



COURSE OUTLINE 2009
INSTITUTE OF ADVANCED ADVERTISING STUDIES
AAAA NORTHERN CALIFORNIA COUNCIL
CASE STUDY: PEET'S COFFEE & TEA

All classes will start promptly at 6:00 pm and run until 9:30 pm in room 6208 at Golden Gate University, 536 Mission Street, San Francisco, 94015.

Feb. 23	Mon	INTRODUCTION	Arnie Freeman, AAAA Chuck White, IAAS Director
		“THE HOLY GRAIL OF CLIENT COMMUNICATION”	Fran Zone, Zone Communication
		BRIEF MARKETING DISCUSSION CLASS INTRODUCTIONS	Chuck White
March 2	Mon	NEW BUSINESS/CLIENT SERVICE CASE STUDY	Patrick Kiss, Butler, Shine, Stern & Partners Chris Lansing, Peet's Coffee & Tea
March 9	Mon	ACCOUNT PLANNING RESEARCH	Izzy Chan, Eleven, Inc. Andrew Greenberg, Greenberg Brand Strategy Susan Blank, Quest Research Group
March 16	Mon	CREATIVE (Including Digital) MEDIA (Traditional)	Brian Bacino, Swirl Genevieve Wiersema, OMD
March 23	Mon	DIGITAL DELIVERY ONLINE MEDIA (Interactive, Social Media, etc.)	Marisa Gallagher, Razorfish Eliot Kent-Uritam, Mediasmith
March 30	Mon	THE AGENCY BUSINESS TEAMS PRESENT PRELIMINARY STRATEGIES	Mary Moudry, DDB Chris Lansing, Peet's Coffee & Tea
April 6	Mon	PRESENTATION SKILLS I	Tom Leal, Infinia
April 13	Mon	BRAND STRATEGY PUBLIC RELATIONS	Debra Berman, DDB Kevin Elliott, Hill and Knowlton
April 20	Mon	PROMOTIONS PROMOTIONS ONLINE	John Randazzo, BARC Communications Sankar Patel, Butler, Shine, Stern & Partners
April 27	Mon	MULTI-CULTURAL ADVERTISING PRESENTATION SKILLS II	Robert Birks, Carol H. Williams Adv. Kim Morrow, RogenSI
May 4	Mon	BREAK – NO CLASS	
May 11	Mon	PRESENTATION BOOKS SUBMITTED	
May 18/19	Mon, Tues	FINAL PRESENTATIONS	Judges, teams, student guests
May 26	Tues	RECOGNITION CELEBRATION	Students, AAAA, judges, faculty