

ADDITIONAL TEXT:

Thesaurus, any publisher or editor, hard copy format

This is a valuable tool for copywriters, helping them get “un-stuck” because of its flexibility and methods of approach to finding appropriate words for any writing voice. While online resources exist, learning to use a print thesaurus is invaluable because it gives you more options. We’ll have a tutorial...

I. COURSE DESCRIPTION:

You’ll learn how to think and write like an advertising copywriter. We’ll explore natural advantages you may already have, improve your writing, presentation and persuasion skills and develop your strategic thinking.

Learning strategy will entail uncovering useful insights into products, clients and the audiences they need to reach. Once we’ve mastered beginning strategy, we’ll use it to create a brand voice, to write with power, to work on visual thinking and to see how great ideas can sell a product.

We’ll concept and/or write for a variety of media, including print, digital, outdoor, radio (streaming and terrestrial) and video or television. Expect to write under deadline during our lab segments, and to share your work with me and other students. Learning to collaborate is one of the vital skills of a copywriter. So is learning to take criticism and suggestions in a professional manner. This is no place for shyness. We will all wrestle our assignments together, so be prepared to share and learn. That is something that happens throughout a copywriting career.

I’ll expect polished work for final assignments: no spelling, grammar or punctuation errors. If you have trouble with basics, I advise you to take advantage of university writing tutoring services at <http://uwc.utep.edu/> In the real world, proofing mistakes cost money. In class, they will cost you grade points. You can also use grammarly (a free plugin that helps you uncover errors in your writing, although the paid version is much more thorough.) You can download it at grammarly.com.

II. COURSE OBJECTIVES:

You’ll leave this class understanding the potential for a copywriting career in an advertising agency, an in-house advertising department or as a freelance career.

1. Explore ways to develop persuasive strategies.
2. Understand the difference between a strategy and a tactic.
3. Learn what voice is and how to create and maintain it.
4. Improve writing skills to net a powerful set of writers’ tools, useful in any career.

5. Learn collaborative creative thinking and problem-solving.
6. Learn how to create a cohesive portfolio of work.

LEARNING OUTCOMES:

At the end of Creative Strategy and Copywriting, you should be able to:

1. Develop workable creative strategy and execution for the real world.
2. Find insights into products, clients and consumers.
3. Write persuasive copy across a variety of media.
4. Present concepts to a creative director.
5. Make a portfolio of your work.
6. Work inside a creative team or independently.

III. UNITS OF INSTRUCTION:

- Unit 1. Creative strategy
- Unit 2. Strategy-based copywriting
- Unit 3. Writing for multiple media

IV. METHODS OF INSTRUCTION:

Class lectures will contain information and examples the required text does not, so attendance is critical. Classroom work will include collaborative teamwork and problem-solving to train you for becoming part of an advertising agency team. There will be guest speakers to give you some real-world perspective. There will also be some presentation training, so you'll learn basics of how to present work effectively.

I'll use real-life advertising examples from a variety of sources, as well as supplemental case studies from sources such as Communication Arts, Lürzer's Archive (available online) and others.

V. EVALUATION:

		Possible Points
A.	Research basics	5
B.	Creative Brief	15
C.	Cutting & sharpening	5
D.	Writing Assignments (five @ 10 points each)	50
E.	Writing Portfolio	55
F.	Class Participation	10
G.	Lab Participation	10
Total		150

Grading:

We won't be having formal exams on our books. For this class, doing your assignments one by one is vital. Keeping up is vital. Points can slip away quickly, and our pace will be fast. Your

books are meant to be handbooks, there to help you when I am not around to coach you. In writing, you learn by doing and having access to a coach. I am that coach. Use this advantage. You have the advisory capacity of an experienced creative director to help you learn how copywriting works in an advertising agency.

There will be no makeup assignments, but there may be an extra-credit one.

Projects will work much like projects in an ad agency. I'll brief you. I'll answer questions. We'll do so the work right away in lab, or possibly you'll get a little time to take it home and complete it. Agencies move fast. We will, too.

The latter part of the class will entail refining work we may have done as an assignment, doing newer work and/or adding strategically to your work so you can create a legitimate writing portfolio.

Your portfolio will count as a final for this class.

Letter grades will be based on these scores:

4.0	A = 121 - 150
3.0	B = 91 - 120
2.0	C = 61 - 90
1.0	D = 31 - 60
0.0	F = 30 and below

The last day for students to drop a class or completely withdraw with an automatic "W" is November 2, 2018. Students who drop after the deadline will receive an F.

VI. UNIVERSITY POLICIES

Academic Integrity, Scholastic Honesty and Student Discipline:

Specific advice for our class:

Be mindful of copyright laws. Do not lift wording from any sources verbatim. Do not use source material without crediting it. These are violations of copyright law and a violation of UTEP's scholastic honesty policy.

UTEP's policies:

The University of Texas El Paso prides itself on its standards of academic excellence and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, submitting work for credit that is attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

For the official policies on academic integrity and scholastic dishonesty, please refer to

the Handbook of Operating Procedures.

If you have a disability:

The Center for Accommodations and Support Services (CASS) is here to help every student get the most from his or her class experience. If you have a condition that may affect your ability to perform successfully in this course, it's your responsibility to contact CASS at 747-5148, or by email: cass@utep.edu. You can also visit the office in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. Only CASS Staff can validate, and if need be, authorize accommodations for students with disabilities.

VII. CLASS POLICY:

Attendance:

In an advertising agency, your team depends on you to come to work, be on time and do your best work. This class will be no different. You're learning to be a professional. If you're unavailable, late or otherwise not holding up your part of the class, that will show in your grade.

Class participation will pay off with useful skills you won't be able to gain just by reading.

University policy allows students to miss six hours of class time without penalty. After six hours of absence, missing class will affect your grade.

Exceptions:

- If you miss class because of a university-sanctioned event, you must let me know in advance and provide written confirmation of the event. I will let you make up assignments and any exams that took place during the class you missed.
- Religious holidays: you may miss class to observe a religious holy day if you notify me in writing one week in advance.
- Medical emergencies, a death in the family, a flat tire... life presents challenges. If one of these causes you to miss class, I will expect to talk with you in person or I can't excuse your absence.
- These are not exceptions: personal business, travel, counselor appointments and any other business you can schedule so it doesn't conflict with class. Be smart about making arrangements for events like these.

Lateness:

It's rude. When you're late, you show disrespect for your team and waste everyone's time. If you are more than 15 minutes late, that counts as an absence. Absences count against your course participation grade.

Students attending class should ONLY be 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.

Assignments:

In the advertising world, deadlines are sacred. There is no such thing as late work. If your computer breaks down, if your printer needs ink, etc., adapt and get the job done. Neither clients nor I will accept late work.

Technology and Classroom Etiquette:

Personal laptops and tablets

We'll be using them heavily. Bring your laptops. I expect you to take good notes in my class because I do not make my keynotes public. You'll need your computer to complete lab assignments as well. Stay focused. If you're verging into social media, chat or texting friends, I may ask you to leave class.

The AT&T computer lab is across the hall from our Thursday classroom, and it offers computers and printing. The department doesn't allow food or drinks in the computer lab.

Cell phones

No recording. No picture-taking. You do not have my permission to film, record or use my image or voice, or to distribute it in any medium, public or private. I will report violations to Student Affairs.

There may be instances when we use social media or other mobile applications for learning purposes. I will cue you with permission.

VIII. IMPORTANT 2018 DATES FOR THIS CLASS: (subject to change)

Sept. 3	Labor Day holiday
Sept. 4	Present client research
Sept. 20	Creative brief presentation
Oct. 4	Print ads due
Oct. 11	Cutting and sharpening exercise
Oct. 16	Radio scripts due
Oct. 23	OOH concepts and headlines due
Nov. 1	Social media assignment due
Nov. 2	Fall drop / withdrawal deadline
Nov. 8	TV/mobile synchronized scripts due
Nov. 13	Rules and regs for your final assignment
Nov. 20	Portfolio outline due
Dec. 6	Final portfolio presentations

2018 SPRING SEMESTER PACING: (subject to change)

We may have to make adjustments, but the overall pacing is designed to give you good groundwork in specific ad format writing before you begin your final assignment, your portfolio.

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| Week 1 | <p>Reading: Advertising Concept & Copy: Chapters 1, 2, 3 & 4</p> <p>Tasks: Research a client</p> <p>August 28: Discuss books, syllabus, basics</p> <p>August 30: Discuss chapters 1 & 2</p> |
| Week 2 | <p>Reading: Advertising Concept & Copy: Chapters 5 & 6</p> <p>September 4: Discuss chapters 3 & 4/intro to behavioral science/present client research</p> <p>September 6: Discuss chapter 5 / strategic approaches</p> |
| Week 3 | <p>Reading: Advertising Concept & Copy: Chapters 7 & 8</p> <p>Tasks: write a creative brief</p> <p>September 11: Discuss chapter 6 / supplemental video learning in class</p> <p>September 13: Discuss chapter 7 / work on creative briefs</p> |
| Week 4 | <p>Reading: Advertising Concept & Copy: Chapter 15
Hey Whipple, Squeeze This: Chapter 4</p> <p>Tasks: present your creative brief to professionals</p> <p>September 18: Discuss Chapter 8 / check-in meeting on brief</p> <p>September 20: Creative brief presentations</p> |
| Week 5 | <p>Reading: Advertising Concept & Copy: Chapter 9 / campaign concepting</p> <p>Tasks: campaign concepting</p> <p>September 25: Discuss Concept & Copy Chapter 15 & Whipple 4</p> <p>September 27: What is a concept (review & practice)</p> |
| Week 6 | <p>Reading: Advertising Concept & Copy: Chapters 16 & 10</p> <p>Tasks: concepting and writing print ads</p> <p>October 2: Review Chapter 9 and Whipple 4</p> <p>October 4: Review Chapter 16 / print assignment due</p> |

- Week 7
Reading: Advertising Concept & Copy: Chapter 13
Hey Whipple, Squeeze This: Chapter 17 / radio
Tasks: cutting and sharpening your writing; begin writing radio
October 9: Review Concept & Copy Chapter 10 / cutting and sharpening
October 11: Review Whipple 17 and Concept & Copy 13; additional live interview with special guest: music composer
- Week 8
Reading: Advertising Concept & Copy: Chapters 14 & 11
Hey Whipple, Squeeze This: Chapter 12
Tasks: complete radio scripts and write Out of Home advertising
October 16: Complete radio scripts
October 18: Review Chapter 14 / Work on OOH
- Week 9
Reading: Hey Whipple, Squeeze This: Chapters 13, 14 & 15
Tasks: complete OOH assignment
Social media assignment
October 23: Review Whipple 12 and Concept & Copy 11 / also how to write a rationale / OOH assignment due
October 25: Review Whipple 13 / work on social media assignment
- Week 10
Reading: Advertising Concept & Copy: Chapter 12 / TV and video
Hey Whipple, Squeeze This: Chapter 19
Tasks: complete social media assignment
October 30: Review of Whipple 13 & 14
November 1: Review of Concept & Copy Chapter 12
- Week 11
Reading: Advertising Concept & Copy: Chapters 18, 19 & 20
Hey Whipple, Squeeze This: Chapter 20
Tasks: synchronizing mobile and TV
November 6: Review Whipple 19, more on presenting your work, check-in meeting on concept synchronization
November 8: Review Concept & Copy 18, 19, 20, finish TV scripting
- Week 12
Reading:
Tasks: Portfolio final assignment kickoff
November 13: Review Whipple 20 / TV/mobile scripts due / final assignment kickoff
November 15: Check-in meeting: your portfolio proposal

- Week 13 Reading:
Tasks: Submit your portfolio plan, begin revisions and enhancements
November 20: Reviews: writing a brief, rationale, etc. / final portfolio plan is due
November 22: Thanksgiving
- Week 14 Reading:
Tasks: Portfolio building, refinement and consultation
November 27: portfolio consultation
November 29: Review considerations for final portfolio; portfolio consultation
- Week 15 Reading:
Tasks: Final portfolio presentation
December 4: final chance for consultation
December 6: final portfolio due; presentations of portfolio work; review of private study and copy job opportunities

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