

## MEJO 371.002 Advertising Creative • Fall 2019

### Description / Prerequisites / Meeting Times & Location

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. Enrollment

Requirements: Prerequisite, MEJO 137.

This course section meets 3:30-4:45 p.m. on Mondays and Wednesdays in Carroll 021.

### Instructor Contact Information & Office Hours

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.

**Email** [joe.bob.hester@unc.edu](mailto:joe.bob.hester@unc.edu)

**Twitter** [@joebobhester](https://twitter.com/joebobhester) (Please use the #MEJO371 hashtag.)

**Facebook** [joebobhester](https://www.facebook.com/joebobhester)

**LinkedIn** [joebobhester](https://www.linkedin.com/in/joebobhester)

### Required & Suggested 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).

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](https://www.canva.com/) account.

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

### Course 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.

### **Assignments / Determination of Grade**

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% - Strategy Assignment

10% - Headline Assignment

10% - Copy Assignment

10% - Art Direction Assignment

10% - Individual Campaign Assignment

20% - Campaign (group) Assignment & Presentation

20% - Final Project

10% - In-class quizzes/exercises + homework assignments + participation

The final project serves in lieu of a traditional final exam and is due by 5:00 p.m. on the last day of classes (LDOC: Wednesday, April 24). During the final exam period (Monday, May 6, 4:00-6:00 p.m.) we will meet for a review/critique of the projects. There are no extra credit projects available in this course.

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

<b>Minimum Score</b>	<b>Letter Grade</b>	<b>Minimum Score</b>	<b>Letter Grade</b>
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

### **Attendance & Participation**

This course operates under the University of North Carolina Class Attendance Policy. Regular class attendance is a student obligation, and there is no such thing as an “acceptable” number of absences. Each 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 responsible for regular and punctual class attendance and should be in their seats before the start of class (students arriving more than 5 minutes late for class will be counted absent). 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.

### **Honor Code**

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 the course instructor or Senior Associate Dean C. A. 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 Department of Disability Services website at <http://disabilityservices.unc.edu/>

### **Accreditation**

The School of Journalism and Mass Communication'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 the following:

- 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.

**Tentative Schedule (a more comprehensive version is available on the course Sakai site)**

*01 Wednesday, January 9*

Introduction to the course

*02 Monday, January 14*

Before class, please read:

- (Whipple) CHAPTER 1 - A Brief History of Why Everybody Hates Advertising And why you should try to get a job there.
- (Whipple) CHAPTER 2 - The Creative Process  
Or, Why it's impossible to explain what we do to our parents.

*03 Wednesday, January 16*

Before class, please read:

- (Whipple) CHAPTER 3 - Ready Fire! Aim  
Or, What to say comes before how to say.  
How to Determine Your Creative Strategy (Y&R Creative Work Plan)

Monday, January 21 **HOLIDAY – Martin Luther King, Jr. Day – No classes**

*04 Wednesday, January 23*

Before class, please read:

- (Whipple) CHAPTER 4 - The Sudden Cessation of Stupidity How to get ideas—the broad strokes.

*05 Monday, January 28, 2019*

Before class, please read:

- (Whipple) CHAPTER 5 - Write When You Get Work  
Completing an idea—some finer touches.

- An Inconvenient Truth for Copywriters - How to Write Headlines and Why Your Career Depends on It.

*06 Wednesday, January 30, 2019*

Before class, please read:

- (Whipple) CHAPTER 6 - The Virtues of Simplicity  
Or, Why it's hard to pound in a nail sideways.

*07 Monday, February 4, 2019*

Before class, please read:

- (Whipple) CHAPTER 7 - Stupid, Rong, Naughty, and Viral  
Getting noticed, getting talked about.
- (Whipple) CHAPTER 8 - Why Is the Bad Guy Always More Interesting?  
Storytelling, conflict, and platforms.

*08 Wednesday, February 6, 2019*

Before class, please read:

- (Whipple) CHAPTER 9 - Zen and the Art of Taster-Puft  
Or, Managing time, energy, panic, and your creative mind.
- (Whipple) CHAPTER 10 - Digital Isn't a Medium, It's a Way of Life  
Ads, media, content, and customers—they've all gone digital.
- (Whipple) CHAPTER 11 - Change the Mindset, Change the Brief, Change the Team  
Digital work means the end of "us and them."

*09 Monday, February 11, 2019*

Before class, please read:

- (Whipple) CHAPTER 12 - Why Pay for Attention When You Can Earn It? Or,  
Advertising so interesting, people go out of their way to see it.
- (Whipple) CHAPTER 13 - Social Media Is the New Creative Playground It seems  
like a free-for-all, but there are some basic guidelines.

*10 Wednesday, February 13, 2019*

Before class, please read:

- (Whipple) CHAPTER 14 - How Customers become Customers in the Digital Age  
Be findable, be present, be everywhere.
- (Whipple) CHAPTER 15 - Surviving the Digital Tsunami  
Or, How to be a one, not a zero. <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey>

*11 Monday, February 18, 2019*

Before class, please read:

- (Whipple) CHAPTER 16 - In the Future, Everyone Will Be Famous for 30 Seconds  
Some advice on telling stories visually.

*12 Wednesday, February 20, 2019*

Before class, please read:

- (Whipple) CHAPTER 17 - Radio Is Hell, but It's a Dry Heat Some advice on working in a tough medium.

*13 Monday, February 25, 2019*

Before class, please read:

- (Whipple) CHAPTER 18 - Only the Good Die Young The enemies of good ideas.

*14 Wednesday, February 27, 2019*

Before class, please read:

- (Whipple) CHAPTER 19 - Pecked to Death by Ducks Presenting and protecting your work.

*15 Monday, March 4, 2019*

Before class, please read:

- (Whipple) CHAPTER 20 - A Good Book . . . or a Crowbar What it takes to get into the business.

*16 Wednesday, March 6, 2019*

Before class, please read:

- (Whipple) CHAPTER 21 - Making Shoes versus Making Shoe Commercials Is this a great business, or what?

and watch this:

- [https://www.youtube.com/watch?time\\_continue=2074&v=GwoUTrQc-aE](https://www.youtube.com/watch?time_continue=2074&v=GwoUTrQc-aE) (Alex Bogusky + guest Tiffany Kosel discuss what makes for a strong portfolio)

Monday, March 11, 2019 **NO CLASS MEETING / SPRING RECESS**

Wednesday, March 13, 2019 **NO CLASS MEETING / SPRING RECESS**

*17 Monday, March 18, 2019*

Topic: Typography

Readings: TBA

*18 Wednesday, March 20, 2019*

Topic: Color

Readings: TBA

*19 Monday, March 25, 2019*

Topic TBD based on student interest

*20 Wednesday, March 27, 2019*

Topic TBD based on student interest

*21 Monday, April 1, 2019*

Group work

*22 Wednesday, April 3, 2019*

Group work

*23 Monday, April 8, 2019*

Group work

*24 Wednesday, April 10, 2019*

Group Projects due at beginning of class.

In class: presentation workshop

*27 Monday, April 15, 2019*

In class: presentation workshop continued

*28 Wednesday, April 17, 2019*

Presentation practice sessions.

*29 Monday, April 22, 2019*

Group Project presentations

*30 Wednesday, April 24, 2019 LDOC*

Final Projects due by 5:00 p.m.

***Final exam period***

Monday, May 6, 4:00-6:00 p.m.

Review/critique of final projects.