

MEJO 371.002 ADVERTISING CREATIVE • FALL 2020



Description / Prerequisites / Meeting Times & Location

[UNC Catalog](#) description: 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 virtually** (through Zoom) 6:30-7:45 p.m. on Mondays and Wednesdays.

Instructor Contact Information & Office Hours

Joe Bob Hester, Ph.D

Associate Professor

Virtual (Zoom) office hours are 3:00-4:00 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

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

There is not a required textbook for this course. Readings and other materials from a variety of sources will be provided electronically via the UNC library system (for example, [Hey Whipple, Squeeze This! The Classic Guide to Creating Great Ads \(5th Edition\)](#) by Luke Sullivan with Edward Boches) or provided by your instructor through Sakai.

You will need a free [Canva](#) account. If you are proficient with Adobe Creative Cloud products or other page layout/editing software, those can be substituted.

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

Course Objectives

This course is designed to help you discover and develop two specific skills:

1. *Advertising Critique* – the ability to talk meaningfully about an ad or campaign concept. This is a critical thinking skill where you dissect the work, examine it in specific ways, determine if the elements make sense and come together as a whole. It is about discussing both strategy and content to determine how to make the work more effective (in-process) or to evaluate the effectiveness of the work (post-process).
2. *Creative Thinking* - your own creativity in the form of effective advertising/strategic communication. The course will exercise, challenge, and improve your ability to develop sound

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and coherent advertising strategies and to express those strategies creatively as ideas and messages that are compelling, interesting, persuasive, and ultimately, effective.

By the end of the course you should have greater knowledge and understanding in both of these areas, which will be useful to you not only as a copywriter or art director, but also as an account manager, media buyer, media sales representative, or any other related career.

Course Format

Regardless of the area of advertising you choose as a career, an understanding of the role of creativity 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.

Class meetings will be recorded using Zoom. You will have access to those recordings for review purposes.

NOTE: ***Good advertising is really hard to do.*** Because of that, 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 is a group project, which include a peer evaluation component. There are no formal exams in this course; however, there are graded in-class exercises, homework exercises, and quizzes. Assignments contribute to your final grade as follows:

- 10% - Headline Assignment
- 10% - Copy Assignment
- 10% - Art Direction Assignment
- 10% - Individual Ad Assignment
- 15% - Individual Campaign Assignment
- 15% - Campaign (group) Assignment & Presentation
- 20% - Final Project (portfolio)
- 10% - In-class exercises + homework exercises + quizzes + participation

The final project serves in lieu of a traditional final exam and is due by 5:00 p.m. on Friday, November 13, 2020. During the final exam period (Wednesday, November 18 @ 7:00 p.m.) we will meet for a review/critique of the projects. There are no extra credit projects available in this course.

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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

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 logged in before the start of class. 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.

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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.

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Tentative Schedule of Topics

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

Week 01: Creativity, Advertising, & Effectiveness

Monday, August 10 & Wednesday, August 12

Week 02: Idea Generation | Headlines

Monday, August 17 & Wednesday, August 19

📁 [Headline Assignment - Due by 5:00 p.m. on Friday, August 21](#)

Week 03: Advertising Writing - Body Copy

Monday, August 24 & Wednesday, August 26

Week 04: Advertising Writing - More Body Copy

Monday, August 31 & Wednesday, September 2

📁 [Body Copy Assignment - Due by 5:00 p.m. on Friday, September 4](#)

Week 05: Art Direction - Design

Wednesday, September 9 only (no Monday class due to Labor Day holiday)

Week 06: Art Direction - Typography

Monday, September 14 & Wednesday, September 16

📁 [Art Direction Assignment - Due by 5:00 p.m. on Friday, September 18](#)

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Tentative Schedule of Topics - continued

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

Week 07: Putting It All Together

Monday, September 21 & Wednesday, September 23

Week 08: How to Put Your Book Together and Get a Job in Advertising

Monday, September 28 & Wednesday, September 30

 [Individual Ad Assignment - Due by 5:00 p.m. on Friday, October 2](#)

Week 09: It's All About Campaigns

Monday, October 5 & Wednesday, October 7

Week 10: Video | Presenting Creative Work

Monday, October 12 & Wednesday, October 14

 [Individual Campaign Assignment - Due by 5:00 p.m. on Friday, October 16](#)

Week 11: Audio | Team Meetings

Monday, October 19 & Wednesday, October 21

Week 12: Digital | Team Meetings

Monday, October 26 & Wednesday, October 28

 [Group Project Assignment - Due by 5:00 p.m. on Friday, October 30](#)

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Tentative Schedule of Topics - continued

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

Week 13: Ethics - Gender & Racial Representation

Monday, November 2 & Wednesday, November 4

Week 14: Special Topics (as determined by class vote)

Monday, November 9 & Wednesday, November 11

📁 [Final Project Assignment - Due by 5:00 p.m. on Friday, November 13](#)

Week 15: Where to Go from Here

Monday, November 16

Project Review/Critique - during final exam period (Wednesday, November 18 @ 7:00 p.m.)