

MEJO 371.002 Advertising Creative • Fall 2018

Description

Prerequisite, MEJO 137. Application of findings from social science research; social responsibility of the copywriter and advertiser; preparation of advertisements for the mass media; research in copy testing. Previously offered as MEJO 271. Class Notes: Majors and minors only. Prerequisite, MEJO 137. Enrollment Requirements: Prerequisite, MEJO 137.

This course section meets 5:00-6:15 p.m. on Mondays and Wednesdays in Carroll 021.

Instructor

Joe Bob Hester, Ph.D
Associate Professor

Office: 233 Carroll Hall

Office hours are 2:00-3:00 p.m. on Monday and Wednesday or by appointment at other times. These hours are made available to provide you with time outside of the classroom for discussion of matters related to course work, as well as for academic and/or career advising.

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Materials

The required textbook for this course is *Hey Whipple, Squeeze This! The Classic Guide to Creating Great Ads* (5th Edition) by Luke Sullivan with Edward Boches (available at Student Stores or various online booksellers).

In addition to the required textbook, you will be required to read a classic book in the field for one assignment.

You will also need access to a dictionary and thesaurus (print or electronic: your choice).

You will need a public Twitter account for this course as well as a Canva account.

You will probably need some type of online/cloud storage, such as Dropbox.

Objectives

This course is designed to help you discover your own creativity and to learn how to express yourself in the form of effective advertising/strategic communication. The course will exercise, challenge and improve your ability to develop sound and coherent advertising strategies and to express those strategies creatively as ideas and messages that are compelling, interesting and persuasive. By the end of the course you should have greater knowledge and more skills in a number of areas that will be useful to you not only as a copywriter or art director, but also as an account manager, media buyer, or media sales representative.

Course Format

Regardless of the area of advertising you choose as a career, an understanding of the role of creative strategy in advertising is essential. In addition, there are certain skills that will improve your ability to not only create good advertising, but to work with creatives and evaluate creative executions. This course uses class meeting times to work on these skills.

NOTE: This course requires extensive time and effort outside of the classroom. On average, you should plan on at least 10 hours per week.

See Sakai course site for complete schedule of readings and assignments.

Requirements & Grading

Course grades are assigned using the University of North Carolina Grading System based on the following percentage scales.

Minimum Score	Letter Grade	Minimum Score	Letter Grade
93.0%	A	77.0%	C+
90.0%	A-	73.0%	C
87.0%	B+	70.0%	C-
83.0%	B	67.0%	D+
80.0%	B-	60.0%	D

NOTE: Percentage score of less than 60.0% = F

Grades are primarily determined by performance on assignments. Grading criteria vary by assignment. There are 2 group projects, which include a peer evaluation component. There are no formal exams in this course; however, there are graded in-class quizzes/exercises and homework assignments. Assignments contribute to your final grade as follows:

- 10% - Research (group) Assignment
- 10% - Strategy Assignment
- 10% - Headline Assignment
- 10% - Copy Assignment
- 10% - Art Direction Assignment
- 10% - Classic Book Assignment & Presentation
- 10% - Campaign (group) Assignment & Presentation
- 20% - Final Project
- 10% - In-class quizzes/exercises + homework assignments

The final project serves in lieu of a traditional final exam and is due during the last class meeting (Wednesday, December 5). During the final exam period (Friday, December 14, 4:00-6:00 p.m.) we will meet for a review/critique of the projects. Attendance is mandatory.

There are no extra credit projects available in this course.

Attendance & Participation

This course operates under the University of North Carolina Class Attendance Policy. Regular class attendance is a student obligation, and a student is responsible for all the work, including tests and written work, of all class meetings. Note that there is no opportunity to make up homework, quizzes, or in-class exercises for any reason. Make-up opportunities for other assignments are only available for excused absences.

Students are expected to actively participate in class discussions by sharing observations, insights and questions with the instructor and members of the class. Discussion will allow each student to benefit from all the other students' insights and to work toward a final interpretation or understanding that may differ from the one he or she reached individually. This requires that assigned readings and/or homework exercises be completed prior to arrival to class.

Students are responsible for regular and punctual class attendance and should be in their seats before the start of class. Students arriving more than 10 minutes late for class will be counted absent.

Academic Integrity & Counseling

This course operates under the Honor System of the University of North Carolina at Chapel Hill. Plagiarism and other forms of academic dishonesty will not be tolerated in this course, and disciplinary actions will be enforced in any instance of academic dishonesty including, but not limited to, cheating, plagiarism, collusion or the abuse of materials. If you have a question about academic dishonesty, it is better to ask than to risk the consequences.

Unless otherwise directed, students should complete all graded academic work in this course on their own, without collaboration, and include a signed honor pledge when it is turned in to the instructor.

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

The University's policy on Prohibiting Harassment and Discrimination is outlined in the Undergraduate Bulletin. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services website.

Diversity

UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities based on age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

The School of Media and Journalism adopted Diversity and Inclusion Mission and Vision statements in spring 2016 with accompanying goals - <http://www.mj.unc.edu/diversity-and-inclusion>.

ACEJMC core values & competences

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies. Learn more about them here:
<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>.

This course focuses on the following core values and competencies:

- Understanding concepts and applying theories in the use and presentation of images and information;
- Thinking critically, creatively and independently;
- Writing correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluating their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Applying tools and technologies appropriate for the communications professions in which they work.