

Final Plans Book Specifications

Step 6: The campaign plans book (250 points)

Due Date: Tuesday, November 22, 2011 (5:00 p.m. deadline)

This is it! This is what you have been working toward the entire semester. In addition to the revised versions of previously graded draft sections, you will create the executions that will make your plan a reality. A budget summary and cover pages describing each execution are also required. (See online course packet for format information.)

IMPORTANT: You will supply your final digital campaigns plans book, collaterals, and digital cameras to Professor Guth at or before the aforementioned deadline. Please bring a separate digital copy of the book and collaterals for the client to the client presentation. Because you are submitting the bulk of these materials in a digital format, plan to package them in a professional manner, such as portfolio or binder.

The campaign theme and/or logo should be incorporated into the cover design for each campaigns book. It is recommended that they be incorporated into other aspects of the executions; such as advertisements, brochures and stationary. Logo design (if applicable) should be compatible with both black & white and color reproduction.

The messages delivered in your executions should be driven by the strategies developed in your modified SMP. They should also be created in a manner consistent with instruction received in your Research & Writing and Message Development classes. This is a capstone course -- which means that your executions will be judged against the standards established in those earlier classes. **The grade on each group's package of executions will be based -- in order of priority -- on adherence to strategy, quality, variety of media developed, and quantity.** Spelling, grammar and production errors on materials designed for public consumption will be considered major errors and subject to substantial penalty.

Groups planning to produce audio or video materials on behalf of their clients are advised that their client must pay a \$50 licensing fee for any music used from the school's production library. That fee should be indicated in your budget. Groups planning to use the radio and television production facilities at Dole Center are advised to reserve their studio time on the Production Lab computer. Because of the crush of students desiring to use these facilities, you should reserve lab time as soon as possible.

The use of audio, video or print materials produced by persons other than those who are members of your group without prior approval of the professor(s) is prohibited. If approval is given for materials produced outside of the group, then appropriate attribution must be given in the communications section. All work developed for this project is considered work for hire and becomes the property of the client. A student's participation in this course is considered an acceptance of these conditions.

The use of materials produced for any class other than JOUR 676 without prior approval of professors in both courses is prohibited.

The grade received on this assignment will be determined using the following weights:

Executive summary	5 points
Situation analysis	10 points
Budget summary	10 points
Research section (secondary, primary & analysis)	25 points
Target publics, rationale and key messages	10 points
SWOT analysis	25 points
Planning section	25 points
Tactics cover pages	10 points
Executions	100 points
Sources of information	5 points
Spelling/grammar/clarity of thought	25 points

Your plans book should follow the organizational structure outlined above. A separate cover page should precede the placement of each execution in your plans book. A sample format is located online (Blackboard and Professor Guth's Web site).

Note: If you wish to keep copies of your work for your personal portfolio, you need to make copies before submitting the final project. Upon submission, the plans will not be available until after the completion of the Final Examination Period.

Note: It is likely that your group will reduce its final planning document to a PDF prior to printing. Professor Guth would appreciate it if your group would include a CD-ROM with the final campaign plans book PDF with his copy. That will allow him to use your plan as an example for future campaigns students to emulate.