Advanced Advertising Campaigns
MKTG 4149W

Integrated Marketing Communications Planning
MKTG 4151W,

Courses must be taken together.

Prerequisites
BADM 110, MKTG 3142, 3143, and 4148 and/or permission of instructor are required to register for the course. Students must also register for MKTG 4151W during the same semester as taking MKTG 4149.

Course Description
This course uses experiential learning to teach students to execute an advertising campaign for entry in the American Advertising Federation's National Student Advertising Competition.

The campaign this year is for Tai Pei Frozen Foods. Students work as part of a marketing communications/advertising agency. You will encounter the pros and cons of working as part of a group of driven, creative people. Your tasks may include among other things, the situation analysis, market segmentation, marketing research, media planning, and copywriting in the preparation of the advertising campaign. You will also use and integrate material learned in all of your previous marketing courses and also many of your other business courses.

Additionally, students will be exposed to things they have never done before and things they have not been taught. Learning by doing is important.

The course culminates in an oral and written competition where students present their final campaigns to a team of marketing/advertising professionals in New York. Four students from the class will be selected as presenters. However, this is truly a team effort and it is a course requirement that all students attend the presentations in New York. Students should be prepared to attend not only GW's presentation but also the presentations from other schools. It is exciting and educational to see what your competition has been up to!

Course Objectives
To provide an experiential teamwork environment that simulates the process of developing an advertising campaign in the real world.
To provide a "capstone" experience where students integrate all the knowledge they have learned in other marketing and business courses.

To compete with others throughout the country in developing a campaign for Tai Pei.

To provide students with one-on-one feedback on content, writing, and presentations.

To learn as much as possible while preparing the most viable campaign to compete successfully in the American Advertising Federation National Student Advertising Competition.

To teach students how to effectively present their ideas through oral and written communication.

**Method of Instruction**
Case analysis, lectures, and tutorial. Students are expected to develop their own ideas, to consider and accept the ideas of others, and to work with the professor and team leaders who will hold meetings and serve as an advisors and mentors.

**Required Reading**

Case, Clarification Memos and all peripheral materials provided.


AAF Policies and Procedures. Students are honor bound to comply with all AAF Policies and Procedures.

All additional readings posted on Blackboard. Students are encouraged to seek out and post relevant readings on Blackboard, as well.

Students must join the American Advertising Federation to participate in the course.

The cost of putting together the final plans book and presentation is shared equally by class members.

**Other Reading**
- Wall Street Journal
- Advertising Age
Students in this class must become avid consumers of the media. Secondary research is crucial. Make it your business to know everything about millennials, consumer behavior, advertising, Tai Pei, its competitors, the beverage industry, other related industries, digital and mobile communications, relevant marketing campaigns and about anything and everything that could affect your campaign.

It is also important that students think creatively about how to get a job done. Do not wait for others to tell you what to do. Think about it and do it. Imagine that you are on the job and you need to find an answer. Seek out books, magazines, journals, newspapers, and/or individuals to help you answer your questions or guide your thinking. Become an avid and purposeful observer and reader.

As you are reading, you should also be aware of the writing style. Learning to write clearly and concisely is a very important part of the course and will be an integral factor considered in grading and in winning. Remember that the first thing you will be judged on is the plans book, so it must be well crafted, readable, and exciting. This is an especially important element of this WID course. Read and re-read the Case, the Policies and Procedures, and the Clarifications memos prior to every class and every group meeting. Each time you read the case, you will learn something new or have a new revelation.

Additionally, students are required to check their emails several times a day. Not seeing an email, a text, a post on Blackboard or Google is never a good excuse in this class!

Finally, record your thoughts continually. Many of the great ideas developed in this class are lost because they are never written down or recorded. Have a system to capture and organize everything. Knowledge is power. You will be asked to write an executive summary after each assignment to record your ideas and thoughts and keep a record of everything. Also, take pictures and videos of everything you do. They will come in very handy!

Course Expectations
Each student must contribute six credits worth (MKTG 4149W/4151W) of high-quality work at the appointed time. Meeting times may vary week to week. Students are expected to make adjustments to their schedules. It is not acceptable to miss class, and doing so will result in a lowering of a student’s grade and will upset the course dynamic. Any absences must be cleared with the professor and/or the assistants in the course.

The class will operate much like a marketing communications/advertising agency. Class members are expected to learn by doing research, making industry contacts, discussing and presenting ideas, and through tutorial sessions with the professor and the teaching
assistants. Written assignments and revisions must be submitted on time to the teaching assistant and the professor. On-time attendance is mandatory at all meetings in and outside of class. This is a key component of the class participation-peer evaluation grade.

No eating in class. And, do not leave class without asking first.

Each class meeting is a forum for presenting substantive ideas. Various teams make presentations throughout the semester. These must include a written executive brief to allow the class to consider the material and respond to it analytically. It also provides practice writing and presenting in a clear and concise manner. This is what makes the ultimate difference between winning and not winning.

The objective of this class is learning! But, learning to win—to get business and to advance professionally is crucial in today’s business world.

Students are also expected to work effectively in teams. It is important to develop a schedule and a method for providing feedback.

It is extremely crucial that students in this class respect one another and their viewpoints. Treat everyone with courtesy, just as you would in a work situation.

Remember, too, if the group rejects your idea, this is not a rejection of you. Swallow your pride and always think of the best for the team and our entry in the competition. Don’t dwell on the negative. Instead, listen to the team’s feedback and then perfect your idea and sell it! All work must be completed on time and must be congruent with the campaign. The work produced in the course will serve for more than an individual grade. The final project represents George Washington University to the advertising community.

Finally, our goal is not only to learn and to win, but also to have fun doing so. Yes, this course is hard work, but when everyone works hard and likes one another, it is one of the most rewarding experiences you will have at GW. Let this be our main goal!

**Grading Criteria**

**MKTG 4149W**

Interim Presentations 30 %  
Class/Group Meeting Attendance and Executive Summaries 25 %  
Faculty Presentation/Written Summary 25%  
Final Presentation before NY 20 %
MKTG 4151W
Interim Presentation Write-Ups 15%
Draft #1 of Plans book 25%
Final Plans book 30%
Script of Final Speech 30%

Each student's grade will be based on the above criteria. Peer evaluations and observational evaluations by the professor and the teaching assistants will be used to help assess the contribution of each class member. The following factors are important in grading:

· Developing and sticking to a viable time schedule
· Timely completion of assignments
· Timely attendance and valuable contribution at all class and outside meetings
· Ability to work with others and to forego individual egos for the good of the group and the project
· Adherence of the final project to the course objectives
· Thoroughness of the research and rationale
· Cohesiveness of the project
· Originality of ideas
· Quality, neatness, and communicative effectiveness of the final project
· Ability to contribute to question and answers sessions in presentations

Since this project involves and hinges upon the successful interaction of various groups of individuals, it is extremely important that all work be done professionally and on time.

The Case and all Clarification memos should be read prior to each class or meeting. Each time you read the case, you will learn something new or remember some new detail. It is also crucial that you read the textbook and use it as your bible for developing your campaign.

Attendance at all class meetings and other scheduled meetings is mandatory. Students should not be late to class or to outside meetings. As indicated, any absences must be cleared with the professor or teaching assistants, and it must be a documented emergency for you to miss class.

The ability to make your own decisions, execute your strategies, rationalize your ideas and stick with them is crucial to this class. This is a new experience for many students. Those of you in this class are, in my opinion, the cream of the crop. You are all dedicated and bright and are capable of producing professional results.

The biggest inhibiting factor to creativity and professional results is trying to figure out
what the professor wants. This is a unique situation. Consider me not only as the professor, but also as your colleague and your boss. Don't look to me to tell you what to do. Convince me that your ideas are right!