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MKTG 369.01: Advertising Competition

Daniel Cahalan

University of Montana - Missoula

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ADVERTISING COMPETITION

Spring Semester 2003

INSTRUCTOR: Dr. Dan Cahalan
OFFICE: GBB 351, OFFICE PHONE 243-5888
E-MAIL: daniel.cahalan@business.umt.edu
guinness@montana.com

HOME PHONE: 273-3753

REQUIRED READING: **ADVERTISING AGE**

(A one-semester subscription will be required.)

The title of this course could read “Creating an Integrated Advertising Campaign to increase awareness of the Toyota Matrix.” Between now and Spring Break, class participants will:

Develop creative concepts and executions,
Research and plan promotions including co-branding and event marketing,
Generate a public relations plan, which integrates with the campaign,
Recommend specific internet applications/executions,
Offer specific media recommendations

Team members will be required to participate in classroom time, **but most of the actual work is done in small groups. Significant amounts of time outside the classroom will be required. If this presents a problem for you, this may not be the right class for you at this time.** Attendance at small group meetings is mandatory as this is where individual assignments/projects are coordinated. **As the time to complete this project is short, individual accountability for accomplishing assignments and meeting deadlines is extremely important.**

This semester builds on work done by the team in the fall semester. Ultimately your work culminates in our presentation at the American Advertising Federation’s National Student Advertising Competition this April in Bend, Oregon. While it is possible to join the group in the second semester, we do not have time to slowly bring everyone “up to speed” on work done last semester. New team members will be responsible for all preparations so that they can begin contributing in a constructive way as quickly as possible.

On Tuesdays, beginning Feb. 4, each student will generate a brief synopsis of individual work accomplished over the previous week. Retain a copy for your records, and turn in a copy to your small group leader.

Grading will be based on:	Small Group evaluations	60%
	<u>Advertising Age</u> quizzes	25%
	Fundraising	15%