

MEJO 650, FALL 2018

WORKROOM FashionMash: Experiential Marketing

Lifestyle products in today's market rely on the unique experiences that reinforce their branding positions in the marketplace. This course is a hands-on learning environment where students develop consumer interactions and engagements that build on the brand voice. Experiential marketing unites a brand's core marketing principles, creative advertising messages, design and production needs into an experience that will surprise and delight. The Workroom FashionMash: Experiential Design course allows creative advertising students to work directly with the leadership of a national client to fully concept and produce projects. This course is ideal for those who want to incorporate fashion and lifestyle portfolio content into their advertising and pr portfolio. For those interested in marketing and brand management, the course demonstrates the influence lifestyle brands wield in other product categories.

Course Objectives:

To show participants the scope of what's possible as a creative industry professional by:

- 1) Using market research and the principles of design thinking to identify opportunities
- 2) Applying core marketing principles, and branding attributes
- 3) Using full production planning and enacting service design/experience design techniques to showcase concepts in real, full-scale, testable settings
- 4) Developing a pitch/presentation that demonstrates next-level design thinking and makes a viable financial case for the concept being presented.

Details:

Class Meetings: 11am to 12:15 T/TR, Workroom Space, 149 East Franklin Street, Floor 2

Instructor: Dana McMahan

Office: Carroll 238 and Workroom Space 149 East Franklin Street, Floor 2

Phone: 919-434-1229

Twitter: @dhmcmahan

I am happy to see any student outside of class by appointment. Please email me to schedule a mutually convenient time. Email: dmcmahan@email.unc.edu

Required Reading:

Handouts and online resources. Everything needed for this class will be posted to the course's Sakai site. There will be no handouts in the classroom. If you prefer printed copies of materials, please prepare for class by downloading what you need before you come to class.

Course Format:

This course is a hands-on class. You will work on the semester's project in every session and will have interaction with industry professionals throughout the semester. Attendance is crucial for success in this course.

Evaluating Work:

This is a creative class focused on engagement and production. It includes many elements from the world of design, but endeavors to reach beyond the traditional approaches. The top grades in this class will be awarded for work that stretches the imagination and shows a powerful commitment to passionate thinking.

<u>Grade</u>	<u>Minimum Percentage Required</u>
A	93
A-	90
B+	87
B	83
B-	80
C+	77
C	73
C-	70
D	63
F	59 and below

Your grade will result from the following:

Attendance, Participation, Innovation (**More than 3 absences will lower grade**

regardless of other assignment grades)	15%
Article Work Throughout Semester	10%
Concept Assignments (3 Total)	30%
Exam	20%
Final Exhibition Piece	25%

Note: In-class assignments will not be repeated unless advance arrangements are made or extreme circumstances create an excused absence. Please be aware of this factor when formulating your schedule for the semester. Keep in touch with me via email about any issues that could potentially disrupt your class performance. My (virtual) door is always open.

Attendance

Attendance is expected in order to participate fully in this course. You may be absent a maximum of 3 times for this class. These three absences can be for anything--illness, travel, personal time--**but beyond 3 absences, your grade will be lowered regardless of scores on your other work.** Excused absences beyond 3 are only admissible with extreme emergencies.

Honor Code

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see me or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help

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.

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. 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.

Special Accommodations

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 Accessibility Services website at <https://accessibility.unc.edu/>

Accreditation

The School of Media and Journalism's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on these:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping creative advertising and product development;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the creative advertising and product development industry;
- Write correctly and clearly in forms and styles appropriate for consumer audiences and purposes they serve;
- Critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts used in creative product development;
- Apply tools and technologies appropriate for creative advertising and product development.

PRELIMINARY Timeline and Schedule of Topics

Please note that this schedule is subject to change based on project needs.

Class 1	Aug 21	<i>In Class:</i>	Welcome to Workroom
		<i>Out of Class:</i>	Read Experiential Creates Meaningful Relationships—link on Sakai Resources Read: Reaching the Unreachable—link on Sakai Resources
Class 2	Aug 23	<i>In Class:</i>	BEAM Makerspace Orientation—MUST COMPLETE Subscribe to Glossy.co newsletter (free subscription)
		<i>Out of Class:</i>	Read <i>Design of Everyday Things</i> , Chp.1—pdf on Sakai Resources Read Weekly <i>Glossy/BOF</i> Article—Links on Sakai Resources
Class 3	Aug 28	<i>In Class:</i>	Design Thinking
		<i>Out of Class:</i>	Read Instagrammable Spaces

Class 4	Aug 30	<i>In Class:</i>	Understanding the Problem (2)
		<i>Out of Class:</i>	Read Experiential Marketing on Brand Advocacy—pdf on Sakai Resources Read Weekly <i>Glossy/BOF</i> Article—Links on Sakai Resources
Class 5	Sept 4	<i>In Class:</i>	Understanding the Audience (1)
		<i>Out of Class:</i>	Concept 1 Due on Sakai, in Assignments Folder Read A Brand is Not A Logo—link available on Sakai Resources
Class 6	Sept 6	<i>In Class:</i>	Understanding the Audience (2)
			*MakerSpace Machine Training Must be Complete by this Class
		<i>Out of Class:</i>	Read Weekly <i>Glossy/BOF</i> article, links on Sakai Resources
Class 7	Sept 11	<i>In Class:</i>	Understanding the Audience (3)
			NY Fashion Week Deep Dive
		<i>Out of Class:</i>	Work on Project
Class 8	Sept 13	<i>In Class:</i>	Understanding the Space (1)
			NY Fashion Week Deep Dive
		<i>Out of Class:</i>	Read Weekly <i>Glossy/BOF</i> Article—Links on Sakai Resources Work on Project
Class 9	Sept 18	<i>In Class:</i>	Understanding the Space (2)
		<i>Out of Class:</i>	Work on Project
Class 10	Sept 20	<i>In Class:</i>	Build
		<i>Out of Class:</i>	Concept 2 Due on Sakai, in Assignments Folder Read Weekly <i>Glossy/BOF</i> Article—Links on Sakai Resources
Class 11	Sept 25	<i>In Class:</i>	Build
		<i>Out of Class:</i>	Work on Project
Class 12	Sept 27	<i>In Class:</i>	Build
		<i>Out of Class:</i>	Read Weekly <i>Glossy/BOF</i> Article—Links on Sakai Resources Work on Project
Class 13	Oct 2	<i>In Class:</i>	Build
		<i>Out of Class:</i>	Work on Project
Class 14	Oct 4	<i>In Class:</i>	Guest Visitor, TBA

		<i>Out of Class:</i>	Read Weekly <i>Glossy/BOF</i> Article—Links on Sakai Resources Study for Exam
Class 15	Oct 9	<i>In Class:</i>	EXAM
Class 16	Oct 11	<i>In Class:</i>	No Class, University Day
		<i>Out of Class:</i>	Work on Project Read Weekly <i>Glossy/BOF</i> Article—Links on Sakai Resources
Class 17	Oct 16	<i>In Class:</i>	Planning for NYC Trip—Details, Prepare Good Questions
		<i>Out of Class:</i>	Finalize learning all the details of individuals to meet on NYC trip.
	Oct 18		FALL BREAK TRIP TO NY
Class 18	Oct 23	<i>In Class:</i>	Build
		<i>Out of Class:</i>	Work on Project
Class 19	Oct 25	<i>In Class:</i>	Build
		<i>Out of Class:</i>	Concept 3 Due on Sakai, look in Assignments Folder Read Weekly <i>Glossy/BOF</i> Article—Links on Sakai Resources
Class 20	Oct 30	<i>In Class:</i>	Build
		<i>Out of Class:</i>	Work on Project
Class 21	Nov 1	<i>In Class:</i>	Out of Class Workday—No In-Class Meeting
		<i>Out of Class:</i>	Work on Project Read Weekly <i>Glossy/BOF</i> Article—Links on Sakai Resources
Class 22	Nov 6	<i>In Class:</i>	Build
		<i>Out of Class:</i>	Work on Project
Class 23	Nov 8	<i>In Class:</i>	Test Built Experience, Guest Visitor (TBA)
		<i>Out of Class:</i>	Work on Project Read Weekly <i>Glossy/BOF</i> Article—Links on Sakai Resources
Class 24	Nov 13	<i>In Class:</i>	Adjust Build
		<i>Out of Class:</i>	Work on Project
Class 25	Nov 15	<i>In Class:</i>	Adjust Build
		<i>Out of Class:</i>	Work on Project Read Weekly <i>Glossy/BOF</i> Article—Links on Sakai Resources

Class 26	Nov 20	<i>In Class:</i>	Out of Class Workday, No In-Class meeting
		<i>Out of Class:</i>	Work on Project
	Nov 22	<i>NO CLASS THANKSGIVING</i>	
Class 27	Nov 27	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work on Project
Class 28	Nov 29	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work on Project
Class 29	Dec 4	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work on Project and Prepare for Final Exam Submission
EXAM	Dec. 13	<i>12:00PM</i>	Final & Project Presentation/Installation