**MEJO 371-005**: Advertising Creative

**Course Information**

Term: Spring 2022  
Time: M W 5:00-6:15pm  
Classroom: Carroll Hall Room 141  
Sakai: https://sakai.unc.edu/portal/site/1f4eba6b-3b6d-473d-a771-5b1e20048033/page/4fcd846b-b6dc-43cc-aeef-8bc31fdfdc1e

Office Hours: will vary and may sometimes be held via Zoom; please request

**Instructor**

C. Jeanette Tyson  
Email: cjtyson@email.unc.edu  
LinkedIn: https://www.linkedin.com/in/jeanette-tyson-9bb9965/

**Course Overview**

**This is a course about the advertising industry, specifically how creative work is conceived and developed for marketing purposes.** It’s meant to help you understand how art directors, writers and strategists use words, art, typography, media, technology and disruptive thinking to create brands. The focus will be on building brand platforms based on human insights, conceptualizing brand behavior and executing compelling ideas.

We’ll talk about living a creative life, the opportunities to be found in this changing industry, and finding your place in it (or not in it). You’ll be exposed to conversations, assignments and realistic ways of working in today’s A-level agencies with actual clients. Take advantage of this: ask anything.

Please bring a notebook and pen or pencil. Many masterpieces start with noodling.

The professor reserves the right to make changes to the syllabus, including project due dates. Dates will necessarily flex around real client participation and team progress. Any changes, notes and reminders will be discussed in class and posted under Announcements in Sakai.

Our tentative class schedule is posted as a separate attachment under Syllabus in Sakai.

You’re going to be asked to put ideas—finely crafted or not—in front of your classmates. This requires a certain amount of bravery. And while honest critique is expected, so is absolute and total respect.

**Evaluating Work**

Creativity is subjective, and what defines “good” varies from one person to another. Grading subjective material is always challenging, so remember this is a class about discovering new ideas and fresh approaches. Real insights and distinctive executions will represent the highest evaluations. A sincere attempt to create, timely response to assignments, and class engagement will certainly earn a passing grade.

**Grading**

Participation: 10% Weekly Assignments: 15% Individual Projects: 25% Group Projects: 25% Final Project: 35%

**Grading Scale**

A : 93-100 A- : 90-92 B+ : 87-89

B : 83-86 B- : 80-82 C+ : 77-79

C : 73-76 C- : 70-72 D+ : 65-69

D : 60-64 F : < 60

**Attendance:**

More than 3 unexcused absences will ding your grade. Please communicate with me via email about absences. The Zoom link will be available for all classes.

Please be aware you are bound by the Honor Code when making a request for 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.

**Accessibility and Resources Service (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.

**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).

**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 harrassment 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/.