Course overview

This class is a freeze-dried advertising sprint. It’s an eleven-day, team-based, total immersion class that reconstitutes into a real world advertising agency laboratory when energy, rigor, and creativity are added.

This is a capstone class that culminates in an advertising PlanBook that, if done well, could get you considered for an entry level position at any “A list” ad agency in the country.

The course components include situational analysis, problems and opportunities, marketing strategy and objectives, primary and secondary research, critical thinking on positioning and media planning. Most important, the course ends in the creation of a persuasive “Clio” winning advertising campaign and how to present it like a seasoned professional.

The class is a personal strength finder and a personal weakness beater. For some, it will be a transcendent experience.
You will learn...

1. How to know an idea when you see it.
2. How to work in a team even if you don’t like your team members shoes.
3. How to gather relevant information that leads to actionable insight and when to ignore the rest.
4. How to identify bullshit and when to call it out.
5. How to uncover and leverage the truth.
6. How to make a compelling presentation that anyone would love.
7. How to work in a constant state of wonder.

Course Expectations

1. Never miss class or be late. Ever.
2. Do not plan anything but this class for the eleven days that you are enrolled. Nothing, except light meals and some sleep. Carry a paper notebook and writing device everywhere you go.
3. There will be assignments due the next day in class.
4. If your assignment is not complete when it is due, don’t come to class. Then prepare for hell to pay from your team members because the consequences will affect your team’s grade.
5. Laziness stinks up the place. If your team members don’t call you out you should expect that I will.

Grading policy

You will be graded as a group and as an individual. Grades are earned and not given just for simply doing what is asked of you. A’s are for exceptional work that could have been done in any agency arena, anywhere on the planet. You may ask how can we be expected to do that type of work as students? Here’s why. Because students are doing it in the best ad schools in the country today. While it is, without a doubt, subjective most students in a class like this know an A when they see it. B’s are better than average but never better than just good. Consider C’s as either “phoned-in” or worse. You pick the adjective.

“The most powerful element in advertising is the truth.”

Bill Bernbach
Founder of Doyle Dane Bernbach
Don’t plagiarize. You know why.

Everything is subject to change in this syllabus. I will notify you when a change occurs.

Please don’t lobby me for a grade changes.

**Religious observance**

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.)

**Excused absences for university extracurricular activities**

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 Catalogue)

**Accommodations for students with disabilities**

Students needing academic accommodations for a disability must first be registered with Disability Accommodations & Success Strategies (DASS) to verify the disability and to establish eligibility for accommodations. Students may call 214-768-1470 or visit http://www.smu.edu/alec/dass.asp to begin the process. Once registered, students should then schedule an appointment with the professor to make appropriate arrangements.

“I hate rules.”

David Ogilvy
Founder of Ogilvy & Mather
Grading breakdown

Class participation
There will be at least three in-class assignments designed to exhibit your participation skills. Combined with my observations of your engagement it will represent 5% of your final grade.

Exam
There will be one exam consisting of multiple choice and fill in the blank questions taken from readings and lectures. It will represent 20% of your final grade.

Checkpoints
There will be 3 checkpoints designed to assess you and your group’s periodic progress on the PlanBook. Checkpoints will represent 15% of your final grade.

PlanBooks
The PlanBook is worth 30% of your final grade. Make it count.

Presentation
The presentation of your PlanBook is worth 20% of your final grade.

Peer evaluation
These are anonymous and confidential evaluations of your team members. Please be constructive but frank in your evaluations. This evaluation is worth 10% of your final grade.

A = 94-100  A- = 90-93  B+ = 87-89  B = 84-86  B- = 80-83
C+ = 77-79  C = 74-76  C- = 73-70  D+ = 67-69  D = 64-66
D- = 60-63  F = <59

“You make the matzo, I’ll make the ads!”
George Lois
Co-founder of Papert, Koenig & Lois
Advertising Campaigns Day by Day

Part One: Discovery

Day 1
Review of syllabus, individual skills assessment, team construction and naming, and division of labor. Identification of potential clients and rationales in lightning round discussion format. Lock down clients and teams. What is a PlanBook?

Day 2
Becoming an expert in your product and the category. We will look at Disruptive products impact on traditional markets (Harrys and Gillette, Lucchese and Tecovas, etc.) Understanding target audiences/Affinity groups/SM influencers/Demographics. Determination of known or perceived marketing problems of selected clients. Map and conduct research for competitive analysis and to determine marketing opportunities for selected clients vis-a-vis audience understandings. Review and discuss the days work with all teams.

Day 3

Part Two: Design

Day 4
Refine position statements for clients. Discuss creative strategy. Deconstruct creative strategies from key advertisers during the Creative Revolution of the 60’s. Gather, edit and catalog data collected for the PlanBook. Start making assumptions from the data collected.
Think big.

Day 5
Reaching the target audience. Examination of media opportunities for clients. Discuss guerrilla media. Roll-out strategies, timing and budgets. Begin data compilation.

Day 6
Finalize client media plan. Troubleshoot problems and work to date. Creative exercise in problem solving. Checkpoint two due today.

Part Three: Development

Day 7
Concept development and critique.

Day 8
Continue concepting. Lock down ideas. Begin to visualize campaign. Checkpoint three due today.

Day 9
Construction of PlanBook

Day 10
Finesse PlanBook. Rehearse presentations

Day 11
Final Presentations.

“Here’s the idea. Now go get me some research to back it up.”
Morris Hite
Founder of Tracy Locke Advertising