

## **MEJO 591, FALL 2019**

### **WORKROOM FashionMash: Experiential Marketing**

Lifestyle products in today's market rely on the unique experiences that reinforce their brand position 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 in the Fall of 2019 will be taught by a leading experiential marketing agency in conjunction with one of their fashion clients. This course is ideal for those who want to incorporate fashion and lifestyle 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) Understanding brand challenges and opportunity and applying strategic marketing principles to develop a creative brief.
- 2) Applying core marketing principles and branding attributes to develop creative solutions based on a creative brief.
- 3) Developing a pitch/presentation that demonstrates next-level design thinking and makes a viable case for the concept being presented.
- 4) Using full production planning and design/experience techniques to showcase concepts in real, full-scale settings.

#### **Details:**

Class Meetings: Friday afternoons, 2.5 hour session (Time slot TBD)

Instructor: Allen Bosworth

Office: By Appointment

Phone: 864-270-2531

I am happy to see any student outside of class by appointment. Please email me to schedule a mutually convenient time. Email [Allen.Bosworth@epandcompany.com](mailto:Allen.Bosworth@epandcompany.com)

#### **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.

<b>Grade</b>	<b>Minimum Percentage Required</b>
A	93
A-	90
B+	87
B	83
B-	80
C+	77
C	73
C-	70
D+	67
D	63
F	60 and below

**Your grade will result from the following:**

Participation, Attendance & In-class exercises	15%
Blogging and Social Posts	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.

**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.

Pre-class survey	Aug 20		Send survey to students prior to classes starting. Assign a mentor for the first 5 weeks (these change in the 2nd half of the term) Compile a dossier of professors so we can give it to students
Class 1	Aug 23	<i>In Class:</i>	Welcome to Workroom & Intro to EP+Co
		<i>Out of Class:</i>	Maker space orientation by week 1, laser cutter by week 2, wood shop by week 4
		Speakers:	Scott Voege, Heather Grace, Client Representative (tbd), & Jeff Henry
Class 2	Aug 30	<i>In Class:</i>	Understanding the Problem: An Introduction to the 5 Cs
		<i>Out of Class:</i>	Project 1 – The 5 Cs and Moodboard <i>Due on Sakai before Class 3, in Assignments Folder</i>
		Speakers:	Scott Voege, Cory Brinson, Allen Bosworth
Class 3	Sept 6	<i>In Class:</i>	Making Strategy Actionable: Developing a Creative Brief
		<i>Out of Class:</i>	Project 2 – The Creative Brief <i>Due on Sakai before Class 4, in Assignments Folder</i>
		Speakers:	Allen Bosworth, Cory Brinson, Chris Plating
Class 4	Sept 13	<i>In Class:</i>	Unthinking the Problem: Concepting Creative Solutions
		<i>Out of Class:</i>	Develop your pitch
		Speakers:	Chris Plating, Bee Reynolds, Ellen Page
Class 5	Sept 20	<i>In Class:</i>	Pitch Practice and Rehearsals
		<i>Out of Class:</i>	Develop your pitch
		Speakers:	Bee Reynolds, Kat Shafer, Jeff Hoffman
Class 6	Sept 27	<i>In Class:</i>	EXAM – <i>Pitch</i>
		Speakers:	Kat Shafer, Jeff Hoffman, Allen Bosworth, Con and/or John
Class 7	Oct 4	<i>In Class:</i>	Client Concept Selection & Executional Framework
		<i>Out of Class:</i>	Post to Blog - Creative Idea
		Speakers:	Allen Bosworth, Jeff Henry, John Cornette
Class 8	Oct 11	<i>In Class:</i>	Intro to Problem Solving & Getting to Work
		<i>Out of Class:</i>	
		Speakers:	Jeff Henry, Karl Dunn, Ryan Brown
	Oct 18		<b>NO CLASS FALL BREAK</b>

Class 9	Oct 25	<i>In Class:</i>	Worksession 1
		<i>Out of Class:</i>	Post to Blog - Social
		Speakers:	Karl Dunn, Heather Grace, Rich Cutter
Class 10	Nov 1	<i>In Class:</i>	Worksession 2
		<i>Out of Class:</i>	Post to Blog - Digital
		Speakers:	Heather Grace, Seth Hunt, Ron Gaulden
Class 11	Nov 8	<i>In Class:</i>	Worksession 3
		<i>Out of Class:</i>	Post to Blog - Content Capture
		Speakers:	Seth Hunt, Robert Bradford, Danny Miller
Class 12	Nov 15	<i>In Class:</i>	Worksession 4
		<i>Out of Class:</i>	Project 3 – Analyze a Best-in-Class Experience <i>Due on Sakai before Class 13, in Assignments Folder</i>
		Speakers:	Robert Bradford, Jason Craft, Gray Taylor
Class 13	Nov 22	<i>In Class:</i>	Worksession 5
		<i>Out of Class:</i>	Work on project
		Speakers:	Jason Craft, Orlando Asson, Seth Hunt
	Nov 29	<b>NO CLASS THANKSGIVING</b>	
Class 14	Dec 6	<i>In Class:</i>	LAST DAY OF CLASS—Finalize Project
		<i>Out of Class:</i>	Work on Project
		Speakers:	Orlando Asson, Allen Bosworth, Nate Osbourne

*Karl Dunn and Heather Grace stay in Chapel Hill Tues-Friday prior to the presentations to help with last-minute project needs.*

<b>EXAM Period</b>	<b>Dec 6-13th</b>	<b>Final Project Presentation/Installation</b>	
		Speakers:	Allen Bosworth, John Cornette, Con Williamson (client perspective), Heather Grace, Karl Dunn, Puma Representative

Exhibition grade calculated as follows:

- 50%** - *Exhibition quality and visual presentation*
- 20%** - *Social media plan*
- 20%** - *Content capture and output*
- 10%** - *Teamwork and collaboration*