



**Strategic Communication II
Advertising 3306 - Section 001**



"Sell the sizzle and not the steak."

■ Elmer Wheeler



"I have always believed that writing advertisements is the second most profitable form of writing. The first, of course, is ransom notes."

■ Philip Dusenberry



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Thursdays 8-9:30 a.m.

Course Number, Section Number, and Course Title: ADVT 3306-001

Time/Place of Class Meetings: Fine Arts 412 Tuesdays/Thursdays 9:30 a.m. - 10:50 a.m.

Description of Course Content:

Advertising 3306 is an advanced strategy course that builds on the foundation laid in Strategic Communication I. Consequently, this course assumes a basic understanding of strategy and research. Among other things, students will undertake advanced

critiques of existing campaigns as well as develop strategic communication for various media, including print, broadcast, direct mail and Internet. Students also will make persuasive presentations of strategies and executions to the class, much as though they are in an agency setting. Presentations will include, among other things, copywriting, basic art direction and multimedia usage.

Student Learning Outcomes:

By semester's end, students will be able to:

1. Demonstrate and apply the principles of communications law as applied to the commercial endeavors of advertising and marketing communication.
2. Identify and apply the major historical and contemporary creative strategies shaping advertising and marketing communication.
3. Identify and apply the major theories and principles of developing communication strategy and tactics in contemporary applications in the U.S. economy.
4. Conduct research and evaluate information by methods common to advertising and marketing communication professionals.
5. Write correctly and clearly in forms and styles appropriate to advertising and marketing communication.
6. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness relative to advertising and marketing communication.
7. Apply and evaluate principles of integrated marketing communication to tactical executions of advertising and marketing communication.

Requirements:

Prior to taking ADVT 3306, students must successfully take ADVT 3304.

This course will include lectures, discussion, out-of-class commercial research, in-class exercises, presentations by students of ads and projects, and guest speakers. **Class discussion is an integral part of the course**, which will be conducted as a seminar. **I expect students to attend class having read assignments in advance.** Students will be quizzed on material presented in the required reading as well as material presented in class. Students also are responsible for keeping all returned assignments.

Required Textbooks and Other Course Materials:

Text:



The Copy Workshop Workbook, latest edition, Bruce Bendinger, Chicago: The Copy Workshop.

Which Ad Pulled Best, latest edition, Gallup and Robinson.

It would not hurt to also have either:

When Words Collide, any edition, Kessler and McDonald, Belmont, Calif.: Thomson Wadsworth, OR

Working with Words, any edition, Brooks, Bedford: St. Martin.

You may also find it useful to have a copy of:

Creative Strategy in Advertising, latest edition, Jewler and Drewniany, Belmont, Calif: Thomson Wadsworth.

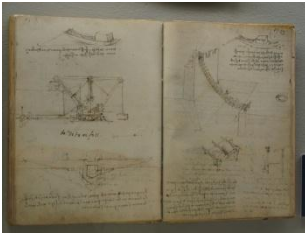
Supplies:

By this point in your UTA career, you are familiar with the horror of work lost to frozen and cranky computers. You also have no doubt discovered the importance of having a flash drive or other such device to save your work. Use it. ☺ If you don't have one, please get one and, again, use it. Save your work frequently while working, and save it onto a flash drive. Please note that computer error will not be accepted as a reason for lost work. Word to the wise: Save your work and back it up.



Students should maintain several folders in which to submit assignments. Plain manila folders are fine. Just something with your name on the outside. You'll turn in your work in the folders, and I'll return the graded assignment to you in the folders.

Students should maintain a folder in which to submit clipped advertisements. Again, a plain manila folder is fine.



Students should have a small notebook; this will be your "idea notebook."

As a final project, students will present the creative side of an advertising campaign. Each student is responsible for the supplies required to produce a professional presentation.

I highly recommend each student has, and uses, a paperback dictionary during lab. It is true that computers are equipped with spell-check programs, but they simply are not the same as having a printed dictionary. As you've no doubt discerned by now, word meanings and subtle differences in connotation are important when writing. Words matter. Finding the correct and best words is essential. Close enough may count in government work, horseshoes and nuclear exchanges, but precision is the coin of the realm in all media writing, including advertising.

Expectations for Out-of-Class Study: Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional nine hours every week outside of class reading, studying and preparing advertisements and copy strategies.

Examinations



I have good news and bad news. The bad news is that we will have a mid-term exam and final examination in this class. The good news is that we're having a mid-term exam and final examination in this class. Daily work, quizzes and assignments are important, too. This way you can stress out throughout the course of the semester, rather than bingeing on stress solely at mid-term and final time. ☺ Mid-term exam Oct. 18. Final exam Dec. 6 (8-10:30).

Quizzes

We will have a weekly quiz covering material presented in class and in the text. Count on a quiz every Thursday. And please note: **Students cannot make up quizzes unless they have an excused absence.** I am **NOT** going to be flexible on this issue. I will excuse an absence for:

- Personal sickness or injury with a doctor's note. The fact that your roommate is sick may be lamentable and even sad, but unless you are sick, you should be in class. None of this second aunt thrice removed business.
- Death in the immediate family - parent, guardian, sibling, spouse, child or grandparent.
- Required attendance for official University of Texas at Arlington-sponsored events and activities, including UTA football games. Go Mavs! Just kidding.
- Religious holidays recognized by the University of Texas at Arlington.



In addition to weekly Thursday quizzes, I reserve the right to surprise and dazzle you with pop quizzes, particularly if I get the strong sense that you are not paying attention in class or doing the required readings.

Please note: I intend to start class on time. You should therefore intend to be in class on time. **If you come in more than 10 minutes late on quiz days, you will not be allowed to take the quiz.** And remember that I do not allow students to make up quizzes unless they have an excused absence. Being late is not going to cut it.



Assignments

I will assign any number of projects, both individual and team, to be completed both in and outside of class. These assignments are intended to allow you to put into practice concepts discussed in class and in the text. I am an absolute stickler for deadlines, and you should be prepared to meet them. And lest you think I'm a crank, consider the ramifications of missing a deadline in the work world. You miss a deadline in an advertising agency setting, and you're likely to find yourself filing for unemployment insurance. Deadlines matter in the world beyond, and this class is as good a place as any to begin to take them seriously. Failure to meet a deadline,

except for an excused absence, will result in a one-letter grade penalty. Example: Your project gets an 85 on its merits, but it's late. That 85 becomes a 75.



Because presenting and defending advertisements is part and parcel of an ad agency existence, students must be prepared to present and defend their ads. I will randomly select students/teams to present and defend advertisements with EACH completed assignment. Because the selection is entirely random, students and teams must be prepared to present on every assignment. I will require all students to present and defend their

final advertising campaign projects.

THIS IS COLLEGE AND THIS IS AN ADVANCED COURSE IN COLLEGE. IN SHORT, TOTO, WE'RE NOT IN HIGH SCHOOL ANYMORE. Please do not ask for or expect extra credit opportunities. Do your best on all assignments, study well and in general be a delight in class. You have but one opportunity to make a first impression, but you will have an entire semester to do good work.

Students also will have two on-going assignments. One is to keep and maintain an idea notebook, which will be explained in class, and a notebook of advertisements, which also will be explained in class.

Grading System

Assignments and Presentations	25 percent
Quizzes	10 percent
Mid-Term Exam	20 percent
Advertising Campaign Proposal and Presentation	10 percent
Final Exam	20 percent
Attendance	15 percent

Grading Breakdown:

90-100 percent = A
80-89 percent = B
70-79 percent = C
60-69 percent = D (see you next semester)
0-59 percent = F (see you next semester)

Attendance Policy



As great as it might be to be able to take this course online in your jammies, this isn't a distance learning course. I expect students to attend class, which I intend to start on time. Therefore, students should be in class on time. Notwithstanding the heavy-handed verbiage in this syllabus, the day-to-day class discussion in this course is not top-down, but vertical. In other words, don't expect me to stand at the front of the class and give you traditional 40-minute lectures. Rather, expect lots of class discussion. What you have to say is important, and what you have to share with each other is invaluable. When you miss class or show up late, you miss the benefits of the

insights of your colleagues, and they likewise sadly must live without your gems. The advertising world is collegial, and because we are working toward the goal of readying you for life in the advertising world, we shall be collegial, too.

If you know you will miss a class, please contact me as soon as you can prior to that class. Please also note that it is your responsibility to find out what you missed. Don't expect me to say, hey, yo, you need to take care of this business you missed. Instead, it's your responsibility to say, hey, yo, what did I miss?

As discussed earlier, there are precious few circumstances under which an absence will be considered excused. To reiterate, those circumstances include: personal sickness or injury, with a doctor's note; death in the **immediate** family; required attendance for an official UTA-sponsored event or activity; religious holidays recognized by UTA. That having been said, an excused absence from class does not remove a student's obligation to make up missed work. An excused absence merely provides the student an opportunity to turn in missed work one week late with no penalty. Example: A student on the



UTA track team misses a Tuesday class for a meet in Wichita, Kan. The student returns to class Thursday, and asks about missed Tuesday work. The student may turn in the work on the following Thursday without penalty. Any later than that triggers the automatic letter-grade deduction. Capiche? Please bear in mind that an absence is not considered excused because you have to work or because your sorority really needs you to attend a meeting or because Spike TV is running a "Manswervs" marathon. We meet at the scheduled time. It's what we do. The train runs as scheduled, whether you're aboard or not.

I give a daily attendance grade, which is worth 15 percent of one's grade. Show up on time and you get a 100. Show up 10 minutes late, you get 75. Show up more than 10 minutes late, you get a 50. Don't show up at all, you get a zero. Clearly, it pays to show up in a timely fashion.

Notwithstanding all of the above, if you're leaking gunk from your nose, coughing every other breath and running a fever, by all means, keep to yourself. But let me know as soon as possible. It's the right thing to do.



Drop Policy

Students bear responsibility for processing the official class drop/add forms. Faculty and staff cannot drop a student for never attending a class or for missing too many classes. Please see the official catalog for more on this important matter. The last day to drop this semester is Oct. 31.

Deadline Policy

I expect you to meet deadlines. Again, it's not because I'm a lemon-sucking meanie, although maybe I am. It's because employers expect you to meet deadlines, and our job here is to prepare you for the joyless, soul-draining experience of the work world. Just kidding about the joylessness and soul-draining, but trust me, getting fired because you missed a deadline will just about suck out any joy you've ever had and drain your soul. If work is late, I subject it to the mandatory letter-grade drop previously outlined.



If you are unable to attend class the day of a deadline, you must make arrangements with me to get me the assignment prior to deadline. Otherwise, again, you'll see your grade fall. All outside assignments are due at the BEGINNING of class on the day of the assignment deadline.

Do not wait until three minutes before class to print out your work. Have it printed before you step into class. Really. I'm getting sick and tired of people traipsing into class whenever like it's a stinkin' bus station.

Because of the risk posed by some rather nefarious viruses, AND BECAUSE MY NAME IS GEOFF, NOT KINKO'S, I will NOT accept assignments via e-mail. Print out a hard copy and get it to me. In a folder, thank you very much.

Assignments must be typed. I will not accept handwritten assignments, with the exception of your idea notebook.

Visitors Policy



Students should not bring visitors to class. Visitors are by their nature disruptive, and we don't always have extra seats anyway. Kiss your sweet Baboo before class. I promise you you'll survive the 1 hour and 20 minute hiatus. In fact, you may even discover that your love grows stronger via the separation. Or not. I really don't care. But we don't need people playing footsie and making moon eyes at each other in class. So, to reiterate, no visitors in class.

Americans with Disabilities Act

The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation, reference Public Law 92-112 - The Rehabilitation Act of 1973 as amended. With the passage of federal legislation titled Americans with Disabilities Act, pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at www.uta.edu/disability. Students also may visit the Office for Students with Disabilities in Room 102 of University Hall or call at 817-272-3364.



Bomb Threats: Don't do it. It's far better to take an F on an assignment than get prosecuted, which is exactly what will happen to you if you make a bomb threat. UTA will do everything within its power to trace the call and prosecute all responsible parties. Moreover, the University will make every effort to avoid cancellation of presentations/tests caused by bomb threats.

Unannounced alternate sites may be available (provided they're not being used by Dick Cheney) and I will let you know where to meet in the event our regular classroom is not available. So it'd be a good idea for you to check your email with regularity.

Academic Integrity: All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

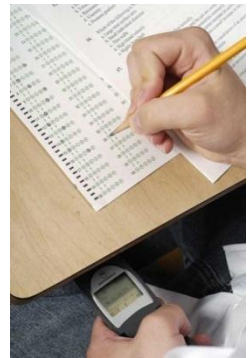
I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

I expect students to uphold the highest levels of ethical conduct as expected of professionals in the field.

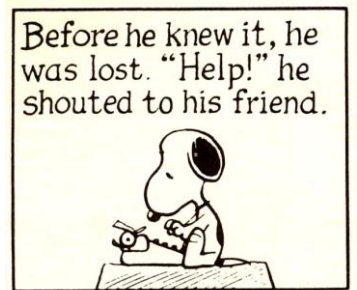
Unacceptable conduct includes, but is not limited to:

- Fabricating sources, information or quotes.
- Failing to properly attribute quotes or ideas.
- Asking someone to say you interviewed them when you didn't.
- Misrepresenting yourself to get information.
- Copying quotes or information from other publications or fellow classmates.
- Plagiarism of any kind.
- Surreptitiously researching an advertising principle on your i-Phone because you forgot to study for the weekly quiz.



At a minimum, violating rules of ethical conduct will result in a zero for the assignment. And, as we've discussed, zeros don't average well. I will not tolerate academic misconduct, and neither should you. Word.

Student Support Services Available: The University of Texas at Arlington supports a variety of student success programs to help students connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals.



Another helpful resource for students is the Communication Department's Grammar, Spelling and Punctuation Lab, where students who are having trouble with basic grammar and AP style issues can get the one-on-one help they require from a highly dedicated faculty member. Please see me for hours. (Spoiler alert: I am the GSP Lab instructor.) The lab is located in FA 257. You may also find the lab's facebook page helpful. UTA Associated Press, Grammar, Spelling and Punctuation Lab, at www.facebook.com/home.php?#!/group.php?gid=131727570205796

Final Review Week

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabi. During Final Review Week, an instructor shall not give any examinations constituting 10 percent or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. Classes are held as scheduled during this week and lectures and presentations may be given.

Librarian to Contact: Rafia Mirza, communication department liaison, rafia@uta.edu or 817-272-7428.

E-Culture Policy:

The University of Texas at Arlington has adopted the University e-mail address as an official means of communication with students. Through the use of email, UT-Arlington is able to provide students with relevant and timely information designed to facilitate student success. In particular, important information concerning registration, financial aid, payment of bills and graduation may be sent to student through email. In addition, I will, from time-to-time, send you important class information via email.

All students are assigned an email account and information about activating and using it is available at www.uta.edu/email. New students (first semester at UTA) are able to activate their email account 24 hours after registering for courses. There is no additional charge to students for using this account, and it remains active as long as the student is enrolled at UT-Arlington. **Students are responsible for checking their email regularly. And it's a two-way street; I also will check email regularly.**

In addition to the University email address, students also may communicate with me via Facebook. Ya, I'm on Facebook! So for sure, if you wanna friend me there we can be BFF! Doing so will not have anything to do with the grade you earn in this course, however. **I do encourage all students in the class to join the class Facebook page, UTA ADVT 3306 - Strategic Communication II.**

You can find this page at:

www.facebook.com/home.php?#!/group.php?gid=141032915937414. Consider this page another avenue of sharing and communicating. Find a great commercial? Share it via a link. Etc.

Checking email a couple of times a day will go a long way toward making sure you don't miss anything important, such as a last-minute class cancellation or an assignment due-date extension. ☺ Please note: If you happen to be among the 95 percent of students who obsess about grades and want me to send you such information via email, YOU must instigate the process with an email requesting the information FROM YOUR UTA email account. I will not respond to such queries sent to me from odd email addresses such as



hotbabe51@gmail.com. Your request for grade information must be sent via your official UTA account.

Make-up Policy:



I have a very liberal policy on makeup. Students may wear makeup in class. This applies to the women as well.

I'm a bit less liberal, however, about making up assignments. I allow students to make up all assignments, though I reserve the right to give these assignments a letter grade lower than earned UNLESS students have excused absences. Moreover, all make-up work is due no later than one week after the student has returned from an excused absence. And to reiterate, I do not allow students to make up the weekly quizzes UNLESS they have an excused absence.

Grade Grievance Policy: Please refer to the Catalog for specific information on this important topic. In a generic sense, students should first attempt to work out their grievance with the instructor involved. Should that prove unsatisfactory, students must file a written appeal on appeal forms available in departmental or program offices and submit them to the department chair or program director. Information specific to the procedures for each academic unit is available in the office of the academic dean.



Student Feedback Survey: At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>

Cell Phones and Personal Entertainment Devices



You know what really blows? Getting a cool i-Touch for your birthday (with the i-Fart application no less) and then not being able to enjoy it while in class. Or having this amazing phone with the awesomest ring tones but being told that such devices should be silent and off while in class. Sadly, however, this is the way of the world.

Unless your spouse is about to give birth at any moment or your mother is going in for a tricky operation, your phones definitely need to be off during class. And silent in any event. And I can think of no reason whatsoever to excuse someone listening to mp3 renditions of his or her faves during class. We're not trying to get stoked for a world record performance here, get pumped up to fuel a late-inning rally. We're trying to learn about the advertising art, contribute to the commonweal and benefit from

the observations of our colleagues. Feel free to shut yourself off from the rest of the world on your own time. But in class, we'll all need your full attention and participation.

You see, I have an app for that. It's called penalizing you 10 points on the assignment du jour. Or just asking you to leave until you have a clue and realize how rude it is for you to disrupt class.

In this vein, please note that we're already dealing with a number of classroom distractions. We're in a lab, which means we've got computers just sitting there begging to be used to surf the latest dish on Paris Hilton, or view the world's stupidest pets, or locate the nearest sushi bar. Alas, we all need your full attention and participation. (That having been said, let us hereby resolve to share any new sushi bar discoveries.)



Therefore, consider this an upside down mouse class. Computers need to remain off and your mouse turned upside down until I say it's time to fire up the computers. Call me heartless, call me cruel. Call me a relic, say what you will, say I'm old-fashioned, say I'm over the hill. I like that old time rock n' roll. But I'm not going to listen to it while we're meeting, nor will I be surfing the web tracking down song lyrics or otherwise horsing around the Web. We're here to learn and share, not drop kick me or throw sheep at me on facebook. So.... No surfing the web. No e-mail reading or e-mail writing. No computer poker. No nothing on the computer until I sound the all-clear. And note that I will give the go ahead when it's time for us to grasp tools and get to work - not play. Again, failure to heed this admonition will most likely lead me to penalize you 10 points on the daily assignment.

Don't be *that* guy....



Our classroom is a no tool zone. I simply will not tolerate boorish behavior. You don't have to like me or your fellow students, but you will show respect toward both. And I will show you respect, of course. If we all show each other respect, we'll have a terrific semester. If not, well, you'll most likely be taking this course again next semester - with another teacher, because I don't take seconds on dishes I didn't care for the first time. Oh, that's right. I'm the only one who teaches this class. So let's make a pact. Don't be *that* guy, and then I won't be *that* guy.

Gradebusters, Or Basic Rules for Writing Ads in this Class



Because of the small amount of copy required for writing an advertisement, and the fact that ads are meant to grab attention and present a product and client image, I **won't tolerate** spelling and grammar errors. Your copy and the various



forms needed to present a strategy must be free of errors. Carelessness in this regard can cost an agency a client and the copywriter his or her job. And if you end up being a tattoo artist and you don't know the difference between "your" and "you're," well, that'd just be wrong. In this class, it's an "F."



In this class, a single misspelled word or grammatical error in an ad or strategy will result in a grade of zero for the assignment. Triple check your work and then check it again. Better yet, follow your quadruple-check with the eyes of a reliable copyeditor. Sometimes, of course, you might want to consciously incorporate incorrect grammar or misspelled words as part of and in furtherance of your copy strategy. If this is the case, attach a note to the assignment stating where you've diverged from proper grammar or spelling conventions. If you do that, the deliberate "mistakes" will not jeopardize your grade.

Use the promise of giveaways, freebies, discounts and coupons sparingly. They cost the client money, and in this economy, money is in short supply. Overuse of the strategy may lead me to raise my eyebrows or even deduct points from your work.

We're looking to produce original material in this class. Consequently, use of copyrighted materials, celebrities or spin-offs of existing campaigns is not acceptable. Doing so will result in a grade of zero for the assignment.

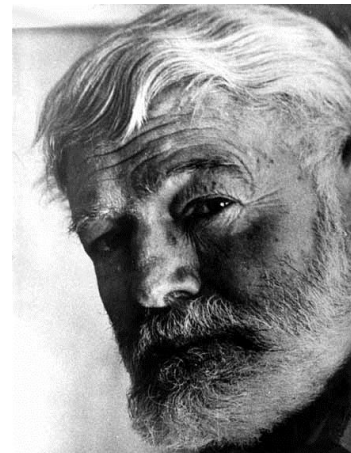
Ultimately, this class is designed to help you produce ads you can use in your portfolio. Please only include original work in your portfolio.

I'd much rather you took some risks to produce an original, attention-grabbing ad than see you clinging to safe harbors and producing trite, hackneyed and ordinary copy. Generally, it's not wise to fall in love with first ideas. First ideas are often nearly universal, coming to nearly everyone, and therefore produce average ads. As Ernest Hemingway once observed, the "first draft of anything is sh*!"

It's not unusual for copywriting professionals to write hundreds of headlines before finding the one that sings. I'd like you to come up with at least 25 headlines for each assignment. This will force you to examine a product from all

possible angles. I will give you a zero on an assignment if you do not include 25 headlines. Likewise, I will give you a zero if you turn in an advertisement that is not accompanied by a thoughtful copy strategy.

An "A" indicates an ad is innovative, original, of professional quality and is presented without error. A "C" indicates an ad is average, of the sort one often sees, competent enough, perhaps, but nothing that stirs the soul. Ad agencies already pay a lot of money to "C" writers and don't want any more. They're looking for folks who write A and at last B-level copy.

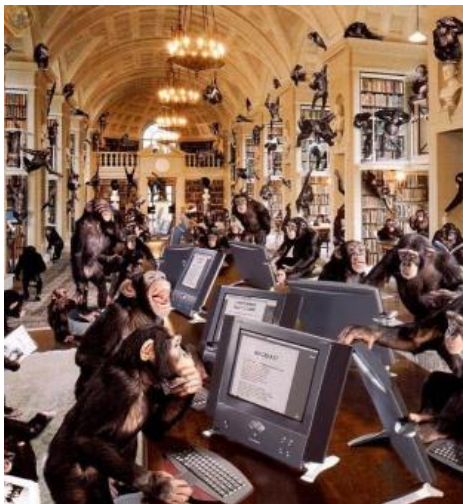


And remember, having a good idea is not enough to secure an A. That good idea has to be honed, developed and presented in an A-quality way, too. What this means to you is that, once you've got that good idea, you need to write and rewrite until your ad provides the greatest impact and fulfills everything in the copy platform, or strategy sheet.



Because we're talking about grades, let's keep going. On a numeric grading scale, an A is a 90-100. A B is an 80-89. A C is a 70-79. A D is a 60-69, and an F is anything below that. This applies to assignments, quizzes and exams. At semester's end, students inevitably ask me, "What are you going to give me?" Don't do it. The fact of the matter is that I'm not going to give you anything. The grade you receive in this course is the grade you've earned, whether that is an A or an F or anything in between.

The UTA Department of Communication is a professionally oriented academic unit that seeks to equip students to step immediately into positions in mass communications and advertising/public relations. The industries served by the school are fast-paced, high-pressure and demanding. These industries seek students who have the skills to perform from Day One. A UTA degree or a UTA transcript will not earn you a job or job success. These industries are looking for definite and demonstrable skills. An A in an advertising class means you have demonstrated significant achievement. The unit does not give A's for effort or attitude or attendance or diligence of demonstrated responsibility in doing assignments promptly. Those are commendable and indeed do weigh in various degrees in your overall grade. But your grade will reflect your achievement of the objectives of the course. Remember, your work in school is not to cross another line off your degree plan - it is to build the skills and competencies that assure success in the field for which you are preparing.



So, if your achievement only rises to the level of a C, that is the grade you have earned and will receive. I'll still love you. But I'm not going to bump it up because you need to have a B to retain a scholarship or because you want to go to grad school or because of anything. Don't expect me to excuse a raft of absences because you've had a rough semester. Don't expect me to go easy on you in grading because I'm a nice guy. Don't expect me to

pass you just so you can hop out of here with a sheepskin. I just wouldn't be doing you any favors by doing that. Very difficult courses follow this one. The job world is fast-paced and highly demanding. It's time, in short, to get serious. Maybe it turns out that this isn't your thing. No harm, no foul. Life is a journey, not a destination. No experience is wasted, unless you fail to absorb its value. But if advertising is NOT your thing, better to learn that now rather than in the field and find yourself unemployed and unemployable.

At bottom, this is a writing course. Therefore, lectures will be kept to a minimum. You'll best learn to write great copy by writing, and writing often. Most of our time will be used to write. You should not use the time to work on assignments for other classes, surf the 'net, read e-mail or listen to tunes.

I'm telling you right here and now that, the first time I see you working on a flight plan assignment, I'm going to lose it. We do work for this class in this class. We do not do work for other classes in this class. If you're doing work for other classes in this class, I will give you a zero for attendance and most likely a zero for the day's assignment, which should come as no surprise to you because if your mind is focused elsewhere, the work you do turn in for me will no doubt be poor.

I'm a pretty laid-back, genial guy, but I can develop an attitude pretty quickly if you're not willing to do the work the class requires or put in the effort necessary to hone your craft.

This can and should be a fun class. Here you can, and should, listen to your creative muse. If you don't like being fenced in, pushed around by the Man, told to do this and not do that, advertising can be a terrific field. Of course, advertising requires hard work. Friends, anything worthwhile is going to require hard work, be it a successful marriage or a fantastic advertisement. But if you do what you love, chances are you'll love what you do. So, if you love being creative, welcome home.





Fall Semester 2012

ADVT 3306 Tentative Class/Assignment Schedule

Students should read assigned readings prior to the class in which the ideas therein will be discussed.

WEEK ONE Aug. 23 Hi, My Name Is...

Life in advertising is all about relationships and creative tension. Because we'll attempt to replicate an ad agency environment, I think it's important we spend some time getting to know each other. We're not always going to agree, but we need to learn to disagree without being disagreeable. That'll be easier if we understand where we're all coming from.

WEEK TWO Aug. 28 Introductions Continued, History and Review

Reading: Bendinger, Chs. 1-3

Aug. 30 Copywriting

We'll take a look at what copywriting is all about. This should be a review from your pre-req class, but we'll see.

Reading: Bendinger, Chs. 7 and 12

WEEK THREE Sept. 4 Mapquesting

In this session, we'll look at how to determine your objective, which you'll need to know in order to develop strategy. No objective, no strategy. So it all starts here.

Reading: Bendinger, Ch. 8

Sept. 6 Check Mate

You can't get there from here. Or can you? Strategy is what helps us get from one point to another. Once we have an objective in sight, we can develop a strategy to get there, and we must do so in the advertising realm.

Reading: Bendinger, Ch. 8

WEEK FOUR Sept. 11 Strategy Writing for Dummies

You're not dumb, of course. But you're not born knowing how to write an advertising strategy, either. Thus this course. Thus this lesson. Thus spoke Zarathustra.

Reading: Bendinger, Chs. 9-10

Sept. 13 The Glue that Binds

OK, so you've developed a strategy. But you're not done yet, not by a long shot. Now you need to come up with a selling idea based on your strategy. This selling idea sets out your brand's advantage and holds your campaign together, much like eggs added to meat loaf will help bind your loaf.

Reading: Bendinger, Ch. 11

WEEK FIVE Sept. 18 Selling the Sizzle to the Sizzler

You've come up with an amazing idea. But before the public sees it, you're gonna have to sell it to the client. And clients, like college teachers, often have bad ideas. So you're going to have to convince the client to abandon its pre-set thinking and embrace your tour de force of thinking. We'll talk about how to do that.

Reading: Bendinger, Ch. 11

Sept. 20 Adding Je Ne Se Quoi to the Equation

Unlike bell bottoms and rust-colored anything, good writing never goes out of style. Today we'll talk about writing with style and flair.

Reading: Bendinger, Ch. 12

WEEK SIX Sept. 25 Using Typography Effectively

Typography and design can make or break your message. Here's why.

Sept. 27 Getting Down to Brass Tacks

Here we discuss the principles of writing great print ads.

Reading: Bendinger, Ch. 13

WEEK SEVEN Oct. 2 Radio Frequency

Now we take a look at the principles of writing great radio ads. It's different.

Reading: Bendinger, Ch. 14

Oct. 4 Doh!

Using humor to make copy more memorable is a time-honored tradition. It's not fool-proof, however, and can backfire. Let's look at how to use humor effectively.

Reading: Bendinger, Ch. 15

- WEEK EIGHT** Oct. 9 **If You Act Now, We'll Super-Size Your Order!**
 For a limited time only, we'll look at promotions to boost sales. Don't miss out on this special class.
Reading: Bendinger, Ch. 4
 Oct. 11 **Phone Home? Send More Reese's Pieces**
 Today we look at what it takes to be a success in the wild and wonderful world of marketing public relations. And why it's important. And we'll look at direct marketing, too. And why it is important.
Reading: Bendinger, Ch. 4
- WEEK NINE** Oct. 16 **The Boob Tube**
 Today we'll think about TV. Like we don't already do that everyday. I know, right?
Reading: Bendinger, Ch. 16
 Oct. 18 **Mid-Term Exam! The Horror!**
 Dadgummit!. I knew I should have been studying! Happy first day of spring.
- WEEK 10** Oct. 23 **Deconstructing the Exam**
 We'll go over the mid-term exam, outline the class drop process (just kidding) and do something fun to take our minds off the exam.
 Oct. 25 **Commercial Appeal**
 Now we do a survey of the basic types of television commercials. This holds the potential to be fairly interesting, so don't go away. We'll be right back after a word from our sponsors.
Reading: Bendinger, Ch. 17
- WEEK 11** Oct. 30 **Let's Make a Major Production about This**
 We now take a gander at the three stages of television production. Now's a good time to pay attention to that man behind the curtain, the Wizard's admonitions notwithstanding.
Reading: Bendinger, Ch. 18
 Nov. 1 **Lights, Camera, Action**
 We're shooting our own commercial today.
- WEEK 12** Nov. 6 **Truth or Dare**
 You'd think - and hope - that it goes without saying: We should tell the truth always, including in our advertising copy. But, do we? And why should we? Here's why.
 Nov. 8 **Mulligan Stew**
 The Cajuns, who know a few things about food, have a dish in which they throw in leftovers. We know it as jambalaya, and if we have taste buds, we know it is goooood eatin'. Consider today's class jambalaya. It may seem to incorporate odds and ends and leftover bits, but you'll come away feeling satisfied. You better, anyway.
- WEEK 13** Nov. 13 **Book Making**
 Nah, we ain't talkin' 'bout running numbers or betting on the Cowboys. Or against them, for that matter. We're talking about building your "book," your portfolio, your collection of work. It's important. So it was in the beginning, is now and ever shall be, world without end.

Nov. 15 It's Raining Brains

We think of writing as a solitary exercise. John Steinbeck did not collaborate with a committee on *The Grapes of Wrath*. T.S. Eliot did not write *The Love Song of J. Alfred Prufrock* as part of a group exercise. But in advertising, it's all about teamwork. So let us go then, you and I, and make our visit with the idea of brainstorming.

Reading: Bendinger, Ch. 5

WEEK 14 Nov. 20 Dewey for President

Today we look at some successful advertising campaigns to see if we can't glean some helpful nuggets for our own future work in the field.

Nov. 22 Gobble, Gobble

Today we try to keep from fighting with our families and nervously look for a way to get out of the house. Or we eat till we're painfully uncomfortable. Or pine for lost loves. We do what we do. We call it Thanksgiving.

WEEK 15 Nov. 27 Presentations (Double attendance grade)

Nov. 29 Presentations (Double attendance grade)

WEEK 16 Dec. 4 Presentations (Double attendance grade)

Dec. 6 FINAL EXAM 8-10:30 a.m.

This syllabus is not a contract, express or implied. The instructor reserves the right to amend it at any time for any reason he sees fit. Sometimes it's good to be king. Your mileage may vary. Offer void in Guam, Puerto Rico and the Cayman Islands. Restrictions may apply. See full rules for details. Objects in mirrors are closer than they appear. Contents under pressure. Do not incinerate. Plastic bags are not toys. Offer is limited to one coupon per customer per visit. Coupon is good only on product sizes and varieties indicated. Coupons may not be photocopied or reproduced in any fashion. Risk of loss and title passes to purchaser on transfer. Subject to full terms and conditions. Under penalty of law this tag may not be removed. Possible side effects, though rare, include nausea, vomiting, gastrointestinal upset, drowsiness, headache, nervousness and irritability, especially around the time of mid-term and final exams.