

**OFFICIAL COURSE OUTLINE AND INFORMATION**  
**COMM 3333 – Creative Strategy and Copywriting/Fall 2016**

**Lecture Section – 15042**

**Mon/Wed 10:30 a.m. - 11:50 a.m.**

**Cotton Memorial #306**

**Wed Lab 12:00 p.m. – 1:20 p.m.**

**Cotton Memorial #307**

**Instructor: Mrs. Carolyn Mitchell**

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**UTEP Office & Hours: Cotton 304**

**Mon/Wed 8:30 a.m. – 10:30 a.m.;**

**Tues/Thurs 12 Noon – 1 pm or by appointment**

**Department Office:**

**Room 202/Cotton Memorial 747-5129**



**PREREQUISITES:** COMM 2330 plus COMM 3331 or 3332 with a grade of "C" or better and junior standing

**REQUIRED TEXTS:** (1) Edd Applegate, *Strategic Copywriting: How To Create Effective Advertising*, Third Edition (Rowman & Littlefield Publishers, Inc.) ISBN: 0742530671 – primary textbook which offers a detailed how-to guide on techniques for writing and designing ads in newspapers, magazines, and other print media, as well as those broadcast on radio and television. The material addresses why certain words, phrases, and techniques are used and how they are or aren't effective in attracting consumers.

(2) Robyn Blakeman, *The Bare Bones of Advertising Print Design* ((Rowman & Littlefield Publishers, Inc.) ISBN: 0742529622 – handbook giving a step-by-step guide to the use and design of effective and creative advertising in print.

**ADDITIONAL READING/VIEWING ASSIGNMENTS:** Throughout the course, students may be asked to read and bring to class daily newspapers, advertising periodicals and other publications that contain print advertising, to watch commercial television broadcasts, listen to selected radio programs, and to view a variety of websites. Students should have access to these media.

**I. COURSE DESCRIPTION:**

This course is designed to provide students with the basic information needed to develop an advertising creative strategy and the accompanying copy and design. Students will be provided with techniques, principles and procedures to develop and evaluate their advertising. In addition they will learn to set objectives as a prerequisite condition to developing advertising.

The concept of advertising creative strategy and copywriting provides that students adhere to a personal and professional code of ethics, that they learn to write with clarity, simplicity, style, precision, imagination and controlled passion. Students should have a broad vocabulary in order to use words thoughtfully and skillfully.

Students will be encouraged to learn all about a product or service in order to present its benefits and virtues in a clear, honest, and distinctive manner. They also will be encouraged to use

research as an ally in this venture. Finally, students will be invited to stretch their imagination to turn their ideas into effective advertisements.

## II. COURSE OBJECTIVES:

This course is designed to allow students to

1. Explore how the written word is used in advertising across a number of mass media types to effectively communicate and persuade;
2. Better understand consumer groups as a way to develop creative strategies and tactics that will appeal to said consumer groups;
3. Understand the various creative strategies used to attract consumers to a product, service and/or idea;
4. Develop and improve skills in writing and crafting a variety of copy elements to include attention-getting headlines, persuasive body copy, and memorable slogans; and
5. Put together a representative portfolio of their work.

## LEARNING OUTCOMES:

As a result of taking this course in Creative Strategy and Copywriting, you should be able to

1. Develop appropriate creative strategies and executions;
2. Understand how to profile a consumer group;
3. Write stronger and more compelling copy and headlines;
4. Write about a product's or service's benefits, not features;
5. Prepare layouts - for everything from newsprint pages to billboards; and
6. Learn how to evaluate creative solutions in terms of their suitability to the original creative assignment and target audience.

## III. UNITS OF INSTRUCTION:

Unit 1. Copywriting & Creative Strategy

Unit 2. Ad Layout & Design

Unit 3. Ads for the Print Media

Unit 4. Ads for the Broadcast and Interactive Media

## IV. METHODS OF INSTRUCTION:

A variety of the following instructional methods will be utilized, and may vary from semester to semester depending on the individual needs of the students enrolled.

- A. Lecture
- B. Lecture-Discussion
- C. Guest speakers
- D. Student presentations
- F. Films, tapes, slides

## V. EVALUATION: Point values are assigned to the following:

- A. Written exams (2 @ up to 25 points each)
- B. Class & Lab participation (up to 20 points)
- C. Assignments – (8 @ 10 points each)
- D. Portfolio (up to 40 points)
- E. Portfolio Oral Presentation (up to 10 points)

**Grading:**

Two tests will be given during the semester on the textbook and lecture material. Dates of the tests are announced well in advance; therefore no makeup tests will be given. If it is necessary for a student to be absent on the day of an exam, arrangements should be made to take the exam in advance. Exams cannot be taken after the designated test date. Students may review their exams but they cannot keep their exams after grading.

During the semester, students will be assigned a variety of class assignments. Assignments will be explained in detail and due dates will be identified in advance. Each assignment must be the original work of the student. Assignments are NOT accepted after the designated due date. Grammar, spelling, and style will be taken into account when grading written assignments. Please check your spelling and grammar *before* submitting your work. You are expected to use proper English grammar. IM, chat, and email slang and abbreviations are not acceptable forms of communication in this course. Computer related and printing problems are never a valid excuse for not completing or submitting an assignment on time. Therefore it is advisable to complete the assignments early enough to take into account any problems that may occur. Late assignments will *not* be accepted.

This class is designed as a student-participation class; therefore students will be assigned a grade for class and lab participation. Class and lab participation includes class discussions over the content of the textbook and lecture material, attendance and punctuality.

The portfolio material will be explained in detail throughout the semester. In short, portfolio materials will be taken from semester assignments.

Letter grades will be based on these scores:

A = 200 - 179

B = 178 - 159

C = 158 - 139

D = 138 - 119

F = 118 and below

The last day for students to drop a class or completely withdraw with an automatic "W" is October 28, 2016. After the student drop deadline, students must be dropped from a course with a grade of "F". A grade of "W" can be assigned only under exceptional circumstances and only with the approval of the instructor and academic dean. The student must petition for the "W" grade in writing and provide the necessary supporting documentation.

A grade of "I" for "Incomplete" will be given only when unusual circumstances have prevented a conscientious student from completing the requirements of the course in a timely manner. An "I" is a rare grade, and if used, the student and instructor must fill out and file an incomplete grade contract form prior to the end of the semester.

**VI. UNIVERSITY POLICIES****Scholastic Honesty and Student Discipline:**

The University of Texas at El Paso expects students to maintain the highest standard of honor in their scholastic work. Scholastic dishonesty (which includes the attempt of any student to present the work of another as his or her own, or any work which s(he) has not honestly performed, or attempting to pass any examination by improper means) is a serious offense and will subject the student to disciplinary action. The aiding and abetting of a student in any dishonesty is held to be an equally serious offense.

All alleged acts or scholastic dishonesty will be reported to the Dean of Students for disposition. It is the Dean of Student's responsibility to investigate each allegation, dismiss the allegation, or proceed with disciplinary action in a manner that provides the accused student his or her rights of due process.

Students are expected to assume personal responsibility, to be socially mature and independent, and to function satisfactorily within a structured learning environment. Students attending class should ONLY be those students OFFICIALLY enrolled in the course and section. Children and other family members, friends and guests of class members must wait for students outside the classroom.

The obstruction or disruption of any teaching, research, administrative, disciplinary, public service or other authorized activity on campus is prohibited; any student or group of students creating such an obstruction or disruption will be subject to disciplinary action.

### **Disability Statement**

As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, if a student needs an accommodation then the Office of Disabled Student Services located at UTEP need to be contacted. If you have a condition, which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of the Disabled Student Services. You may call 915-747-5148 for general information about the American with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability.

Individuals with disabilities have the right to equal access and opportunity. It is the student's responsibility to contact the instructor and The Center for Accommodations and Support Services Office (CASS) at The University of Texas at El Paso.

## **VII. CLASS POLICIES:**

### **Attendance Policy:**

It is an unusual student who is able to turn in satisfactory assignments without having previously participated in class activities. Students are expected to attend class regularly, be punctual and be prepared. University and class policy allows for students to miss six (6) hours of class time without penalty. After six hours of absence, students will be penalized five (5) points per absence. Students with an excessive number of absences will be dropped from the class roll up to the drop/withdrawal deadline.

Students missing class because of a university sanctioned event must inform the instructor of the absence in advance and provide written confirmation of the event, and will be permitted to make up both assignments and any examination in consultation with the instructor. A student may receive permission to be absent for the observance of a religious holy day if the student has notified the instructor of his/her intent in writing no later than September 15th. Students so excused will be permitted to take an examination in advance or complete assignments.

Tardy attendance also will be noted. A tardy is recorded when the instructor takes roll and a student is not present.... and will be registered up to 15 minutes. After 15 minutes, the student is counted absent. A total of five (5) tardies equals one absence.

### **Assignments:**

Students are expected to read any textbook assignment ahead of class in order to discuss the material at hand. Pop quizzes may be given to ensure the student is keeping up with the material being discussed.

Late work will not be accepted for any reason. If a student is unable to make it to class when assignments are due, it is their responsibility to make arrangements to get the material turned in on time. For example, e-mailed assignments will only be accepted as proof of work when a student is absent. Students must submit a hard copy of their assignment for grading.

#### **Technology and Classroom Etiquette:**

Students may take notes on their personal laptops during class. However, any use of social media or email is restricted and the privilege to use laptops for note taking will be reversed. Likewise, all personal cell phones and other electronic communication devices including PDA's and multimedia players among others **must be turned off** when entering the classroom or lab unless prior permission has been granted by the instructor. The instructor does not consent to being recorded or imaged in any way, nor gives consent, implied or otherwise, for her image or voice to be distributed or appear on social websites, media or other distributed methods public or private. Violations will be reported to Student Affairs. When in the computer lab, no food or drinks are allowed.

#### **Extenuating circumstances preventing class attendance, test taking and/or class assignments being turned in on time:**

There may be situations arise that cause obstacles to students attending class, taking a test or turning in assignments. Medical emergencies, a death in the family, and the like may pose a conflict to scheduled class activities. Students should contact the instructor directly in her office, acknowledging and explaining the situation at hand. Personal business, out-of-town trips, counselor appointments, and the like should be scheduled at a time that does not conflict with class or lab dates.

#### **VIII. IMPORTANT 2016 DATES TO REMEMBER: (subject to change)**

Sept. 05	Labor Day Holiday
Oct. 10	Test #1
Oct. 28	Last Day to Drop
Nov. 21	Test #2
Nov. 24-25	Thanksgiving Holiday
Nov. 28	Final Portfolio due
Nov. 30	Portfolio Oral Presentation
Dec. 01	Last Day of Class
Dec. 02	Dead Day
Dec. 09	10 a.m. – 12:45 p.m. Pick up graded portfolios

#### **2016 FALL SEMESTER PACING: (subject to change)**

The pacing of this course is designed so that students cover (1) appropriate course material so that they are adequately prepared for the demands that will be made on them in subsequent courses, and (2) material in sufficient depth and detail to allow students an opportunity to succeed in its mastery.

Week 1	Introduction to Course/Creating Great Advertising/Ch. 1 – Researching the Ad
Week 2	Ch. 1 - Researching the Ad/Ch. 2 Strategy
Week 3	Ch. 2 - Developing Creative & Concept Strategies
Week 4	Ch. 4 - Developing Body Copy
Week 5	Ch. 3 - Developing Headlines/Slogans
Week 6	Ch. 5 - Ad Layout & Design

Week 7	Ch. 5 - Images/Typography
Week 8	Test #1/Ch. 7 Magazines-Consumer
Week 9	Ch. 7 – Magazines-Business/Ch. 10 Direct Response-Mail
Week 10	Ch. 12 – Out-of-Home/Ch. 15 Putting Together a Resume
Week 11	Ch. 8 – Radio/Ch. 9 - Television
Week 12	Ch. 9 - Television/Ch. 11 - Internet
Week 13	Ch. 15 - Putting Together a Portfolio/Test #2
Week 14	Portfolios Due/Thanksgiving Holiday
Week 15	Oral Portfolio Presentation