



MASC 481

COMPLETENESS

BAKED DAILY

PREMIUM QUALITY

1137 TEMPLE ★ M/W 12:30 - 1:45 PM

OVERVIEW

This course is about the entire process of developing successful brand campaigns. You'll learn how to create ideas that make meaningful connections between consumers and brands. For the duration of the semester you will work in a creative or strategic capacity for a fictional startup agency. Your team will conduct research, identify problems, explore creative solutions, devise media strategies, and ultimately develop two integrated campaign presentations.

COURSE DESCRIPTION

- ★ Understand what a brand is, its role in business, the dynamics that affect it and how to develop a brand strategy.
- ★ Learn to gather relevant information and to articulate the actionable consumer insights for brand strategy development.
- ★ Develop a unique, creative integrated brand campaign that brings your brand strategy to life through all relevant touch points and tactics.
- ★ Develop team building and leadership skills.
- ★ Become a confident presenter of your thinking, making a persuasive case for what you believe is the right course of action.

TEXT

There is one required text for this course:

The Art Of The Pitch (2012 Edition): Persuasion and Presentation Skills that Win Business

Author: Peter Coughter; ISBN: 978-0230120518

YOUR GRADE

Don't take this course for a grade. Do it for the experience. Work hard and the grade will take care of itself.

Project Work 60%

As mentioned, your agency will be working on two integrated campaign presentations this semester. These are hands-on projects which include numerous assignments that build upon one another. The end result can be exciting and very rewarding but you have to love the process - from initial research to final executions. If you have fun during the process it will show in your work.

You've been paired with partners and collaboration is a key element. Make the most of this partnership and you'll all end up with something great. You'll evaluate your project contributions and those of your partners. This evaluation will impact your individual grade on the work.

Following assignment guidelines is critical. When the work is due be sure that everything is organized and clear. If your agency cannot make a deadline, turn it in early.

Individual Assignments 25%

You will have several individual assignments during the semester. Your participation and effort on these assignments will be graded accordingly.

Quizzes 15%

There will be two quizzes on the assigned text. The answers to the questions should be obvious if you do the reading. If you cannot take a quiz meet with me beforehand so that you can take it.

Extra Credit

There will be no extra credit assignments given in this course.

DEADLINES

In your professional careers you will have numerous deadlines. It is extremely important for you to hit these deadlines on time or finish up early. The same rules apply for this course. Late work will be penalized as follows:

Under 1 hour late:	3 points off
1 to 2 hours late:	5 points off
2 to 24 hours late:	10 points off
Each additional 24 hours:	10 points off

GRADING SCALE

100	A+
95	A
91.5	A-
88.5	B+
85	B
81.5	B-
78.5	C+
75	C
71.5	C-
68.5	D+
65	D
61.5	D-
0-59	F

CLASSROOM RULES

① Presentations and lectures need everyone's attention and contribution. Electronics use during these times will result in a one-point deduction on the course grade.

- ② Be on time every time. One-point deduction on the course grade for each late arrival.
- ③ Show up to every class. Two missed classes = 3-point reduction in the course grade. Three missed classes = 10-point reduction in the course grade. After three missed classes, the course grade will be lowered 10 points for each missed class. Arriving late or leaving early = half absence. If you have any concerns or problems coming to class, be as proactive as possible. If accommodations are warranted, make ups will address all missed class time.

COURSE DESCRIPTION FROM VCU BULLETIN

Semester course; 2 lecture and 2 laboratory hours. 3 credits. Prerequisites: creative advertising concentration: MASC 392 and 394, both with minimum grade of C; strategic advertising concentration: MASC 398 and 399, both with minimum grade of C. For mass communications majors only. Intensive study in the planning and preparation of advertising campaigns. Students develop complete advertising plans including research, media and creative strategies, sales promotion plans and merchandising plans.

CLOSING THOUGHTS

"We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths." You're absolutely right, Walt Disney. Let's do this.

Syllabus Statement From VCU

go.vcu.edu/syllabus

JAYADAMS.COM

JAY ADAMS

2208G TEMPLE

OFFICE HOURS

MON/WED 11AM - 12PM & TUE 9:30AM - 12:30PM

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