

Advertising Strategy & Copywriting

Spring 2010

Course ID: COMM 352 1M
Course Title: Ad Strategy & Copy Writing
Class Meetings: Thursdays 6:00-8:50p, 3/11/09, 3/18/09, 3/25/09, 4/1/09, 4/8/09, 4/15/09, 4/22/09, 4/29/09
Professor: Jennifer Korte
Classroom: KERN 3117
Office and Hours: TBA, before and after class
E-mail: jkorte@maryville.edu

Course Text: *Advertising Creative: Strategy, Copy + Design*. Altstiel & Grow. 2nd Ed. Sage Publishing.

Recommended Text: The AP Stylebook

Prerequisite: Comm 261

Course Description

Recognizing that the development of a sound creative strategy is a necessary preliminary to the production of effective advertising, this course combines the concepts and processes of strategic planning with the conventions and craft of creating individual ads. The need for creative and original thinking in both strategizing and copywriting is emphasized.

Course Objectives

- To enhance students' understanding of advertising's role in today's marketplace
- To show students how individual pieces of the advertising mix is used to produce larger strategies based on the organization's values and mission
- To present students with basic copywriting and design concepts
- To address ethical issues in advertising and how to reach particular markets understanding these issues
- To build strategic planning skills for various media formats
- To expands students' ability to identify specific campaign goals and develop plans based on these goals

Overview of Course Requirements

- Approximately 40% of your final grade will be based on your demonstration of advertising strategy *knowledge*:
 - Three Tests over the reading assignments from the textbook and the lecture (100 pts each)
- Approximately 60% of your final grade will be based on your demonstration of advertising strategy and copywriting *skills*:
 - Journals (100 pts)
 - Final Project (300 pts)
 - Portfolio (50 pts)
 - Writing Assignments (250 pts)

Point System

3 Unit Tests (100 points each)	300 pts.
Journals	100 pts.
Writing Assignments	250 pts.
Final Project (300 points).....	300 pts.
Portfolio (50 points).....	50 pts.
Total Points.....	1000 pts.

Final Grading

At the end of the semester, final grades will be determined according to the number of points accumulated:

1000-900	A/A-
899-800	B+/B/B-
799-700	C+/C/C-
699-600	D+/D/D-
599-0	F

Late Assignments

An assignment is considered late when I do not receive it when collecting the assignment in class. Whether you turn it in an hour or a day late, it will still be considered late. Late assignments will be accepted on the condition that an entire letter grade will be deducted from the assignment. If you do not turn in an assignment within a week after the due date, you will receive a zero for the assignment. The final project will not be accepted as late. If you do not turn it in on time, then you will receive a zero.

Classroom Expectations

1. Bring necessary course materials to class with you:
 - A. *Advertising Creative*
 - B. this Syllabus.
 - C. your class notebook or folder.
 - D. paper and pen or pencil.
2. I do not accept handwritten versions of assignments which are completed outside of class. You will need to re-do and resubmit a handwritten paper as a late assignment.
3. Save all class papers -- at least until you receive your final grade. I can make mistakes and you may need to help me correct them.
4. Do not start packing up and getting ready to leave before class is over; I will send you on your way.
5. If you need to excuse yourself to get a drink of water or use the restroom facilities, slip out gracefully; you don't need my permission.
6. Turn off your phones and pagers.
7. There is a *Listen To Classmates Rule*. Inappropriate, rude, inattentive, or disrespectful listener behaviors during individual, dyadic, or group presentations result in the loss of points. This is an aspect of "Listener Etiquette" associated with the study and practice of effective communication.

Participation

All members of the class are expected to participate in class discussion. I encourage questions and comments on the material. Points for participation are to help engage you in the topics. Please do not be afraid to give your thoughts, opinions, etc. on advertising concepts and campaigns we cover in class.

Units Tests

There will be three tests given in the class. These tests will be multiple choice and short answer. There will be **NO** makeup tests in this class. If you miss a test, you will receive a zero.

Projects

Journals

Students will need to keep an advertising journal during the semester. You will need to write one entry per lecture. Incorporate things you see everywhere and discuss what you like, dislike, etc. regarding advertising. These journals will be collected twice for the semester. Each will be worth 50 points.

Final Project

Students will form an advertising agency, consisting of: an art director, an account manager, a media planner, a copywriter, and researcher. Students will work in groups to create an advertising plan for a fictitious company. Class presentation is required. Companies will need to be approved in advance. This project is worth 300 points. More information to be given out during the semester.

Portfolio

You will need to put together a portfolio containing your projects and homework for the semester. It can be contained in a 3-ring binder, presentation folder, etc. I will look over your portfolio prior to the final project. The portfolio is worth 50 points.

Homework/Participation/In-Class Assignments

These will include things like headlines, captions, developing an ad for a company, layouts, etc. You will receive up to 250 points for these assignments. Students who are not in class the day it is assigned will need to get the assignment from another student. Students who miss an in-class assignment or do not turn in the homework on time will have the grade on that assignment reduced by 1 letter grade. I will accept e-mailed assignments, but please ask for a read receipt on your email so you know I received it. I will not check up on you if you do not turn in an assignment.

In class assignments, if you are not here that day then you receive a zero for the assignment.

NOTE: This syllabus is subject to change at the discretion of the instructor to accommodate instructional and/or student needs.

Course Schedule

Week 1 – March 11

- Introductions
- Reading Assignment
 - Chap. 1 Copy, Design and Creativity
 - Chap. 2 Before You Get Started

Week 2 – March 18

- Reading Assignment
 - Chap. 3 Branding
 - Chap. 4 Strategy

Week 3 – March 25

- Test 1 (Chaps. 1-4)
- Reading Assignment
 - Chap. 5 Issues in Changing Marketplace
 - Chap. 6 Concepting

Week 4 – April 1

- Reading Assignment
 - Chap. 7 Design
 - Chap. 8 Campaigns

Week 5 – April 8

- Test 2 (Chaps. 4-8)
- Reading Assignment
 - Chap. 9 Headlines and Taglines
 - Chap. 10 Body Copy
 - Chap. 17 Survival Guide

Week 6 – April 15

- Portfolio Due
- Reading Assignment
 - Chap. 11 Print
 - Chap. 12 Electronic Media
 - Chap. 13 Digital

Week 7 – April 22

- Test 3 (Chaps. 9-13)
- Reading Assignment
 - Chap. 14 Direct Marketing
 - Chap. 15 Beyond Media

Week 8 – April 29

- Project Presentations