

MEJO 591, FALL 2021

Workroom FashionMash: Experiential Marketing

Fashion and lifestyle products in today's market rely on unique experiences that reinforce their brand position. 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 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: 11:00 am to 12:15pm T/TR, In-Person, 149 East Franklin Street, Floor 2.

Instructor: Dana McMahan

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

Phone/Text: 919-434-1229

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

dmcghan@email.unc.edu

Required Reading:

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

Course Format:

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. Please reach out to me with any concerns that might affect your work this semester. This is a highly participatory course where many pieces are built and assembled together to create an immersive experience. You must be prepared to work in multiple mediums and to adapt on the fly as the project evolves.

Evaluating Work:

Because this is a creative class focused on consumer engagement and design production, it includes many elements from the world of advertising. However, the goal of the work is 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:

Participation	15%
Concept Assignment 1	15%
Concept Assignment 2	15%
Concept Assignment 3	15%
Exam	15%
Final Online Exhibition Piece	25%

Attendance

University Policy: No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)
3. Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

Class Policy: Please communicate with me early about potential absences. Please be aware that you are bound by the Honor Code when making a request for a University approved absence.

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 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.

Syllabus Changes

The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

ARS

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities.

Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu.

Counseling and Psychological Services

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

Title IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

Policy on Non-Discrimination

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's [Policy Statement on Non-Discrimination](#) offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the [Equal Opportunity and Compliance Office](#), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

Diversity Statement

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion [mission and vision statements](#) with accompanying goals. These complement the University policy on [prohibiting harassment and discrimination](#). In summary,

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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

Mask Use

All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me -- as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the [Office of Student Conduct](#). At that point you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see <https://carolinatogether.unc.edu/university-guidelines-for-facemasks/>.

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.

Timeline and Schedule of Topics

Please note that this schedule is subject to change based on project needs.

Class 1	Aug 19	<i>In Class:</i>	Welcome to Workroom FashionMash
		<i>Out of Class:</i>	Sakai Lessons lists out of class work. Read/Watch as indicated.
Class 2	Aug 24	<i>In Class:</i>	Understanding the Problem (1)
		<i>Out of Class:</i>	Read article/Watch vids—available on Sakai Lessons
Class 3	Aug 26	<i>In Class:</i>	Deep Dive on Client Project
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 4	Aug 31	<i>In Class:</i>	Experiential In Action
		<i>Out of Class:</i>	Work on Concept 1
Class 5	Sept 2	<i>In Class:</i>	Guest Visitor TBA
		<i>Out of Class:</i>	Concept 1 Due on Sakai, in Assignments Folder
Class 6	Sept 7	<i>In Class:</i>	Understanding the Problem (2)
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 7	Sept 9	<i>In Class:</i>	Understanding the Audience (1)
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 8	Sept 14	<i>In Class:</i>	Understanding the Audience (2)
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 9	Sept 16	<i>In Class:</i>	Understanding the Environment
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 10	Sept 21	<i>In Class:</i>	Build the Experience
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 11	Sept 23	<i>In Class:</i>	Build the Experience
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 12	Sept 28	<i>In Class:</i>	Build the Experience
		<i>Out of Class:</i>	Concept 2 Due on Sakai, in Assignments
Class 13	Sept 30	<i>In Class:</i>	Tech Quiz (Part of Participation Grade)
		<i>Out of Class:</i>	Work on Project

Class 14	Oct 5	<i>In Class:</i>	Guest Visitor, TBA
		<i>Out of Class:</i>	Study for Exam
Class 15	Oct 7	<i>In Class:</i>	EXAM
Class 16	Oct 12	<i>In Class:</i>	Build the Experience
		<i>Out of Class:</i>	Work on Project
Class 17	Oct 14	<i>In Class:</i>	Build the Experience
		<i>Out of Class:</i>	Work on Project
Class 18	Oct 19	<i>In Class:</i>	Out of Class Workday, Check Sakai for Required Submission
		<i>Out of Class:</i>	Concept 3 Due on Sakai, look in Assignments
	Oct 21	<i>In Class:</i>	No Class—Fall Break
Class 19	Oct 26	<i>In Class:</i>	Test Built Experience
		<i>Out of Class:</i>	Work on Project
Class 20	Oct 28	<i>In Class:</i>	Adjust Build
		<i>Out of Class:</i>	Work on Project
Class 21	Nov 2	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work on Project
Class 22	Nov 4	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work on Project
Class 23	Nov 9	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work on Project
Class 24	Nov 11	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work on Project
Class 25	Nov 16	<i>In Class:</i>	Finalize and Produce
		<i>Out of Class:</i>	Work on Project
Class 26	Nov 18	<i>In Class:</i>	Practice Run
		<i>Out of Class:</i>	Work on Project/Presentation

Class 27	Nov 23	<i>In Class:</i>	Out of Class Workday—Check Sakai for Submission Requirements
	Nov 25		No Class—Thanksgiving
Class 28	Nov 30	<i>In Class:</i>	Practice Run
EXAM	Dec 9 12:00PM		Final Project Presentation