

MEJO 591, FALL 2024

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 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.

5. Building out a complete consumer experience to soft-launch and test.

Details:

Class Meetings: 11:00 am to 12:15pm T/TR, In-Person, Curtis Media Center Workroom Space

Instructor: Dana McMahan

Office: Carroll 238 and Curtis Media Center Workroom Space

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

Email: dmcghan@email.unc.edu

Required Reading:

Everything needed for weekly reading in this class will be posted to the course's Canvas site.

Course Format:

You will work on the semester's project in every session and will interact with industry professionals throughout. You will also be "making and building" throughout the entire semester. You'll be doing this in many 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 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 stretch the imagination and demonstrate next-level thinking.

Grade Minimum Percentage Required

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 (Two Parts)	15%
Tech Exam	10%

Brand Research (Two Parts)	10%
Final Exhibition Piece	20%

Attendance

PLEASE NOTE: This is an in-person class. There may be opportunities on specific days (such as meeting with clients) to meet virtually. But, those occurrences will be listed on the class pages and agreed on in advance. Missing more than 3 in-person classes without an approved absence will lower the class grade regardless of performance on other assignments. See the University policy below for approved absences.

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).

Please communicate with me early about potential absences. Please be aware that you are bound by the Student Code of Conduct when making a request for a University approved absence.

Student Code of Conduct

I expect that each student will conduct himself or herself within the guidelines of the University Student Code of Conduct

<https://policies.unc.edu/TDCClient/2833/Portal/KB/ArticleDet?ID=152440>. 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 Student Code of Conduct, please see the course instructor or the Hussman Senior Associate Dean. 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.

Hussman students have access to the CAPS-embedded counseling services in the Hussman School. You can schedule an appointment by emailing cebeling@email.unc.edu

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, 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.

AI Use in Class

We will use an number of generative AI systems as part of our work in this class to prepare you for what you will encounter when working in a real world situation. Here are the guiding principles:

1. **AI should help you think.** Not think for you.
Use these tools to give you ideas, perform research (in compliance with point 2 below), and analyze problems. Do not use them to do your work for you, e.g., do not

enter an assignment question into ChatGPT and copy & paste the response as your answer.

2. **Engage with AI Responsibly and Ethically:** Engage with AI technologies responsibly, critically evaluating AI-generated outputs and considering potential biases, limitations, and ethical implications in your analysis and discussions. Utilize AI technologies ethically, respecting privacy, confidentiality, and intellectual property rights. Ensure that the data used for AI applications is obtained and shared responsibly and in compliance with relevant regulations.
3. **You are 100% responsible for your final product.**
You are the user. If the AI makes a mistake, and you use it, it's your mistake. If you don't know whether a statement about any item in the output is true, then your responsibility is to research it. If you cannot verify it as factual, you should delete it. You hold full responsibility for AI-generated content as if you had produced the materials yourself. This means ideas must be attributed, facts are true, and sources must be verified.
4. **The use of AI must be open and documented.**
The use of any AI in the creation of your work must be declared in your submission and explained. Details on how to source your AI usage are explained below.
5. **These guidelines are in effect unless given specific guidelines for an assignment or exam.** It is your responsibility to ensure you are following the correct guidelines.
6. **Data that are confidential or personal should not be entered into generative AI tools.**
Putting confidential or personal data (e.g., your One Card details) into these tools exposes you and others to the loss of important information. Therefore, do not do so.

Accreditation

The Hussman School of Journalism and Media'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://www.acejmc.org/policies-process/principles/>

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

All enrolled students are encouraged to wear a mask but not required. For additional information and updated policies, see <https://carolinatogether.unc.edu/>.

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.

Course Summary:

Date	Details	Due
Fri Aug 23, 2024	 AI Training (Part of Participation Grade)	due by 11pm
Tue Aug 27, 2024	 Concept Assignment 1	due by 11pm
Fri Aug 30, 2024	 Photoshop Training (Part of Participation Grade)	due by 11pm
Thu Sep 5, 2024	 In-Class Editorial Shoot 1	due by 9:30am
Thu Sep 19, 2024	 In-Class Editorial Shoot 2	due by 9:30am
Thu Sep 26, 2024	 Concept Assignment 2	due by 11pm
Tue Oct 1, 2024	 Tech Exam	due by 10:45am
Tue Oct 8, 2024	 In-Class Editorial Shoot 3	due by 9:30am
Tue Oct 29, 2024	 Concept Assignment 3	due by 11pm
Thu Oct 31, 2024	 In-Class Editorial Shoot 4	due by 9:30am
Tue Nov 12, 2024	 In-Class Editorial Shoot 5	due by 9:30am
Tue Dec 3, 2024	 In-Class Editorial Shoot 6	due by 9:30am
Fri Dec 13, 2024	 Final Exhibition (Group Exhibit, Breakfast Event)	due by 8am
	 Participation Grade--(No Submission Required, Instructor Only)	due by 5pm