

SOUTHERN UTAH UNIVERSITY
Department of Communication
COMM 3501---AD-PR Lab---1 to 3 credits
Spring 2006- 3:00-5:00...Monday and Wednesday

Instructor: Art Challis

Office: CN 213 E. Hours: MWF—10-11, T-Th 1:30-2:30.

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COURSE DESCRIPTION: Now that you have begun to master advertising skills, CCG (The Centurium Consulting Group) is the next step. Welcome to the world of advertising and public relations. CCG is structured like professional agencies in the advertising and public relations world. Students fill positions as agency managers, account executives, art directors, copywriters, media planners and researchers. CCG is a student run advertising and public relations agency that works with real clients. For the next 16 weeks and hopefully beyond, think of CCG as a job in the “real world.”

OBJECTIVES AND LEARNING OUTCOMES.

Learn from experiences working in a full-service agency.

Provide communications services to clients.

Function within a specialized agency department.

Meet the deadline pressures faced by advertising professionals.

Build a portfolio that demonstrates ad/pr/communications skills and experience.

Practice skills needed for securing employment in the communications industry.

Learn to present information to clients and other students as the needs of the agency require.

Agency Management.

This semester, Brooke Ulrich and David Smailes will work with me, as we oversee the activities of CCG. The agency will have three executive positions: President, Mallory Murphy and three Vice Presidents, which constitutes the Administrative Board of the Agency. Each of these three will answer directly to Mallory who will answer directly to me, Brooke and David. We will continue to make CCG a strong and vital part of the Communication department, the university and the community. Under the direction of the management team are the departments that serve client needs from Creative Services to Account Executives and Sales.

The agency will appoint advertising and public relations account executives to work with clients and serve as the go between with each client and the management.

The agency charges clients for its services. Fees vary depending on the type of work performed. Money will be used for expenses and this year there will be some paid positions.

Student Support Services

Students with legitimate medical, psychological, learning or other disability which qualifies them for academic adjustments, accommodations or auxiliary aids should inform me and should contact Student Support Services in Room 205 C of the Sharwan Smith Center (435-865-8022). Student Support Services determines eligibility for and authorizes the provisions of these services and aids.

COURSE REQUIREMENTS AND ASSIGNMENTS:

1. **Attendance**. You will need to be in attendance at each session as designated based on your assignment in the agency. The regular class sessions will be on Monday at 3 p.m. (200 points)
2. **Work Reports**. Your class participation will be necessary for you to do well in this course. You will submit three monthly reports that describe projects, projects completed, projects pending, and hours spent for each client. Due at the last meeting of the month. (200 points)
3. **Supervisor/Client Evaluation**. You will receive evaluations from your supervisor in the agency and from clients based on performance, skills and contribution to the agency success. (250 points)
4. **Portfolio or Presentation**. Depending on agency assignment, you will submit a portfolio of your work or deliver a presentation summarizing your work and achievements. (350 points)

Forms will be available for each of these areas for agency members to fill out.

The total of 1,000 points can be earned during the semester. From 930 to 1000 is an A. 830 to 879 is a B, and from 730 to 779 is a C etc.

Additional Requirements

Your workload in the agency is defined next. You will be required to be in attendance at our class meetings and department meetings and work times on Monday and Wednesday from 3-5 each of those two days. You will need to be working on CCG projects as determined by the department heads at those times Monday and Wednesday. Anything over and above that will depend on your hour load and the assignments you receive.

Daily Course Schedule:

We will meet on Mondays at 3 p.m. as a group in our assigned classroom for presentations and information necessary for the entire group. The meeting schedule is attached below. We will get organized as rapidly as possible and start off on a great year in CCG!

We will provide you with the necessary forms and worksheets for you to do your work and each student will have the opportunity to do what they would like to do and work in the area that most interests them.

Account Executives and Sales will meet immediately following the class on Monday and on Wednesday at 3 p.m.

The management meeting will be at 3 p.m. on Wednesdays.

Electronic forms attached to the syllabus follow and are described here.

CCG Work Report (3 forms are printed here)

Centurium Consulting Group Client/Supervisor Evaluation Form

Communication Plan (Creative Brief) needed by account execs.) Follow the headings provided by the example.

Student Grading Sheet (Attendance, Work Reports, Supervisor/Client Evaluation and Portfolio/Presentation.

An information sheet about CCG is attached to the syllabus that you should read and become familiar with in order to understand what we do and why we do it!

A form explaining how to do your portfolio will be added to the syllabus.

CCG Meeting Schedule

Monday 3:00 Class session (CN 227)

Monday 3:30-5:00 p.m. Creative, Account Exec's, PR etc.

Weds. 3:00 Meet in groups

Weds. 3:30 Management Staff Meetings

Weds. 4:00 Account Exec's and Sales meet with Art

We will give you a detailed hierarchy chart when we get it prepared. Other necessary forms are available in the CCG Office.

CENTURIUM CONSULTING GROUP

WORK REPORT

TO: Mallory Murphy, Creative Supervisor, CCG
FROM: Rachel Nielson, Public Relations Department
DATE: December 9, 2005
SUBJECT: Work Report for November

Projects Completed

- | | |
|---|----------------|
| -Typed up "Thank you" letters to people that presented to CCG and made professional looking cards, with the help of Mallory, to give to the presenters. | 2 ½ hrs. |
| -Received information from Barb on recent graduates and typed up that information for new brochure. Also went around to each of the Comm. department professors and made sure that the information we had for them was correct for the new brochure. Then I met with Kat Grooves, Jon Smith, and Art Challis to discuss progress of the brochure. | 4 hrs. |
| - Waited in Comm. lab to receive assignments and did not receive an assignment. | 1 hr. 10 min |
| | Total: |
| | 7 hrs. 40 min. |

Projects Pending

- Portfolio for CCG final.

Communication Plan

Abbey Rose

Stephanie Douple, Account Executive

Background Information

Abbey Rose Boutique originally comes from owner in California wher they came up with the idea to open a boutique that offers an edgier style in a small town. They are located on Main Street next to Wells Fargo bank. The store had benn open in Cedar City for two years. The owners would like to expand their boutique to St. George and other areas in California. Wanda Sullivan is the owner of the Cedar City store.

Challenges

The clothes and accessories that are available for purchase are some what out of the price range for the average person in Cedar City. The clothes are purchased from other boutiques across the United States and are edgier and different from others stores in Cedar City. The challenge is to identify and reach the target audience for *Abbey Rose* and market their products in a way that the average Cedar citizen can afford them.

Goals

The main goal for the *Abbey Rose* is to be able to conduct research that will yield a target audience. Secondly, the *Abbey Rose* will begin to gear their advertisements toward the target audience, creating awareness of the boutique to increase revenues.

Objectives

The main objective is to research who the target audience is, how to market toward the target audience and create advertisements that will get the attention of the target audience that will increase awareness and repeat customer purchases.

Tactics

We will first conduct research to find who we need to target our ads toward. Following the research, we will create ads that will directly affect the target audience which will create audience awareness. We also need to create awareness among those who would not usually wear this particular style of clothing. Passing out fliers, running ads in the *Journal*, local newspapers and radio ads will create the type of publicity that will create the profits that the client desires.

Opportunities

The opportunity for the *Abbey Rose* to increase awareness about their unique store will bring in increased profits and return visits from consumers.

Target Audience

The target audience for the *Abbey Rose* includes college students. The style that they offer is bit more sophisticated. They sell mainly skirts, dresses and expensive accessories. The target audience will also include those who are vacationing in Cedar and those who like to dress up. We would like to expand the market to those who do not ordinarily dress up, targeting consumers in their mid-twenties and early thirties.

Client Services

Abbey Rose is a specialty boutique that offers hip, younger styles that perpetuate uniqueness. They offer shoes, shirts, dresses, pants, coats, lingerie and accessories. Everything sold at the *Abbey Rose* are bought from other states and countries. They offer a wide variety of styles that are often seen on the streets of big cities. Their products stand out from their competitors because they are different.

Media

Because the *Abbey Rose* is new to Cedar City they have not had opportunities to advertise. We hope to run advertisements in the university paper the *Journal* and local newspapers like *The Cedar City Review*, *The Daily News* and *The Spectrum*. We would also like to run radio ads on Power 91, B 94.9 and Sunny 93.5.

Evaluation

Overall, the *Abbey Rose* realizes that they need to start advertising because of the importance of creating awareness about their store and the services and products they offer. The owners are not native to Cedar City and are not aware what kinds of resources are available for advertising in Cedar City.

Future Notes

After we reach our main goals and objectives, we would like to start working on expanding the market toward those who are older instead of the younger clientele. We need to develop an advertising strategy that will attract a broad range of consumers. The most important thing for the *Abbey Rose* right now is identifying the target audience and creating an advertising campaign that will appeal to them.

Centurium Consulting Group

Work Report

TO: Brent Allen, Account Executive Supervisor, CCG
FROM: Isiah Mack, Account Executive
DATE: October 1, 2005
SUBJECT: Work Report for September

Projects Completed

- Spoke with Jennifer Weaver from the United Way on the phone 10 min.
- Met with Jennifer Weaver to discuss the United Way benefit 1 hr.
- Spoke with Jennifer Weaver about the cancellation of the Benefit 20 min.
- Spoke with Les Childs about meeting with Legacy Homes 10 min.
- CCG in class and account Executive meetings 6 hrs.

Total: 7 hrs. 40 min.

Projects Pending

- Finding and confirming clients that are willing to participate in the payroll deduction program with the United way.
- Meeting with Legacy Homes to showcase the work of CCG in hopes of keeping them as a client.

STUDENT: _____ **DATE:** _____

CATEGORY	REQUIREMENT	POINTS
Attendance (100)	Arrive on time for meetings with management, Your department, a project team, agency clients or The full agency staff, as required by your position.	
Work Reports (100)	Submit a monthly report that describes projects Completed, projects pending and hours spent for each client. Due at the last meeting each month.	
Self-Evaluation (250)	Complete an agency report that describes, in detail, Your role in the agency, and provides evidence of a substantial contribution to agency success.	
Supervisor/Client Evaluation (250)	Receive a positive evaluation from your supervisor or client for your attendance, performance, skills and contribution to client/agency success.	
Portfolio/Presentation (300)	Collect and display, in a standard-size, soft-cover Binder, your work for the agency. Include a resume and written summary of accomplishments.	
TOTAL		