



COMM 316 21W: Advertising Creative Copywriting SPRING 2015

Day/Time: Tuesdays 7:00-9:30 PM

Room: Lewis Towers: Room 410

Instructor: Michelle Tucker

Instructor Contact Info: mtucker2@luc.edu, 312-640-3039 (work phone)

Office Hours: 5:45 PM – 6:45 PM, Lewis Towers: 9th Floor. If you need to meet with me outside of scheduled office hours, please contact me and we'll try to work something out. Please don't hesitate to reach out via email or phone if you have any questions or concerns.

Textbook: *The Advertising Concept Book, 2nd Edition* (Pete Barry)

Course Description

This course focuses on applications of advertising theory in developing strategies and creative platforms, copywriting, and creating advertising across various media including print, broadcast, direct response and Internet.

Students will be able to understand the creative development process, demonstrate effective copywriting skills, and develop a portfolio of writing samples.

Overview

"To impress your offer on the mind of the reader or listener, it is necessary to put it into brief, simple language... no farfetched or obscure statement will stop them.

You have to hit them where they live in the heart or in the head. You have got to catch their eyes or ears with something simple, something direct, something they want." - John Caples, copywriting pioneer, 56-year veteran at BBDO, Advertising Hall of Fame and Copywriting Hall of Fame inductee

Throughout this class, you will have the opportunity to learn what makes good advertising and how to create good advertising in different channels. You will learn about the creative process, from concepting through execution, and get an understanding of the tools, strategies and resources used throughout the process. The overall goal is for you to become a student of the advertising industry, a more strategic creative thinker and a better writer.

Since this is an advertising class, it will be run like an advertising agency. You

should treat the class like it's a job, and be professional and prepared at all times. You will be expected to contribute and present work to be critiqued by your instructor and classmates. Likewise, you will be expected to provide constructive criticism and feedback to your peers about their work, and engage in thoughtful discussion about the subjects presented during classtime. Throughout the class, we will also work on building other skillsets necessary in this field, such as group collaboration and presentation skills.

Schedule

The schedule is subject to change as needed to meet the goals of the class. Together, we'll do our best to stick to the framework below. However, the business world does not always stick to a schedule and things are known to change frequently due to changes in the marketplace. Therefore, we might make some adjustments to the schedule to help you learn to adapt to the demands of the real-world workplace.

Week 1 (1/3)

Introductions, Syllabus

Lecture: Explanation of Creative Department Structure, Creativity & Ideas

Homework assignment: Find three ads that you believe are great, and three that you believe are bad. Write a paragraph on each detailing your justification. Be prepared to discuss one of each in class.

Reading assignment: Textbook Chapters 1 & 2

Week 2 (1/20)

Present homework assignments

Lecture: Tools and strategy

Homework assignment: explained in class

Reading assignment: Chapter 6

Week 3 (1/27)

Present homework assignments

Lecture: Ideas & Conceptual thinking

Homework assignment: explained in class

Reading assignment: Chapter 3, 5 and 9

Week 4 (2/3)

Superbowl Ad review and critique

Lecture: Print, headlines, taglines and copy

Homework assignment: explained in class.

Reading assignment: Chapter 4

Week 5 (2/10)

Present homework assignments
Lecture: Campaigns
Homework assignment: explained in class.
Reading assignment: Chapter 7 and 11

Week 6 (2/17)

Present homework assignments
Lecture: TV & Radio
Homework assignment: explained in class.
Reading assignment: Chapter 8, 9 and 12

Week 7 (2/24)

Present homework assignments
Lecture: Interactive, ambient, direct response and other alternative media
No homework or reading assignment due to upcoming spring break.

Week 8 (3/3)

Spring Break. No class.

"It is so small a thing to have enjoyed the sun, to have lived light in the spring, to have loved, to have thought, to have done." – Matthew Arnold, 19th Century English Poet

Week 9 (3/10)

Guest lecture: Award-winning campaigns
Homework assignment: explained in class.
Reading: Chapter 13

Week 10 (3/17)

Present homework assignments
Lecture: Introduce group project. Brief teams on client, presentation book and final presentation assignment.
Homework assignment: explained in class.
Reading assignment: TBD

Week 11 (3/24)

Idea workshop
Class will be held at Havas Worldwide Chicago (36 E Grand). Will include special guests.
Homework assignment: explained in class.
Reading assignment: Chapter 14

Week 12 (3/31)

Present homework assignments
Lecture: Presenting and selling your work
Homework assignment: explained in class
Reading assignment: TBD

Week 13 (4/7)

Present homework. Work on group project in class.
Reading assignment: TBD

Week 14 (4/14)

Share work-in-progress of creative campaign book/presentation. First critiques.
Reading assignment: Chapter 15

Week 15 (4/21)

Present homework assignments.
Lecture: Portfolios, resumes and interview skills
No homework or reading assignments this week so you can focus on finalizing your campaign book and presentation.

Week 16 (4/28)

Work on group project in class.
No homework or reading assignments this week so you can focus on finalizing your campaign book and presentation.

Final Exam (5/5)

Present group projects at Havas Worldwide Chicago (36 E Grand). In addition to the instructor, there will be special guests attending the presentation to ask questions and critique your work.

Attendance

If you don't show up to your job, it is considered "abandonment" and therefore grounds for being fired. This class will be treated the same way. Two or more unexcused absences will reduce your final grade by 10%. Five absences will result in failure of the class. A pattern of showing up late will also result in a lower grade. Documentation is required for absences due to personal or health problems.

Grades

The grading policy is subject to change during the semester, but it will be based upon this grading scale:

A = 100-90%

B = 89-80%

C = 79-70%

D= 69-60%

F = 59% and below

Advertising is often a subjective thing to judge as well as grade. That said, this class is structured so that you have every opportunity to get a good grade.

40% Presentation Book & Final Presentation (Group Project)

This will be a group project. Teams will create a campaign book and presentation pitch in an attempt to win the account. You will be briefed on the client, the assignment and the expectations of the campaign book and presentation during class.

30% Weekly homework

Most weeks, you will have a few responsibilities outside of class:

1. Creative advertising and writing assignments

This is the work that you or your team (when applicable) will create and present in class. You will receive feedback and constructive criticism on your work from both your classmates and instructor.

2. Advertising evaluation assignments

You will be asked to provide examples and at least a paragraph write-up for your examples based on our class discussion and readings.

3. Reading assignments

You will have periodic reading assignments from your textbooks, handouts given in class, and the Internet.

You will be graded on the quality/quantity of the weekly creative work and advertising evaluation assignments created by you, individually, or your team (when applicable).

A note about homework: Unless otherwise instructed, your homework is due at the next class. You should upload your homework to Sakai by 7 PM. It is unacceptable to miss a deadline in the real world, and the same applies to your assignments in class. **If your assignment is uploaded past the due date/time, or any part of the assignment is missing, points will be deducted.**

Put all of the homework into one document (a PDF, Word doc or Powerpoint), and save the file with this file naming convention:

DueDate_Lastname.pdf/doc/pptx (i.e. 27JAN_Tucker.pdf). **Points will be deducted if you fail to name your files properly.**

20% Two (2) in-class pop quizzes

Quizzes will be made up of objective questions (multiple-choice or identification), short essay and fill-in blank questions based on subjects discussed in class, knowledge of material and reading assignments. **These quizzes will not be announced in advance.** Missed quizzes will be graded as 0%. No make-up quizzes will be offered if you are absent.

10% Class participation and professionalism

You are expected to attend class, and be an active, engaged participant during class. After all, in the real world, if you are not active and engaged during agency or client meetings, you could receive a bad review, lose a promotion, raise, or even your job. **Texting, tweeting, doing homework, surfing the Internet, or**

engaging in any Internet activities that are not directly course-related is prohibited. Your phone, tablet and/or laptop must remain in your bag/pocket/backpack during class. The only exception is if you are using your laptop to take notes.

So offer feedback. Ask questions. Meet your deadlines. Show up to class on time. Be a good teammate and collaborator. These things matter in the real world, and they matter here in class.

Hard work, active participation, knowledge of the industry, presentation skills and good problem solving skills will also be factors in determining your grade.

School of Communication Statement on Academic Integrity

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting

the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit;
or
- Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at:

<http://luc.edu/english/writing.shtml#source>

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process.

Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:
http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations. *(The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)*

Students with Disabilities

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

Sexual Harassment is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature. Loyola University Chicago will not tolerate it by faculty, students or other employees, and will attempt to take prompt corrective action against any sexual harassment by or of its students, faculty and employees. Persons who believe they have been harmed by harassment of this kind should bring the conduct to the attention of the School of Communication dean's office. All complaints are taken seriously and no one reporting them will suffer reprisal or retaliation from the university. Such complaints will be treated in confidence to the extent feasible, given the need to conduct a thorough investigation and take corrective action.

Harassment, Discrimination and Abuse It is unacceptable and a violation of university policy to harass, discriminate against or abuse any person because of his or her race, color, national origin, gender, sexual orientation, disability, religious, age or any other characteristic protected by applicable law. Such behavior threatens to destroy the environment of tolerance and mutual respect that must prevail for this university to fulfill its educational mission.

Discrimination is adverse treatment of a person or group based on protected categories and not on individual merit. Abuse is oral, written or physical conduct

directed at a person based on characteristics protected by law, where the offensive behavior is intimidating and/or demeaning. It may include verbal slurs, invectives or epithets. Harassment differs from abuse insofar as it is repeated and persistent behavior of a similar nature. It also includes unwanted physical advances or intimidations and the display of visual materials that defame, demean or humiliate.

Behavior of this kind is not tolerated by Loyola University Chicago and should be reported to the School of Communication dean's office. Such complaints will be treated in confidence to the extent feasible, given the need to conduct an investigation and take corrective action.