

# COMM321 ADVERTISING CAMPAIGNS

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**SPRING 2023 MWF 1:40PM – 2:30PM**

## OVERVIEW

In this course, we will dig deep to gain practical experience in developing, creating, and producing advertising campaigns. We will study what's been done in the past, what's being done now, and what needs to be done next in order to make advertising campaigns that fit our brave new digital world. The roles of advertising and other forms of marketing communication are changing fast. Consumer media consumption has evolved and consumer journeys have shifted. We'll examine this rapidly changing environment and utilize everything from traditional advertising methods to emerging technologies to reach our audiences and communicate with them effectively.

At times, the class will be run just like an advertising agency. And just like in the real world of advertising, expect to experience challenges and achievements, stress and joy, competition and collaboration, criticism and praise.

## YOU WILL LEARN:

- How to examine and evaluate integrated advertising campaigns
- How to take advantage of emerging technologies and their impact on creativity
- How to develop, present, and execute a strategic and creative advertising campaign

## ABOUT ME

I'm an advertising agency veteran, most recently an Executive Vice President and Group Creative Director at FCB Chicago. Throughout my career, I've been the creative lead on accounts including Coors Light, Miller Lite, KFC, Kraft Foods, Cadbury Beverages, Blue Cross & Blue Shield, and SC Johnson. Over the years, my campaigns have been recognized by the One Show, Cannes Lions, Radio Mercury, Clio, Addy Gold, D&AD, Art Directors Club, Communication Arts, and International Film & TV Festival.

**INSTRUCTOR: Chuck Rudnick**

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**OFFICE: Lewis Towers 907**

**OFFICE HOURS: Wednesday, 12:30 – 1:30, or by appointment**

## **COURSE SCHEDULE**

**NOTE:** This schedule is subject to change. Do not do homework assignments from it. Detailed homework and project instructions will be announced during class and posted on Sakai.

### **WEEK #1 January 16, 18, 20**

**Monday:** Martin Luther King Day. – NO CLASS

**Wednesday:** Course overview

**Friday:** Award-winning campaigns

Homework: Cross-Channel Marketing

### **WEEK #2 January 23, 25, 27**

**Monday:** What is a campaign?

**Wednesday:** How to come up with good ideas

**Friday:** Puffery in ad campaigns

Homework: Advertising Lies

### **WEEK #3 January 30, February 1, 3**

**Monday:** Short-form videos

Kickoff Team Project #1

Homework: Short-form Videos

**Wednesday:** What's working in social media?

Homework: Influencer Campaigns

**Friday:** Campaign insights

Homework: Powerful Insights

### **WEEK #4 February 6, 8, 10**

**Monday:** Campaign guidelines

Homework: From Marketing to Mattering

**Wednesday:** Campaigns that matter

Homework: Mobile Marketing

**Friday:** Learn from the best

### **WEEK #5 February 13, 15, 17**

**Monday:** Key message

Homework: When the Brief Gives You Grief

**Wednesday:** Brief lesson

**Friday:** Work on Team Project #1

**WEEK #6 February 20, 22, 24**

**Monday:** Team Project #1 presentations

**Wednesday:** Innovative campaigns

**Friday:** OOH campaigns

Homework: OOH

**WEEK #7 February 27, March 1, 3**

**Monday:** Kickoff Project #1 - "Best Campaign in Category"

**Wednesday:** Campaign workshop

**Friday:** Work on "Best Campaign in Category" presentations

**WEEK #8 March 6, 8, 10**

**Monday:** Spring Break – NO CLASS

**Wednesday:** Spring Break – NO CLASS

**Friday:** Spring Break – NO CLASS

**WEEK #9 March 13, 15, 17**

**Monday:** Music-driven campaigns

Homework: Anti-Product Advertising

**Wednesday:** Big campaign concepts

**Friday:** Work on "Best Campaign in Category" presentations

**WEEK #10 March 20, 22, 24**

**Monday:** Teams present Project #1 - "Best Campaign in Category"

**Wednesday:** Teams present Project #1 - "Best Campaign in Category"

**Friday:** Kickoff Team Project #2

**WEEK #11 March 27, 29, 31**

**Monday:** How would it work in TV?

**Wednesday:** Bizarre campaigns

**Friday:** Work on Team Project #2

**WEEK #12 April 3, 5, 7**

**Monday:** Teams Project #2 presentations

**Wednesday:** Campaign exercises

**Friday:** Easter Holiday – NO CLASS

### **WEEK #13 April 10, 12, 14**

**Monday:** Easter Holiday – NO CLASS

**Wednesday:** Kickoff Team Project #3

**Friday:** Work on Team Project #3

### **WEEK #14 April 17, 19, 21**

**Monday:** Torture test campaigns

**Wednesday:** Gen-Z campaigns

**Friday:** Work on Team Project #3

### **WEEK #15 April 24, 26, 28**

**Monday:** Team Project #3 presentations

**Wednesday:** Break the clutter

Final Assignment details

**Friday:** Work on final assignment

### **FINALS WEEK**

Final assignment due by 3:00 p.m. on Thursday, May 4

## **HOW TO SUCCEED IN THIS CLASS**

This is an advanced advertising class, and you will be expected to be doing professional-quality work. Exhibit professionalism. Have a positive attitude. Attend class and be attentive. Work hard. Be a team player. Exceed expectations. Do your work on time. Do work that's original, unexpected, and inspiring. Put forth an evident effort.

## **NO TEXTBOOK, BUT...**

There will be assigned reading materials, articles, case studies, and discussion questions posted on Sakai.

## **HOMEWORK**

Based on lessons, readings, and discussion questions you will have various homework assignments. All assignments and due dates will be posted on Sakai. Submit all work on Sakai before the posted deadline; i.e., before the start of the class for which it is due. Late assignments will not be accepted.

## **TEAM PROJECTS, INDIVIDUAL PRESENTATION, AND FINAL ASSIGNMENT**

Just like in an advertising agency, you will work in teams to develop three advertising campaign presentations for your assigned brand. I will allow some class time for teams to meet and work on the campaign projects. Each team member is expected to contribute equally to the campaign projects in terms of time, effort, collaboration, and work quality.

Each student will also give an individual case-study presentation based on an existing advertising campaign.

You will also work individually on a final written assignment.

Details will be announced in class and posted on Sakai.

## **ATTENDANCE & PARTICIPATION**

In great part, what you will learn from this class is the result of participating in class discussions, case studies, presentations, and collaborative work with your agency team. Your attendance is crucial. Missed classes (unexcused absences) will hurt you, your agency partners, and your participation score, and will lower your course grade. If you have to miss a class due to a legitimate excuse, such as an illness or family emergency, it's your responsibility to contact me as soon as possible. Completing any missed work will be discussed at that time.

## **GRADING**

Grading will emphasize homework, contributions to team projects, individual presentations, attendance, and class participation.

Grading scale:

A: 100-95 A-: 94-90

B+: 89-87 B: 86-83 B-: 82-80

C+: 79-77 C: 76-73 C-: 72-70

D+: 69-67 D: 66-64 D-: 63-60

F: Less than 60

## **GRADE WEIGHTS**

### **30% HOMEWORK**

Students will read assigned articles and submit essays based on discussion questions provided. The emphasis for grading will be on following directions, strength of your rationale, clarity of your writing, and evidence of effort. Note: Written assignments must be free of spelling/grammar errors. If your work contains blatant errors, expect a reduced grade.

### **20% ATTENDANCE & PARTICIPATION**

Attend, participate, collaborate, and be engaged in the class. Missed classes (unexcused absences) will hurt your participation score and will lower your course grade.

### **10% INDIVIDUAL PRESENTATION**

Each student will give an in-class presentation critiquing an existing advertising campaign. You will be graded on your analysis of the campaign, overall quality of the presentation, and evident effort put forth.

### **30% TEAM PROJECTS**

Students will work in teams to create three advertising campaign presentations for their assigned brands (each worth 10%). Team projects will be graded based on following directions, strength of strategic thinking and creative concept, and overall quality of the presentation/submitted document.

### **10% FINAL ASSIGNMENT**

There will be a final written assignment.

## **SCHOOL OF COMMUNICATION STATEMENT ON ACADEMIC INTEGRITY**

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; providing information to another student during

an examination; obtaining information from another student or any other person during an examination; using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor; attempting to change answers after the examination has been submitted; unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom; falsifying medical or other documents to petition for excused absences or extensions of deadlines; or any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.; submitting as one's own another person's unpublished work or examination material; allowing another or paying another to write or research a paper for one's own benefit; or purchasing, acquiring, and using for course credit a pre-written paper. The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism.

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in

which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at [http://www.luc.edu/academics/catalog/undergrad/reg\\_academicgrievance.shtml](http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml).

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations. (The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)