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Spring 2-1-2004

MKTG 369.01: Advertising Competition

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Recommended Citation

Cahalan, Daniel, "MKTG 369.01: Advertising Competition" (2004). *Syllabi*. 9507.
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ADVERTISING COMPETITION

Spring Semester 2004

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REQUIRED READING: **ADVERTISING AGE**

(A one-semester subscription will be required.)

The title of this course could read “Creating an Integrated Advertising Campaign to get more domestic tourists to Florida.” Between now and Spring Break, class participants will:

Develop creative concepts and executions,
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. 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. 10, 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 70%
 Advertising Age quizzes 30%