

## **COMM 338: Special Topic: ADVERTISING CREATIVE STRATEGIES**

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Spring 2019: January 22- May 10, 2019

Course Meeting Time	Thursday 1:00 – 2:50 p.m.
Classroom	CAC 236
Prerequisites	None
Instructor	Hyosun Kim, Ph.D.
Email	<a href="mailto:hyosun.kim@uwsp.edu">hyosun.kim@uwsp.edu</a>
Office Hours	Tuesday, 4:00- 5:00 p.m. Thursday, 12:00- 1:00 p.m. or by appointment
Office	CAC 325

### **COURSE DESCRIPTION:**

The Advertising Creative Strategies course is designed to analyze advertising strategies demonstrated in successful advertising campaigns, to expose students to the issues and concerns in creative strategy and research, to introduce students to the theory and application of advertising writing and design, and to examine the process of creative strategy and research, including relevant criteria associated with understanding advertising and promotion planning decisions.

It covers a wide range of topics including the nature and history of creativity in advertising, communications and advertising theories, planning and preparation of advertising messages for mass media and specific techniques and executions used in various media.

### **COURSE OBJECTIVES:**

The objectives Advertising Creative Strategy and Research course is to familiarize students with:

- (1) the theoretical foundations of creative strategy in advertising and marketing communications;
- (2) the research methods utilized in gathering data for developing and evaluating strategy; and
- (3) the process of developing strategy.

The course will include lectures and discussions, as well as learning techniques that are meant to facilitate the exploration of creative strategy and research in advertising. These techniques include guest speakers when possible, case studies, exams, individual assignments, and a team project. Participation is essential.

### **COURSE TEXT:**

**Required:** Advertising Creative Strategy Copy Design, 4<sup>th</sup> edition (Sage). (ISBN-13: 978-1133049791).

## GRADING EXPECTATIONS

Assignments	Points
Exam 1:	100
Exam 2:	100
Group Project:	200
• 1 <sup>st</sup> presentation	100
• 2 <sup>nd</sup> presentation	100
Participation (class engagements, attendance, in-class exercise, professionalism)	100
Total	500

Extra Credit: Extra credit may be announced in class only. These opportunities are optional. Specific directions will be provided when the opportunity arises. In general, however, you can expect that I will strive to maintain my primary ethic in evaluating student performance in the course: **FAIRNESS**. My adherence to this standard guarantees that I will not extend special opportunities for make-up work, award extra points on exams, or give any other special grading treatment.

## COURSE REQUIREMENTS

### **Examinations (200 points):**

Two written examinations will be given during this semester. They will be multiple choices and true/false questions in the exams which will cover assigned readings, class lectures, and class discussions.

### **Group Project (200 points):**

Throughout the semester, you will work in groups of four or five to critique your client's current ad campaign and create a new advertising campaign for your client to solve marketing communication issues that your client faces. You will find your group yourself at the Group Project Kick-off day. In the group project, we will simulate a real-world situation where a client launches a new advertising campaign that can help create brand identity. Your group will first pick your client. Your team will review and analyze previous campaigns that your client ran to understand how brand identity is communicated through the advertising campaign. Your team will then work for the client to launch a new advertising campaign that can help strengthen brand identity.

**1<sup>st</sup> Presentation: Ad Campaign Critique:** Your team will work with your client to launch a new advertising campaign. In your first presentation, your group will give us background of the advertising campaign you will critique. You will then critique the campaign, primarily focusing on how the campaign successfully or unsuccessfully added value to the brand image, resonated with target audience, communicated unique selling points, and aligned with brand identity. Your critique must be based on your analysis from the advertising and marketing professionals' perspective.

**2<sup>nd</sup> Presentation: Final advertising campaign pitch:** Next, your team will be designing an advertising communication campaign. Based on your research and analysis, you will need to strongly argue how your campaign can help better communicate with your client's target audience and brand identity. You will also need to argue why your agency might a better choice than the previous agency.

### **Class Participation (50 points):**

Reading and class participation are essential to a good case studies class. Your involvement in class discussions is imperative for creating an interesting discussion, as well as for your own success in the class. The participation portion of your grade will be evaluated based on your attendance, active engagement in class discussion and in-class exercises, and proper class etiquette (professionalism).

**Practice Quizzes (won't be graded):**

Online open-book quizzes will be posted to D2l after each class session to help you understand reading for the week and lecture. The quizzes are available and open throughout the semester. Typically, the quizzes will consist of a combination of multiple-choice questions and true/false questions, 10-20 questions per quiz. The number of questions may vary depending on the lecture of the week. Questions will often ask you to apply the information you read to a specific advertising example or scenario; therefore, simply memorizing the vocabulary from the textbook will not assure a passing grade. The questions are designed to assess both your understanding of the material and your ability to think, so you should be able to relate various concepts as presented in the readings. The quizzes are challenging and require careful reading. You cannot re-take any missing quiz, so plan ahead to make sure to take the quizzes. The quizzes will be in your tests.

**Resources:**

You can start browsing articles and advertising examples from following periodicals.

- Advertising Age: <http://adage.com/>
- ADWEEK: <http://www.adweek.com/>
- PR Week: <http://www.prweek.com/>
- PR News: <http://www.prnewsonline.com/>
- The Wall Street Journal: <http://www.wsj.com/>
- Effie Award: <https://www.effie.org/>
- Clio Awards: <http://clios.com/awards>
- Canne Lions: <https://www.canneslions.com/>
- Social Media Today: <http://www.socialmediatoday.com/>
- Mashable: <http://mashable.com/>
- The New York Times: <https://www.nytimes.com/>

### **Attendance Policy:**

Class attendance and participation are essential to this class. Critical information for exams and assignments will come directly from class. Arriving more than 15 minutes late will result in your being marked absent for that day's class. If, for some reason, you run late, *do not walk into the classroom or knock on the door while one of your classmates is presenting. Please wait until the presentation has finished to enter the classroom.* You are expected to be in class for each class period. Regular attendance is highly encouraged. Anyone who misses a class should make arrangements with another student to copy notes, review announcements, and so forth. *The instructor will present course materials only during designated class periods and will not reiterate materials.* If students have specific questions that seek clarification about course content from a previous class period, they should not hesitate to ask, and the instructor will gladly work to clarify the course materials. However, students should not arrive at the instructor's office hours with the assumption that the instructor will "go over whatever I missed." Two important notes:

1. Unless there are extenuating circumstances, you cannot pass this class if you have more than **4 absences**.
2. If you do not show up on the day of your scheduled presentation or you are not prepared for the presentation, you will get ZERO for that assignment.

### **Professionalism:**

The classroom is an inclusive and professional environment. Everyone is to be treated with respect. Do not engage in side conversations or be otherwise disruptive when someone is speaking in front of the room. All types of communication in this course should be formal and professional. For example, when emailing the instructor or your colleagues, remember to include a proper subject line, greeting, and proper grammar.

<b>Excellent Participation</b> = A+	The student consistently adds value to discussion, makes connections to the text/course material, and always/mostly follows the principles stated above.
<b>Good Participation</b> = A	The student regularly adds to the discussion, but has not consistently made connections to the text/course material. The student typically follows the principles stated above.
<b>Average Participation</b> = B	The student adds some value to discussion, but rarely makes connections to the text/course materials. The student sometimes follows the principles stated above.
<b>Superficial Participation</b> = C	The student infrequently participates and does not make connections to the text/course material. The student infrequently follows the principles stated above.
<b>Non-Helpful Participation</b> = D	The student does not add value to the discussion, or makes comments that are completely unrelated. The student is unprofessional and does not follow the principles stated above.
<b>No participation</b> = F	The student does not attend class and thus does not participate.

## **Course Policies for a Successful Class**

### **Cell Phone Rules:**

**Cell phones should be silenced and not used in the classroom.** When you're working at an agency, texting during a meeting with colleagues or your supervisor will not be tolerated. Start preparing for that now. If you are expecting a phone call or text message that is absolutely urgent, please let the instructor know ahead of time, and then quietly excuse yourself from the room to take care of the matter.

### **Laptops and Tablets in the Classroom:**

**No laptops or tablets except by special permission for extraordinary reasons.** If you do use a laptop or such, you must sit in the first row. No exceptions. Talk to me in person if you need to use electronic devices in class.

### Assignment Submission to D2L:

Written work must be posted to the D2L dropbox in Microsoft Word (.doc or .docx), PDF, or pptx formats only. **I do NOT take late assignments sent via email.** Be sure to keep copies of your work and feedback for the entire duration of the course.

When necessary, the instructor will communicate with the class and/or individual students via the email address listed in your D2L account. It is your responsibility to check that email account regularly.

### Late Assignments:

Deadlines are crucial in the public relations and advertising profession. Any assignment not handed in during the class period in which it is due will not be accepted. Exceptions will only be made in emergency cases, and only when discussed in person and in advance with the instructor. Students should never assume that leaving a voicemail message or sending an email message to the instructor constitutes an accepted excuse. It is always the student's responsibility to obtain an excuse from the instructor personally. If you become aware of a serious problem which will prevent you from taking an exam or being in class, you should inform me of this **ahead of time** so we can reach a compromise. If you give me an excuse after the fact, I reserve the right to deny a retake of a test. Please note all work is due at the start of class on the due date. If you arrive late to class on a due date, your work will not be accepted.

To be eligible for permission to make up an assignment due to a verified absence, you must provide:

- Written evidence of the absolute need for you to be absent (emails are not acceptable).
- This evidence must be from an appropriate, verifiable source.

Evidence must be presented to your instructor no later than one week after the missed assignment (e.g., a formal doctor's note). Except in the cases of extreme emergency, however, students who need to be absent should contact their instructor at least one week *prior* to the date they will be absent. Instructors will accept late work without prior arrangement in the case of extenuating circumstances (such as hospitalization, major accident, injury, or bereavement). Students who suffer such a circumstance must notify the instructor as soon as possible of the extenuating circumstance that prevented them from submitting work on time and determine a deadline with the instructor for submitting the work. In these instances, the instructor will waive the late penalty. ***Students who do not meet the deadline arranged with the instructor will receive a grade of zero on the assignment.***

All work must be turned in on time. Again, the instructor will not take late assignments. If you do not turn in your assignment by the scheduled deadline or fail to show up for your presentation, you will get ZERO points for the assignment.

### The 24/7 Rule:

When I return an assignment, please take at least 24 hours to review my comments before you come to me to discuss. You then have 7 days to meet with me. I will not discuss in May an assignment that was returned in March.

## Final Grade Scale

Grading Scale	Letter Grade	
485-500	A+	Outstanding Work Performance Exceeding Standards
465-484	A	
450-464	A-	
435-449	B+	Good/Satisfactory Work Performance Meeting Standards
415-434	B	
400-414	B-	
385-399	C+	Average Work Performance Meeting Minimum Standards
365-384	C	
350-364	C-	
335-349	D+	Needs Improvement Performance Not Meeting Minimum Standards
315-334	D	
300-314	D-	
0-299	F	Unacceptable Performance

### Standards for Success

#### Academic expectations:

All work must be typed. Improper spelling, poor word usage, and grammatical errors will be deducted from your final grade. This will be rigidly enforced. Plagiarism or any other form of academic misconduct will not be tolerated. Students are expected to comply with all relevant Wisconsin statutes, the state administrative code, and the UW System academic policies. Students with cell phones, electronic tablets, and laptops should make sure they are turned off before the beginning of class.

Arriving late or leaving early for this class without speaking in person to the instructor will be recorded as a missed class and will be reflected in your final class participation grade.

Expectations for presentations and papers will be discussed. Students must be responsible and fully engaged in this process and with each assignment. Deadlines must be met. Communication must be professional. Students must be able to accept subjective evaluation of each presentation from the instructor and peers.

#### Plagiarism and Academic Integrity

This course is part of the UW-Stevens Point academic community, an academic community that is bound together by the traditions and practice of scholarship. Honest intellectual work – on examinations and on written assignments is essential to the success of this community of scholars. Using classmates' responses to answer exam questions or disguising words written by others as your own undermines the trust and respect on which our course depends.

The work in this course is challenging and will demand a good deal of each of you. I have every confidence that each of you can succeed. Doing your own work will enhance your sense of accomplishment when the semester comes to a close.

Additionally, the classroom environment is a unique opportunity for students to share ideas, opinions, discuss classroom and course content. As each student is entitled to contribute in class, specific expectations are necessary to ensure a thriving classroom environment. Expectations include: arriving to class on time, being prepared for class, no electronic devices, unless authorized to do so, any loud shouting, excessive side conversations, arriving to class under the influence of any alcohol or drugs, profane language, and verbal or physical threats, intimidation of any kind, or any other behavior that may be disruptive to the professor or other students. If any of this behavior is exhibited, you may be asked to leave the class for the day. Any continued disruptive behavior may result in a referral to the Dean of Students Office.

From the UWSP 14.01 STATEMENT OF PRINCIPLES – Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions. For more info: <http://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx>

Note: Submissions via D2L will be automatically screened for plagiarism.

### **Students with Special Needs/Disabilities**

If you have a disability and require accommodation, please register with the Disability and Assistive Technology Center (6th floor of the Learning Resource Center – that is, the Library) and contact me at the beginning of the course. More information is available here: <http://www.uwsp.edu/special/disability/>

### **Emergency Procedures**

In the event of an emergency, this course complies with UWSP’s outline for various situations. A full list of these emergency plans is available here: <http://www.uwsp.edu/rmgt/Pages/em/procedures/default.aspx>

## COURSE SCHEDULE

*This course syllabus is a general plan for the course. Changes announced to the class by the instructor may occur.*

Date	TOPIC/ ASSIGNMENTS DUE	READINGS
<b>WEEK 1</b> Jan. 24	<ul style="list-style-type: none"> <li>▪ Introduction to the course and review of the course syllabus</li> <li>▪ Designing brand identity</li> </ul>	No readings
<b>WEEK 2</b> Jan. 31	<ul style="list-style-type: none"> <li>▪ Strategic and branding: Putting face on a product</li> </ul>	CH 2
<b>WEEK 3</b> Feb. 7	<ul style="list-style-type: none"> <li>▪ Concept and Design: What's the big idea?</li> </ul>	CH 6
<b>WEEK 4</b> Feb. 14	<ul style="list-style-type: none"> <li>▪ Design Principles</li> <li>▪ Campaigns: Synergy and Integration</li> </ul>	CH 7
<b>WEEK 5</b> Feb. 21	<ul style="list-style-type: none"> <li>▪ Team Project Kick-off</li> </ul>	
<b>WEEK 6</b> Feb. 28	<ul style="list-style-type: none"> <li>▪ No Class: I will attend the AEJMC Midwinter Conference.</li> </ul>	
<b>WEEK 7</b> Mar. 7	<ul style="list-style-type: none"> <li>▪ Ethical and legal issues, CSR</li> </ul>	CH 3
<b>WEEK 8</b> Mar. 14	<ul style="list-style-type: none"> <li>▪ <b>[DUE] Group Project Presentation 1: Ad Campaign Critique</b></li> </ul>	
<b>WEEK 9</b> Mar. 21	<ul style="list-style-type: none"> <li>▪ No Class: Spring Break</li> </ul>	
<b>WEEK 10</b> Mar. 28	<b>Exam 1 (in-class)</b>	
<b>WEEK 11</b> Apr. 4	<ul style="list-style-type: none"> <li>▪ Copy basics: Get their attention and hold it</li> </ul>	CH 8 CH 11
<b>WEEK 12</b> Apr. 11	<ul style="list-style-type: none"> <li>▪ Copywriting &amp; Advertising appeal</li> </ul>	Reading-D2L
<b>WEEK 13</b> Apr. 18	<ul style="list-style-type: none"> <li>▪ Creatives in Advertising</li> </ul>	No readings
<b>WEEK 14</b> Apr. 25	<ul style="list-style-type: none"> <li>▪ Group Work Day</li> </ul>	
<b>WEEK 15</b> May. 2	<b>[DUE] Group Project Presentation 2: Advertising Campaign Pitch</b>	
<b>WEEK 16</b> May. 9	<b>Exam 2 (take-home): Submit your exam to D2L dropbox. This assignment is due on May 9 at 1:00 p.m.</b>	