ADVERTISING AND PUBLIC RELATIONS IN NEW YORK

COURSE #: ADPR 5990 Seminar in Advertising and Public Relations (2 hours)
ADPR 5991 Advertising and Public Relations Field Study (New York) (1 hour)

TERM: Maymester, May 11 - June 3, 2015
INSTRUCTOR: Dr. Kirsten Strausbaugh-Hutchinson
Office: Room 200 Journalism
Phone: 706-542-5044
E-mail: kstrausb@uga.edu
Office hours: Monday - Friday 9:15 a.m. – 12:00 p.m.

CLASS LOCATION: 402 JOU
CLASS PERIOD: Monday - Friday 12:30 – 3:15 p.m.
CLASS LISTSERV: NYCMAY2014@listserv.uga.edu

COURSE DESCRIPTION
You’ve wondered about their mysterious acronyms. Idolized their client rosters. Studied their strategic approaches. And drooled over their work. Now you’re going to explore the world’s top communication agencies themselves. You will learn about the structure of the industry’s holding companies and its agency family trees. We will get in touch with the latest trends, see up-to-the-minute work, and find out where the industry is headed. And you’ll get a real-time feel for the agency landscape and daily work environment.

While in New York, you’ll be invited inside the hallowed halls to experience a firsthand look at traditional and nontraditional communication groups (ad agencies & PR firms) as well as internal client-side marketing groups; as well as specialty and boutique branding, interactive, consumer culture, and social media companies. You’ll get a taste of how brands are propelled from the Big Apple, at places such as Momentum, Grey Group, Saatchi & Saatchi, JWT, Ogilvy & Mather, McCann Erickson, Edelman, McGarryBowen, 360i, Edelman, MWW Group, Ruder Finn, HUGE, POKE, Laird + Partners, Ammirati, Arnold Worldwide, DDB, Gotham, Vayner Media, LaForce + Stevens, Dentsu, DraftFCB, Pentagram, Hill/Holliday, KBS+P, EURO-RSCG, Translation, MTV Networks, Nickelodeon, Taxi, The Moderns, etc.

COURSE OBJECTIVE
This course will provide you with: 1) an essential understanding of the advertising, public relations, and commercial communication industries, their processes, relationships, and most notable campaigns and case studies; as well as 2) particular exposure to the New York mecca, its players, and their strategic and creative approaches to solving clients’ marketing and communications problems, 3) the ability to apply your learnings to a real-time NY agency/firm-style new business pitch scenario.

SKILL AREAS EMPHASIZED & ASSESSED
- Research - Industry Knowledge/Current Events
- Networking Skills
- Critical Thinking/Problem Solving
- Business Needs Assessment
- Strategic Planning
- Copy, Creative and Professional Writing Skills
- Presentation and Pitch Skills

PREREQUISITES
You must have completed ADPR 3100 (Intro to Advertising) or ADPR 3850 (Intro to Public Relations).
PROGRAM COSTS
- Tuition (three total course credit hours). You MUST register for BOTH 2 credit hours of ADPR 5990-Seminar in Advertising and Public Relations, call #62-955, AND 1 credit hour of ADPR 5991-Advertising and Public Relations Field Study, call #32-847 using a POD.
- Program cost is $849 (billed to your UGA account through the Bursar’s Office in two payments, $425 on April 1st, and $424 shortly thereafter on April 15th, 2014).
- Includes seven night accommodations (4 people to a room) at ROW NYC (rownyc.com) Manhattan, hotel baggage fee, faculty escort and program fee. Because this is a UGA-sanctioned course, all participants MUST stay onsite at the hotel with the group.
- Additional costs not covered by the program include: flight, ground transportation, meals, and miscellaneous expenses.
- Please make certain that your student account (for both the program fee and your tuition) are paid in full before the date that we are to leave for NYC, or, per University policy, you will not be allowed to travel.
- PLEASE NOTE THAT PROGRAM PAYMENTS ARE NON-REFUNDABLE. ALL MONIES WILL BE PAID THROUGH UGA TO THE HOTEL VENDOR AND WILL NO LONGER BE AVAILABLE TO GIVE BACK TO YOU.

MANDATORY COURSE MATERIALS & REAL-TIME ASSIGNMENTS
- Subscribe to at least three free industry e-newsletters (e.g., Mediapost, Commentz, The Navigator, PR Daily, Ad Age Daily, AdWeek, Trendwatching.com, TheCoolHunter.net) OR actively read at least three industry blogs, (e.g., PSFK, BrandAutopsy, Mashable, The Future Buzz, Christopher Penn-Almost Timely, Social Fresh, PR Squared, Seth Godin, Ads of the World, So Good, etc.).
- Create a blog via Wordpress blog or Blogger.com (Google’s free weblog publishing tool)
- Manage your LinkedIn account
- Give relevant updates via your Twitter account
- Create a professional-quality resume
- Brief your peers on field study agencies and provide accurate handouts for reference
- Assess and discuss industry case studies and agency approaches
- Final Agency Style New Business Pitch and related materials

COURSE OVERVIEW
- Week 1 - State of the Communications Industry, Overview of Holding Companies/Agency Landscape, Marketing/Consumer Trends, Agency Briefings, Who to Watch in 2015-2016
- Week 2 - New York Agency Visits, Peabody Reception, Alumni Mixer
- Week 3 - Debriefing, Case Studies, Blog Assessments, Team Competitions

GRADING CRITERIA
Your final grade this semester will be based on a total of 1650 available points:
- Attendance/participation for 10 on-campus class periods worth 10 points each* (100 Points)
- Attendance/participation for 5 days of field study tours (250 Points)**
- Completed, professional, networking quality LinkedIn page with at least 20 connections (10 of which must be a direct result of the trip, e.g., agency & HR personnel, alumni, etc. as per specific protocol and formal connection requests with hosts) (150 Points)
- Completed, professional, application-ready resume (150 Points)
- Industry Commentary & Agency Experience Blog with 10 posts (each 100+ words) throughout the semester, (with at least 3 during New York tours) worth 15 points each—list blog address on resume (150 Points)
- Team agency briefings with professional quality PowerPoint presentation and peer handouts (250 points)
- Agency new business pitch (500 Points)
Participation/performance at new business pitch (100 Points)

* Ten points per absence will be subtracted from your attendance total for campus-based class periods, unless you have an official University excuse (e.g. a note from the University Health Center, a letter from another instructor on letterhead, etc.).  **Please note that your attendance of the agency tours is MANDATORY—Depending on the makeup of the class, there may be exceptions in which PR students will attend separate PR firms while ad students visit advertising agencies. Remember that you will be actively representing the Grady College and our programs. You must be on time, be attentive, and ask questions. Consider both the field study portion of the class and the final new business pitches as an oral exam, and failure to attend will result in your failing the course.

GRADING POLICY
In accordance with the University’s plus/minus grading system, the following is the breakout for final percentage grades and their corresponding letter grade. Class attendance/participation, assignments, and your final portfolio will be calculated according to the number of points earned out the total number of points available.

A = 100-94  C+ = 79-77  D- = 63-60
A- = 93-90  C = 76-74  F = 59 & below
B+ = 89-87  C- = 73-70
B = 86-84  D+ = 69-67
B- = 83-80  D = 66-64

ACADEMIC HONESTY POLICY
All academic work must meet the standards in “A Culture of Honesty.” Each student is responsible to inform themselves of those standards before performing any academic work. Each of you should be aware of your commitment to academic honesty. This commitment is part of the registration process, and as a student here you are agreeing to adhere to the University of Georgia’s rules and regulations concerning academic honesty. See UGA Website: www.uga.edu/ovpl/academic_honesty/sect05.htm. If you are aware of a climate that promotes academic dishonesty, please notify me at 706-542-5044 or call the University at 706-542-0432.

RESOURCES
If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of a problem--do not wait until it is too late.

Learning Center-Receive help with topics such as motivation, relaxation, time management, test taking strategies and preparation, reading rate and comprehension. Enlist academic counseling on test anxiety, personality assessment, and learning styles. Receive help with writing assignments and grammar.
706-542-7575, 132 Milledge Hall.

UNIV Courses-UNIV 1102 (Learning to Learn) and UNIV 1103 (Strategies for Academic Success) offer help in improving overall study skills. Other UNIV courses focus on improving writing, grammar, critical thinking, and mathematical skills.
706-542-0473

Students with Disabilities-Any student with a documented disability needing academic adjustments is requested to speak with the Disability Resource Center and the professor regarding the course and its assignments. All discussions will remain confidential. This publication/material is available in alternative formats upon request. Please contact the Disability Resource Center. More information about the University’s policy and procedures can be found at http://www.dissvcs.uga.edu.

INDUSTRY KNOWLEDGE
You will be required to subscribe to at least three industry e-newsletters (e.g., Mediapost, Ad Age Daily, AdWeek, Trendwatching.com, TheCoolHunter.net) OR actively read at least three industry blogs, (e.g., Mashable, Seth Godin, Ads of the World, So Good, etc.) throughout the duration of the semester. To demonstrate your knowledge gained from these sources, you will create your own communication blog and respond to articles and factoids you encounter. The idea is not simply that you’re reTweeting’ or repeating what you read, but rather, that you’re digesting the information and responding as a professional, a critic, a consumer, etc. You will also be asked to blog and Tweet about agency visits, including content and overall assessments. Your blog will need to include at least 10 posts throughout the duration of the semester, with at
least 3 of those posted while in New York. The hotel should have complimentary wi-fi.

Agency Briefings
In preparation for our travel to the New York agency market, you have been grouped into teams, each assigned a portion of the traditional, cultural, media, and digital agencies on the itinerary. Your team will research the agencies in-depth, including information regarding their history, client roster, nature/scope of service offerings, specific branded approach to communication, and key campaigns of note. You will be responsible for compiling the data and presenting it in a professional PowerPoint format to brief your peers. The primary goal of the exercise is to ensure that you understand how and where to research agencies of interest, for this purpose and for future endeavors, and that you are well-versed for the agency visits. Each team will have up to 45 minutes to present their findings with regard to the agencies you have been assigned.

Networking
You will gain exposure to agency personnel throughout the tour series, as well as meet professional NY-based Grady College alumni during a scheduled mixer event. All of these contacts are intended to be fostered into professional relationships and to provide future internship and employment opportunities. You will need to actively seek out those you meet on LinkedIn and connect with them, as well as draft professional thank you and follow-up interest letters to all agencies visited.

Debriefing, New Business Pitch and Application of Learnings
Upon returning from NYC, you will debrief in a critical discussion format with your peers to assess your learnings and takeaways. Based on industry understanding and agency exposure gained, your team will be faced with constructing an agency new business pitch, and charged with conducting a degree of original research and providing strategic and creative solutions to real-time marketing challenges, as well as presenting your recommendations to your peers.

Tentative Course Schedule
Tues, May 12th – Syllabus, Course Flow/Introduction & Trip Overview/Itinerary
   (Individual Assignments) – Blog development, Twitter account (list both blog address and Twitter handle in class Google doc)
   (Individual Assignments) – E-newsletter subscriptions & blog identifications (list in class Google doc)
   (Team Assignment) – Agency Research
Wed, May 13th – 1st half (in classroom) - State of the Industry Lecture/Discussion
   2nd half (Digital Media Wing, MLC, 3rd floor) – Team Agency Research
   (Individual Assignment) Resume
Thurs, May 14th – 1st half (in classroom) - Holding Companies/Agency Landscape Lecture
   2nd half (Jittery Joe's) – Team Resume Critiques
Fri, May 15th – Majority of class period - Team Presentations - Agency, Client & Campaign Briefings
Sun, May 17th – Depart ATL/Arrive NYC, Hotel Check-In, ROW NYC, Free Time in the City
Mon, May 18th – Agency Tours 10:00 a.m. – 5:00 p.m. (faculty escort – Dr. Kirsten Strausbaugh)
   NY-BASED GRADY ALUMNI MIXER 7:00-8:00 p.m.
Tues, May 19th – Agency Tours 10:00 a.m. – 5:00 p.m. (faculty escort – Dr. Tom Reichert)
Wed, May 20th – Agency Tours 10:00 a.m. – 5:00 p.m. (faculty escort – Dr. Kirsten Strausbaugh)
Thurs, May 21st – Agency Tours 10:00 a.m. – 5:00 p.m. (faculty escort – Dr. Kirsten Strausbaugh)
Fri, May 22nd – Agency Tours 10:00 a.m. – 5:00 p.m. (faculty escort – Dr. Kirsten Strausbaugh)
Sat, May 23rd – Depart NYC, Arrive ATL
Mon, May 25th – MEMORIAL DAY HOLIDAY – NO CLASS
Tues, May 26th – Trip Debriefing/Agency Learnings
Wed, May 27th – Team Assignment, Agency New Business Case Studies
Thurs, May 28th – Team Assignment, Agency New Business Case Studies
Fri, May 29th – Team Assignment, Agency New Business Case Studies
Mon, Jun 1st – FINAL NEW BUSINESS PITCHES – ATTENDANCE MANDATORY- All teams will pitch their recommendations to the class during the class period and then share their presentation/materials with their chosen agency via e-mail as part of a thank you for hosting our visit.
Tues, Jun 2nd – NO CLASS-All contact hours fulfilled
Wed, Jun 3rd – NO CLASS-All contact hours fulfilled