

COMM 316, Advertising Creative Copywriting

Loyola University Chicago
Spring 2015, Tuesdays 7-9:30PM Room: SOC 003
Instructor: Bill Brichta bbrichta@luc.edu
312-316-0701(w)

Textbook

Advertising: Concept and Copy (Third Edition) by George Felton

Optional Text Book: Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads by Luke Sullivan

Overview

The purpose of this class is to provide you with the tools you'll need to be a strong, creative copywriter in the many areas of writing that exists within marketing, agency and content creation environments. Through in-class assignments, homework, reading assignments, role-playing, presentations and discussion, you'll learn how to conceptualize, create and execute a myriad of writing forms. You will also learn how to develop the discipline needed to survive in a creative environment, how to successfully critique your own work and the work of others, and how to solve creative problems and meet client needs that exist on the agency level. The overall goal is to prepare you to be the strongest creative thinker, strategist, presenter and performer you can be.

This is a class that blends commerce and art, creativity and common sense, and most importantly, communication and the art of listening. I don't expect everyone to be brilliant writers, but I do expect passion, interest, participation and improvement from all who take this course.

Since this is an advertising class, we'll do our best to make it feel like a working ad agency. Your role is to be professional and be prepared to share your work, your point of view and your creativity with cohorts and colleagues alike.

If all goes according to plan, this should be inspirational, liberating, enlightening and yes, even fun.

Schedule

Knowing that things often change in the world of advertising, this schedule is apt to change based on the availabilities of potential outside speakers and class trips. We'll do our best to make sure changes are shared well in advance, and students know what is expected of them in terms of homework, assignments, presentations and tests.

Week One (1/12)

Class: The Big Picture. Creativity in all forms. Expectations for class. Developing a critical perspective.

Homework: TBD

Week Two (1/19)

Class: MARTIN LUTHER KING DAY. NO CLASS

Week Three (2/2)

Class: Strategies for ideation and creativity. Developing Strategy, tagline creation, and more.

Homework: TBD

Week Four (2/9):

Class: Copywriting for print and TV, and presentation skills

Homework: TBD

Week Five (2/16):

Class: Creativity in Radio. Guest Lecturer.

Homework: TBD

Week Six (2/23):

Class: The intersection of copy and design

Homework: TBD

Week Seven (3/2):

Class: Writing Lyrics. Guest lecturer and workshop.

Homework: TBD

Week Eight (3/9):

Class: Project concept and workshop.

Homework: TBD

Week Nine (3/16):

Class: Content writing, Video writing, Blogging and long form. Meet at video production facility

Homework: TBD

Week Ten (3/23):

Class: Agency Visit (TBD)

Homework: TBD

Week Eleven (3/30):

Class: Review of projects in progress

Homework: TBD

Week Twelve (4/6):

Class: Guest lecturers and Panel Discussion. Student Q&A.

Homework: TBD

Week Thirteen (4/13):

Class: Group Presentations

Homework: TBD

Week Fourteen (4/20):

Final Exam.

Week Fifteen (4/27):

Last class. A surprise is in store.

Homework:

Most weeks you will have two responsibilities outside of class.

1. Creative Advertising Assignments

This is the work that you or your team will create and present in class. You will receive feedback on it from both your classmates and me.

2. Advertising Evaluation Assignments & Bookwork

Email the instructor with examples and at least a paragraph write up for each based on our class discussion and readings. You will also have periodic reading and writing assignments from your textbook and the Internet.

Note on homework:

All of it should be emailed to me (bbrichta@luc.edu) by 7pm class time. If any part of the assignment is missing, points will be deducted. Put all of the homework into one document (a PDF, Word doc or ppt).

Grades

Judging creativity in all its forms can be very subjective and difficult to grade. With that in mind, this class is set up so that any student has the opportunity to get a good grade. Knowledge of the industry, hard work, active participation, professionalism, passion and good problem solving skills will be major factors in determining your grade.

50% - Weekly Homework: Creative Advertising Assignments & Advertising Evaluation Assignments

You will receive grades for each assignment, reflecting work created by you individually or your team collectively. Because of this, attendance in class is critical.

15% - Final Exam

Based on your accumulated knowledge of the industry and your growing skills as a writer, strategist and disciplined practitioner.

25% - Final project

TBD, but will involve creative work, and a presentation in class

10% - Active Class Participation and Professionalism

Providing appropriate feedback, sharing perspectives and general attentiveness to the subjects at hand. Emphasis will be on timely execution of your assignments, participation, being a good collaborator and having respect for your cohorts.

Office Hours

I will keep 9:30pm to 10:30pm open every Monday night after class. I'll also be available 1 hour before class if that is convenient for both parties. You can always reach me via email (bbrichta@luc.edu). My work phone is 312-316-0701. Don't hesitate to call or write me if you have any questions, concerns or you just need a helping hand. If you want to talk at any other time besides before or after class, let me know and we'll work something out.

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.)