



The University of Georgia®

**ADPR 5992 Special Topics
Global Advertising & Marketing Communication**

Cannes Lions Study Abroad
3 week Summer Short Session 1

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Introduction

The Cannes Lions International Festival of Creativity (www.canneslions.com) is the largest and most influential festival of its kind. As the top global advertising and brand communication festival, students are exposed to the best creative and strategic work in the world. Cannes Lions is increasingly known for its cutting-edge assortment of entries from global ad centers in Asia, Europe, Africa, and the Americas. During the week-long event, students have access to workshops run by some of the best account and creative people in the business, and attend keynote addresses by top agency and marketing CEOs. All creative work is available for student review, and students have access to major award ceremonies. In addition to networking and learning opportunities, the festival positions students with a global perspective in marketing communication.

Course Description

This unique course is specifically built around the week-long Cannes Lions International Festival of Creativity. During the three-week course, students will

- (1) study best-in-class campaigns and communication solutions from around the world,
- (2) learn directly from leading practitioners and thought leaders through seminars, workshops, master classes, tech-talks, and forums,
- (3) network with leading agency, client, entertainment, and media professionals,
- (3) be exposed to cutting-edge trends and issues in marketing communication, and
- (4) appreciate how brand communication varies across the world.

Students meet in class the week before the festival to discuss and review global advertising concepts and to learn about the types and styles of advertising produced throughout the world. Students are also briefed on assignments, and research featured speakers and categories of work in preparation for attending the festival. During the week-long event, students have the opportunity to participate in a number of workshops and lectures, to review all creative and

media entries, and to attend award ceremonies. The week following the festival, students recap what was learned, present their analyses, and discuss future trends in global advertising.

Readings

Mark Tungate (2007). *Adland: A Global History of Advertising*. London: Kogan.

Assignments

Award/Entry Analysis: Students choose in Week 1 an entry category to study, analyze and evaluate (e.g., PR, mobile, outdoor, media, etc). You are now the group's go-to experts on these categories. You will view the entries at the festival, attend the corresponding awards ceremony, digest media reports about the category and winners, and report back to the class in Week 3 about the category by providing an oral and written report summarizing the following questions: Who won? Why? Was there a theme? How did entries differ (e.g., by country/region)? What else did you observe?

Global Advertising Assignment: (Part 1) You will become an expert on an influential advertising country/region of your choice. Learn about advertising in that country; its look, history, influence, awards, agencies, etc. You will deliver an oral report about the country and its advertising our first week in Cannes: What is its role in advertising's history and/or future? Who are the major players (agencies or people)? And, is there something unique about advertising from this country? HINT: Your textbook *Adland* may give you a major head start! If not, check out *Advertising Age* and search online.

(Part 2) You will observe advertising from this country during the festival. What did you observe? Were your expectations matched or is advertising from this country totally different from what you expected? What did you learn from meeting and interviewing attendees from this country? How many awards did they win and in what categories. Also, you are required to meet at least two professionals from your assigned country. You will summarize your observations in a brief oral and written report due Week 3.

Campaign Assignment: This is your major assignment. You will work in teams throughout the term to develop a campaign that helps your client successfully launch a product or series in the marketplace. You are encouraged to use the festival to learn how some of the best minds in the advertising and marketing fields are creatively reaching consumers and audiences worldwide with mobile, events, social marketing, public relations, stunts, branded content, and good old advertising. Teams with the same client will compete for a special prize TBA. At the end of Week 3, each team will have 20 minutes to present its campaign in a joint class meeting. In addition, each team is expected to submit a report that summarizes its campaign.

Attendance

Attendance is mandatory. You are expected to participate in class discussions and to present and defend your work and points of view. The range of ideas and opinions is what makes this course interesting.

Festival Requirements: Students are required to attend each day of the festival. During the festival, at a minimum, students will attend at least four of the following: seminars, workshops, master classes, Tech Talks, and forums. Students are also required to attend special guest-

speaker events TBA. Students are encouraged to keep a daily Reflective Diary to record what they learned during these events. Finally, full participation in class discussion and final presentation are expected.

Grading

Your final grade is based on the aggregate grades of your assignments, participation in festival workshops and events, and participation during class discussion.

Award/Entry Assignment	20%
Global Advertising Assignment	20%
Campaign Assignment	35%
<u>Participation</u>	<u>25%</u>
	100%

Final grades are determined on the following percentage scale. Please note: Final grades are rounded to the nearest tenth of a percent. Because we round up throughout the term, there is no “rounding” of final point totals.

A = 90-100, B = 80-89.9, C = 70-79.9, D = 60-69.9, F = 59.9 and below.

Schedule

Week 1. Introduction to global advertising concepts, global advertising work, assignments discussed, and preparation for attending the Cannes Lions Festival: Five 2-morning sessions (12.5 contact hours).

Week 2. Cannes-Lions Festival. We will meet for each morning during the festival. The balance of the time will be spent attending seminars, workshops, key-note addresses, awards ceremonies, and reviewing entries: Seven morning sessions (13+ contact hours).

Week 3. In-class discussion of the festival and global advertising strategy. Students present final reports: Five morning sessions (12.5 contact hours)

Note: Unless otherwise noted, class is held every day except weekends and during the festival.

Student Conduct and Honesty

All academic work must meet the standards contained in “A Culture of Honesty,” UGA’s policy on academic honesty. Each student is responsible to inform him/herself about those standards before performing any academic work. Any form of academic dishonesty is unacceptable. University policies regarding academic honesty will be strictly enforced.

Americans with Disabilities Statement

If you have a disability or condition that compromises your ability to complete the requirements of this course, you must notify me within one week of receiving this syllabus. I will make reasonable efforts to assist you. You are encouraged to contact the Disability Resource Center:

Director: Karen Kalivoda, Location: Clark Howell Hall, Phone: 542-8719 or 542-8778
(TTY)

Diversity Statement

It is my intention to respect all types of students and viewpoints. I expect you to extend the same courtesy to me and your classmates.

Note

This syllabus is not a contract and may be changed at any time for any reason by the faculty member. In other words, please note that this syllabus is a general plan for the course. Deviations to the class by the instructor may be necessary.