a special topics elective, I expect a high-level of engagement and interaction to be reflected in your assignments.

I do not give extra credit in this class. If you need to make a certain grade to maintain a scholarship, extra-curricular eligibility or just keep your parents off your back, I expect you to commit to doing the work required to clear the margin. I also do not round up grades ad infinitum. Many a student has made an 89 in one of my classes.

REQUIRED RESOURCES

CLASS MATERIALS

In addition to other assigned materials on the Canvas Course Management System, the following books are required for this class:

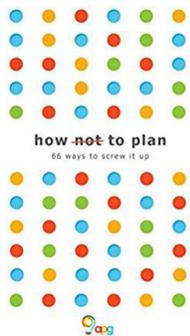


ZAG: The #1 Strategy of High-Performing Brands

Marty Neumeier

ISBN: 9780321426772

This book will be essential to completing your daily assignments. We will be using the 17-step ZAG process detailed by Marty Neumeier to help us think through our strategic framework and organize our thoughts as we move toward a strategic brief.

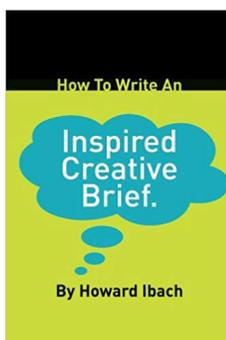


How Not to Plan: 66 Ways to Screw It Up

APG Ltd.

Kindle Edition

Nobody is better at planning than the Brits. This collection of essays by Adam&eveDDB planners Les Binet and Sarah Carter offer practical advice on a variety of strategy topics.

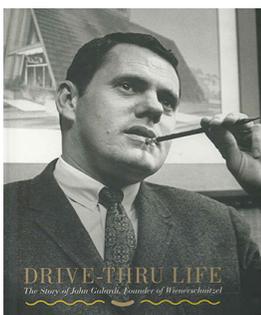


How to Write an Inspired Creative Brief

Howard Ibach

ISBN: 978-0692425763

A quick and easy guide on writing creative briefs from a legendary ad man.



Drive-Thru Life: The Story of John Galardi, founder of Wienerschnitzel

Wienerschnitzel

The link to download the e-book version will be made available on Canvas

CLASS SCHEDULE

PREPARING FOR CLASS DISCUSSIONS

All assigned readings and videos will be posted on Canvas in a module for that discussion topic. Students are responsible to check Canvas and prepare for each class.

PRE-READING ASSIGNMENTS

The following should be read prior to the first day of class:

Read all of How Not to Plan: 66 Ways to Screw It Up

Read all of Drive-Thru Life: The Story of John Galardi, Founder of Wienerschnitzel

Read all of How to Write an Inspired Creative Brief

DATE	DISCUSSION TOPIC	ZAG ASSIGNMENTS
M 1/7/19	Introduction to Applied Strategy Client Briefing Field Trip: Wienerschnitzel Research Review	Read ZAG, pages 1-55
T 1/8/19	Introduction to the ZAG Method ZAG Method Step 1: Who Are You? ZAG Method Step 2: What Do You Do? ZAG Method Step 3: What's Your Vision?	Brand Obituary Purpose Statement Vision Manifesto Read ZAG, pages 60-64
W 1/9/19	ZAG Assignment Review ZAG Method Step 4: What Wave Are You Riding? ZAG Method Step 5: Who Shares the Brandscape?	Trend Analysis Competitive Assessment Read ZAG, pages 66-81
R 1/10/19	ZAG Assignment Review ZAG Method Step 6: What Makes You the Only? ZAG Method Step 7: What Should You Add or Subtract? ZAG Method Step 8: Who Loves You? ZAG Method Step 9: Who's the Enemy?	Strategic Brief Draft Value Proposition Canvas StoryBrand Villains Read ZAG, pages 82-93
F 1/11/19	ZAG Assignment Review ZAG Method Step 10: What Do They Call You? ZAG Method Step 11: How Do You Explain Yourself? ZAG Method Step 12: How Do You Spread the Word?	Strategic Frameworks Campaign Concepts Message Maps Read ZAG, pages 94-103
M 1/14/19	ZAG Assignment Review ZAG Method Step 13: How Do People Engage With You? ZAG Method Step 14: What Do They Experience? ZAG Method Step 15: How Do You Earn Their Loyalty?	Strategic Brief Due Journey Maps Obstacle Analysis
T 1/15/19	ZAG Assignment Review Workshop: Strategy Presentations	Strategy Presentation Outline
W 1/16/19	Strategy Presentations	Strategy Presentation Due

CLASS POLICIES

THE FINE PRINT

Professor Benson is not your mother. You are personally responsible for managing your attendance, handling needed accommodations, creating an environment conducive to learning, and doing your own work. Act like adults and you will be treated like adults. It's really that simple.

EXCUSED ABSENCES

Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalog)

Medical absences require a doctor's note from an appropriate medical professional who examined you and specifically prescribed your absence from class on the day you missed class.

Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9) You must inform Professor Benson by **September 5** for it to be considered an excused absence.

Important information about excused absences: All documentation for excused absences must be submitted to Professor Benson via e-mail at bensona@smu.edu. Do not provide Professor Benson with a physical copy of a doctor's note. She will lose it. Take a picture of the document and send it to her correct e-mail address. *Documentation sent to the wrong e-mail address will not be considered.* It is your responsibility to follow up with Professor Benson or her teaching assistant if you do not see your excused absence reflected appropriately on Canvas. Documentation for absences must be submitted within 2 class periods of the absence to qualify for credit.

DISABILITY ACCOMMODATIONS

Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit <http://www.smu.edu/Provost/ALEC/DASS> to begin the process. Once registered, students should then schedule an appointment with the professor as early in the semester as possible, present a DASS Accommodation Letter, and make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

USE OF TECHNOLOGY IN CLASS

You can use a laptop in class to take notes. Use of smartphones during class is prohibited. If you have difficulty concentrating with open screens in the classroom, it is recommended that you select a seat in the front of the classroom. If Professor Benson finds that any particular student's use of connected technology such as web browsers, instant messenger or e-mail is becoming a distraction, she reserves the right to request you shut down your technology. She also reserves the right to do it in the most publicly humiliating way possible.

ACADEMIC INTEGRITY

All work presented in this class must be the product of your own effort. Your work should not be copied without appropriate citation from any source, including the Internet. Any student caught presenting work which is not his or her own will face disciplinary action, which may include a zero for an assignment, receiving a failing grade for the class, or being expelled from the university.

A HOT DOG AT A

BALLPARK

BEATS ROAST BEEF

AT THE RITZ

HUMPHREY BOGART