

**Journalism 271**  
**Advertising Copywriting**  
Spring Semester 2015

This is a course in creative thinking and advertising copywriting. It is intended to give you a beginning sense of the problems and duties of an advertising copywriter.

Your grade will result from the following evaluations:

<b>1 Group Campaign</b>	<b>25%</b>	<b>Monday, March 2</b>
<b>New Business Proposals</b>	<b>17%</b>	<b>Monday, March 30</b>
<b>Semester Test</b>	<b>25%</b>	<b>Wednesday, April 1</b>
<b>1 Final Project/Exam</b>	<b>33%</b>	<b>Final 3 classes</b>

Grades will be mathematically calculated on the following values:

A	4.0	C+	2.3
A-	3.7	C	2.0
B+	3.3	C-	1.7
B	3.0	D	1.0
B-	2.7	F	0.0

All assignments must be typed and neat. Late assignments will be penalized one full grade point. Papers more than three days late will automatically be given a failing grade.

**Subjectivity Notice**

Advertising is a *subjective* business. My creative judgment is, without a doubt, subjective. This is the nature of evaluation in advertising and cannot be changed without compromising the realism of the course.

**Required Reading:**

Twenty Ads that Shook the World By James Twitchell (Student Stores)

The Advertising Concept Book By Pete Barry (Student Stores)

### **Creativity Notice**

Creative gifts vary from student to student. While a genuine standard of excellence will be required to receive an "A" grade, no student will fail because of a lack of inherent creative ability. Sincere effort to master course material will result in a passing grade.

### **Office Hours**

I will be glad to see students outside the classroom. Please feel free to see me during office hours on Tuesday and Thursday from 9:30-10:30. I am also available to see students by appointment at mutually convenient times

**The final project will serve as the final exam in this course.**

### **The Schedule of Events**

**Be advised that this is an outline of topics that will be covered during the term. The order may change depending on the needs of the class.**

#### **January**

<b>Class 1 -J7</b>	<b>Concepting</b>
<b>Class 2 -J12</b>	<b>Targeting and strategy</b>
<b>Class 3-J14</b>	<b>Group Campaign I</b>
<b>J19</b>	<b>Holiday</b>
<b>Class 4-J21</b>	<b>Headlining I</b>
<b>Class 5-J26</b>	<b>Headlining II</b>
<b>Class 6-J28</b>	<b>Digital I</b>

**Class 7—F2      Digital II**  
**Class 8 -F4      Video I**

**Class 9- F9      Video II**  
**Class 10-F11    Video III**

**Class 11-F16    Promotion, Guerilla, Sponsorship**  
**Class 12-F18    Body Copy**

**Class 13-F23    Group Project Meeting II**

Required Attendance: Reed Sarratt Lecture with Andrew Robertson, Head of BBDO  
Monday, February 23 Details on timing to come

**Class 14-F25    The Campaign**

**Class 15-M2      Group Project Presentation**  
**Class 16-M4      No class due to Sarratt lecture.**

**Spring Break    March 10-12**

**Class 17-M16    New Business Project**  
**Class 18-M18    New Business Project II**

**Class 19-M23    New Business Project III**

**Class 20-M25    Art Copy DVD**

**Class 21—M30    Art Direction (NBP due)**

**Class 22-A1      Semester Test**

**Class 23-A6      Spectrum Branding**

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**Class 24-A8      Creativity and Career Issues**

**Class 25A13      Social and Ethical Issues**

**Class 26-A15      Final Project Presentations**

**Class 27-A20      Final Project Presentations**

**Class 28—A22      Final Project Presentations**

## **AEJMC STANDARDS FOR 271**

- **PRINCIPLES OF FREEDOM OF EXPRESSION**

- **HISTORY AND ROLE OF MEDIA IN SOCIETY**

- **DIVERSE SOCIETY AND AUDIENCES**

- **GLOBAL CULTURAL PERSPECTIVES**

- **ETHICAL PRINCIPLES FOR COMMUNICATION**

- **CRITICAL AND CREATIVE THINKING**

### **RESEARCH METHODS AND ANALYSIS**

- **ACCURACY, FAIRNESS AND CLARITY**

- **DATA, NUMBERS AND STATISTICS**

- **EVOLVING COMMUNICATION TECHNOLOGY**

- **ACADEMICALLY INFORMED COMMUNICATION PRACTICES**