

## **MEJO 591, FALL 2020**

### **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 allows creative advertising students to work directly with the leadership of a national client and fully concept and produce their work. 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 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 experience design techniques to showcase concepts in real, 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: 11:30 am to 12:45pm T/TR, Online classes. Optional Labs in the Workroom Space, 149 East Franklin Street, 2<sup>nd</sup> Floor, Chapel Hill (See Schedule for optional Lab Meeting days)

Instructor: Dana McMahan

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

Phone: 919-434-1229

@dhmcmahan

I am happy to see anyone by appointment. Please email me to schedule a time. Email:

[dmcghan@email.unc.edu](mailto:dmcghan@email.unc.edu)

#### **Required Reading:**

Online resources. Everything needed for this class will be posted to the course's Sakai site.

#### **Course Format:**

This course will be mostly remote with some "lab" time intermittently throughout the semester. You will work on the semester's project in every session and will have interaction with industry professionals throughout. You will also be "making" throughout the entire semester! You'll be doing this in many different ways, from construction of physical elements to development of digital pieces. The course can be completed fully remotely if needed. Meeting together online keeps the work vibrant and interactive, but some will not be able to participate because of time zone changes or other remote-work issues. Please reach out to me with any issues that might affect your work this semester. We will all work together to be as flexible as possible!

#### **Evaluating Work:**

This is a creative class focused on consumer engagement and design production. It includes many elements from the world of advertising, but the goal is to try to bridge many different ideas and genres. The top grades in this class will be awarded for work that stretches the imagination and demonstrates next-level 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+	67
D	63
F	59 and below

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

Concept Assignment 1	10%
Concept Assignment 2	10%
Concept Assignment 3	15%
Exam	20%
Technical Quizzes	15%
Final Online Exhibition Piece	30%

**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, please let me know right away. I'm here to help in any way you need.

**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 reach out 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, products and consumer experiences;
- 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 11	<i>In Class:</i>	Welcome to Workroom FashionMash
		<i>Out of Class:</i>	Sakai Lessons lists out of class work. Read/Watch as indicated. Most lessons will include both an instructional/technical component, and a reading/watching/background info component.
Class 2	Aug 13	<i>In Class:</i>	Understanding the Problem (1)
		<i>Out of Class:</i>	Read article/Watch vids—available on Sakai Lessons
Class 3	Aug 18	<i>In Class:</i>	Deep Dive on Client Project, Workroom Lab Group 1 & 2
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons Work on Concept 1
Class 4	Aug 20	<i>In Class:</i>	Deep Dive on Client Project, Workroom Lab Group 3 & 4, Ask questions / Refine Concept 1
		<i>Out of Class:</i>	Work on Concept 1
Class 5	Aug 25	<i>In Class:</i>	Understanding the Audience (1)
		<i>Out of Class:</i>	<b>Concept 1 Due on Sakai, in Assignments Folder</b>
Class 6	Aug 27	<i>In Class:</i>	<b>Tech Quiz</b>
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 7	Sept 1	<i>In Class:</i>	Understanding the Audience (2) Workroom Lab Group 1 & 2
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons

Class 8	Sept 3	<i>In Class:</i> Understanding the Audience (3) Workroom Lab Group 3 & 4 <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons Work on Concept 2
Class 9	Sept 8	<i>In Class:</i> Understanding the Environment, Ask questions on Concept 2/Refine <i>Out of Class:</i> Work on Concept 2
Class 10	Sept 10	<i>In Class:</i> Build the Experience <i>Out of Class:</i> <b>Concept 2 Due on Sakai, in Assignments</b>
Class 11	Sept 15	<i>In Class:</i> Build the Experience, Workroom Lab Group 1 & 2 <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons
Class 12	Sept 17	<i>In Class:</i> Build the Experience, Workroom Lab Group 3 & 4 <i>Out of Class:</i> Read <i>Vogue</i> , article available on Sakai
Class 13	Sept 22	<i>In Class:</i> <b>Tech Quiz</b> <i>Out of Class:</i> Work on Project
Class 14	Sept 24	<i>In Class:</i> Guest Visitor, TBA <i>Out of Class:</i> Work on Project
Class 15	Sept 29	<i>In Class:</i> <b>EXAM</b>
Class 16	Oct 1	<i>In Class:</i> Build the Experience <i>Out of Class:</i> Work on Project
Class 17	Oct 6	<i>In Class:</i> Build the Experience, Workroom Lab Group 1 & 2 <i>Out of Class:</i> Work on Project
Class 18	Oct 8	<i>In Class:</i> Build, Workroom Lab Group 3 & 4 <i>Out of Class:</i> Work on Project
Class 19	Oct 13	<i>In Class:</i> Build <i>Out of Class:</i> <b>Concept 3 Due on Sakai, look in Assignments Folder</b>
Class 20	Oct 15	<i>In Class:</i> Build <i>Out of Class:</i> Work on Project
Class 21	Oct 20	<i>In Class:</i> <b>Tech Quiz</b> <i>Out of Class:</i> Work on Project

Class 22	Oct 22	<i>In Class:</i>	Test Built Experience
		<i>Out of Class:</i>	Work on Project
Class 23	Oct 27	<i>In Class:</i>	Adjust Build, Workroom Lab Group 1 & 2
		<i>Out of Class:</i>	Work on Project
Class 24	Oct 29	<i>In Class:</i>	Adjust Build, Workroom Lab Group 3 & 4
		<i>Out of Class:</i>	Work on Project
Class 25	Nov 3	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work on Project
Class 26	Nov 5	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work on Project
Class 27	Nov 10	<i>In Class:</i>	Finalize and Produce, Workroom Lab Group 1 & 2
		<i>Out of Class:</i>	Work on Project/Presentation
Class 28	Nov 12	<i>In Class:</i>	Finalize and Produce, Workroom Lab Group 3 & 4
		<i>Out of Class:</i>	Work on Presentation
Class 29	Nov 17	<i>In Class:</i>	Presentation Practice Session
		<i>Out of Class:</i>	Work on Presentation
<b>EXAM Period</b>	<b>Nov. 23</b>	<b>12:00PM</b>	<b>Final Project Presentation</b>