

**JOURNALISM 271** - ADVERTISING COPYWRITING  
Spring Semester 2014  
Carroll Hall, Room 268  
Tues/Wed 5:30 p.m.-6:45 p.m.

Instructor: Kevin Kearns  
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Phone/Text: 919-268-0413  
Office Hours: By appointment only.

What I am interested in during our time together is *how you think*. How you engage in the solution of the problems presented. The trail you follow to arrive at your answers. How you involve your audience in your ads. And how you execute your solutions.

Forget whatever you think advertising is supposed to look or sound like. Advertising is nothing more than a conversation between you and the consumer. And like yourself, they don't want to be yelled at, talked down to, abused or treated like a moron. Always remember we are uninvited guests in other people's lives.

With that in mind, you want to create advertising that is not only fresh but relates to your audience. You want to give that audience new information and, if appropriate, entertain. But most importantly, your ideas have to be relevant to the product or service you are selling.

**CLASS MATERIALS:**

When I lecture, I'll be pulling information from a book called *The Advertising Concept Book: A complete guide to creative ideas, strategies and campaigns* (by Pete Barry, 2nd edition). If you wish to purchase this book, you can pick it up through Amazon. It costs \$25. If you decide not to, then no worries. Any information I use from this book will be in my lectures. If you're in class, then you'll know what I talked about. However, I think this book will be a helpful resource for those who want to pursue advertising in the future, so if you can, buy it.

I will also be handing out various articles, ad examples, and video links to consume.

All assignments must be presented in a thoughtful way. We will discuss this in more detail. Late assignments will be penalized one full grade point. *Assignments more than one week late will be given a failing grade.*

**THICK SKIN POLICY:**

Advertising is a very subjective business. That is what makes it so fun, and so maddening. Everybody has an opinion about what good advertising is and isn't. That includes me. That's the reality of the ad business and it can't be changed without compromising the integrity and realism of this course.

That said, this isn't personal. I'm critiquing your work, not your character or your personality.

Being good in this business takes hard work, long hours and incredible dedication. It takes digging and research, self-criticism and inspired insights.

**ATTENDANCE POLICY:**

You will learn the most if you come to each class. I understand you have various responsibilities throughout the semester, or might have an illness that would require you to miss class. If you need to miss class, I expect an email or phone call at least 24 hours before class. Miss more than 4 classes, and it will affect your grade.

Beyond that, I would ask that you complete all assignments as best you can, and come with a willingness and energy to have fun and learn.

**GRADING POLICY:**

Your grade will result from the following evaluations:

|                                |     |
|--------------------------------|-----|
| Team Assignments (5)           | 50% |
| Reading test / Research Report | 10% |
| Final Group Project            | 40% |

The final group project serves as your final exam for this course.

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 |

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These definitions were adopted by Faculty Council in 1976. The council reiterated that the purpose of grades is to identify degrees of mastery of subject mater. Moreover, those grades have specific meaning with respect to the mastery of the material:

**A Outstanding mastery of course material.** Students earning an "A" have performed far above that required for credit in the course and far above that usually seen in the course. The "A" grade should be awarded sparingly and should identify student performance that is relatively unusual in the course. The "A" grade states clearly that the student has shown such outstanding promise in the aspect of the discipline under study that he or she may be strongly encouraged to continue.

**B Superior mastery of course material.** Students earning a "B" have exhibited mastery clearly above that required for credit in the course. The "B" grade should represent student performance that is strong and very clearly above performance that is generally held to be satisfactory. The "B" grade states that the student has shown solid promise in the aspect of discipline under study.

**C Satisfactory mastery of course material.** The "C" grade should reflect performance that is satisfactory on all counts and that clearly deserves full credit for the course. The "C" grade states that, while not yet showing an unusual promise, the student may continue to study in the discipline with reasonable hope of intellectual development.

**D Mastery of course material that is unsatisfactory or poor along one or more dimensions.** Students achieving a "D" have exhibited incomplete mastery of course material but have achieved enough to earn credit for the course. The "D" grade states that the student has given no evidence of prospective growth in the discipline; and accumulation of "D" grades should mean that the student would be well advised not to continue in that academic field.

**F Unsatisfactory mastery of course material students earning an "F" have not demonstrated sufficient mastery of course material to earn credit for the course.** The "F" grade indicates that the student's performance in the required exercises has revealed almost no understanding of the course content. A grade of "F" should warrant an adviser's questioning whether the student may suitably register for further study in the discipline before remedial work is undertaken.

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## TENTATIVE SEMESTER SCHEDULE

I'll hold to this as closely as possible. Guest speakers might affect topics we cover in some of the classes, and I may decide to use class time to review the assignments or have class critiques.

- JAN 9: First day of class
- JAN 14: Introduction / Assignment #1 (Tourism)
- JAN 16: Basic Tools / Print
- JAN 21: The Strategy
- JAN 23: Tourism Presentations Due / Assignment #2 (Service)
- JAN 28: The Campaign
- JAN 30: The Tagline
- FEB 4: Generating Strategies and Ideas / TV
- FEB 6: Service Presentations Due / Assignment #3 (Packaged Goods)
- FEB 11: Ambient / Speaker
- FEB 13: Interactive
- FEB 18: Copy
- FEB 20: Packaged Goods Presentations Due / Assignment #4 (Hard Goods)
- FEB 25: Integrated / Speaker
- FEB 27: Execution
- MAR 4: Presenting and Selling Your Work / The Student Book
- MAR 6: Hard Goods Presentation Due / Assignment #5 (Philanthropy)
- MAR 11: No Class/Spring Break
- MAR 13: No Class/Spring Break
- MAR 18: Awards / Speaker
- MAR 20: Public Service Presentations Due / Final Project Kick-Off
- MAR 25: Recap/Work Session
- MAR 21: Reading Test / Reports Due
- APR 1: Work Sessions
- APR 3: Work Sessions
- APR 8: Work Sessions
- APR 10: Work Sessions
- APR 15: Work Sessions
- APR 17: FINAL PRESENTATIONS**
- APR 22: FINAL PRESENTATIONS**
- APR 24: FINAL PRESENTATIONS**