

J640: Spring 2020 SYLLABUS

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Overview: The American Advertising Federation (AAF) sponsors a nationwide contest for students called the National Student Advertising Competition (NSAC). Last year was the School's first year to participate in the program. The competition is intense, competitive and hopefully a great learning experience for those interested in strategic communications as a career. This year we will compete in the 2020 NSAC. Our client is Adobe Experience in the Cloud. All team members will participate in multiple phases of the project including project management, research, strategy, creative, media strategy and the development of KPI's and budget that align with the client's brief.

Texts & Materials: TBD as needed for NSAC client challenge. Includes: client brief, client provided background – target audience, some business & category, and other materials.

NOTE: As a contestant in the NSAC, this class works within guidelines as directed by the AAF and NSAC. All students in this course review and sign these guidelines as mandated by the NSAC program.

Class Meetings, Expectations, NSAC Guidelines & Schedule:

1. Class time – Spring 2020 class, plus attendance team & other meetings
2. Effective completion of assigned tasks. Can include: Research – both secondary and primary, media analytics, holding team members accountable for all phases of their work.
3. Consistent and significant engagement across the schedule.
4. Schedule (approx., exact dates to follow):
 - a. Receipt of client brief - Received & distributed to team members
 - b. Research & Insights plan – Due as per timing of distribution of client brief from NSAC
 - c. Receipt of passwords to Simmons, Nielsen, Kantar – mid-October
 - d. Research & Insights Primary & Secondary – Thru November 2019
 - e. Final strategic brief: January 2020
 - f. Media strategy: Week January 2020. Updates as needed.
 - g. Creative teams – begin team internal reviews, February 2020.
 - h. Budgeting / Project management - Ongoing
 - i. Creative elements production begins – Feb 17, 2020
 - j. Final presentation deck/book: Begins Week of Feb 17
 - k. All elements complete: Week of March 9
 - l. Proofing, presentation practice - Through week of March 20
 - m. Final book due, online submission to Washington, D.C., by 5 pm EST March 25.
 - n. Presentations at District 9, in person, Kansas City: Week of April 13
 - o. TBD is moving to regionals in May or nationals in June.

Things to know:

- True capstone: Aggregates & builds on everything learned.
- This is a tough project. But a terrific portfolio and experience build.
- ALL work and materials must be kept confidential. You are allowed to share your teams work after the completion of the contest, but it must be shared in a password protected doc and must abide by strict NSAC rules for confidentiality.
- Requires AAF participation document signed online & AAF membership.
- Some of the most valuable parts of this experience are:
 - National client
 - Large budget
 - Upper-level, extremely difficult challenge.
 - This J640 course is by invitation only and approval of instructor.
 - The challenge will allow you to have content for your portfolio that is recognizable and respected in the industry.
 - Your work on the project gives a deep, rich series of experience you can talk about in job interviews.
 - What you learn here is based on what you put into it: Both the process and output.
 - Builds lifetime connections with your team.
- Plans Book: Judges scrutinize. Must be well-written, visual, proofed, include all elements for final presentation and realistic budget. Please review closely all judging criteria.
- Presentation:
 - Follows closely & brings to life key elements of Plans Book. All research, thinking and ideas must be brilliant, complete & proofed.
 - 20-minute competition pitch, extremely polished, memorized & vivid.
- Media portion of this challenge requires the team to understand media strategy and analytics – something not taught in depth currently, except in small fragments in 260, for example. Will require self-initiated learning.
- Must be aligned to strategy – Will need to revisit client brief & team strategic brief frequently.
- Also:
 - Expect to work on weekends
 - Don't miss meetings or deadlines
 - Make sure to clear your schedule to be on point for the duration of this project
 - Plan to spend quality and long periods of time more or less 'locked in a room' with teammates.
 - (Have fun.)

Grading:

Deliverables – Quality & On time: 50%, as per specific assignments

Work through Final NSAC Deliverables & Presentation – 50%