

## OFFICIAL COURSE OUTLINE AND INFORMATION

### COMM 3333 26269 – Creative Strategy & Copywriting/Spring 2019

Course Number 26269

Tuesdays: 3:00 – 4:20 p.m.  
Education Building 110  
Thursdays: 3:00 – 5:50 p.m. (lab included)  
Cotton Memorial 306

Instructor: Mrs. Rhonda Doré

Phone: 747-5490  
email: rrdore@utep.edu

Office & Hours: COTT 205

Tuesdays & Thursdays, 9:30 to 10:20  
Wednesdays, 9:00 a.m. to 1:00 p.m.  
or by appointment

Department Office:

Room 201/Cotton Memorial • 747-5129

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#### PREREQUISITES:

COMM 2330 and COMM 3332 with a grade of "C" or better, and junior standing. English writing skills (correct spelling, grammar, punctuation, sentence structure, etc.) are necessary.

#### REQUIRED TEXTS:

***Advertising Concept and Copy***, Third edition, by George Felton (W. W. Norton & Company) ISBN: 978-0-393-73386-0.

This textbook covers the entire conceptual process, from developing an intelligent, workable strategy to strong execution of copy in a variety of media. It includes training for how to write a creative brief (a must for copywriters in smaller agencies and in-house departments), how to research a client's product, and innovative thinking methods for producing a strong creative product.

***Hey Whipple, Squeeze This***, Fifth edition, by Luke Sullivan and Edward Boches (John Wiley & Sons) ISBN: 978-1-119-16400-5.

This is a classic best-seller for good reason: it's rich with insights agency creatives use daily. The newest edition includes writing for digital, social and emerging media. It contains great advice for writing clutter-busting copy for complex media (radio, for example). Inspiring and fun, this book is one you'll want to keep.

#### 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 and radio (streaming or terrestrial). 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. Collaboration 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](http://grammarly.com). Virtually every word processor (Word, Pages...) offers spelling and grammar checking, too.

## 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. Learn to write a creative brief and how to use one to create relevant creative concepts.
3. Learn what voice is and how to create and maintain it.
4. Improve writing skills, 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 a client.
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.

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.	Creative Brief	10
B.	Writing Assignments (six @ 10 points each) (Sharpening your writing, print concepts, print ads, radio, OOH, social media)	60
C.	Writing Portfolio	20
D.	Class Participation	10
	Total	100

Grading:

We won't have exams. 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 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 — creating your own portfolio — 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 = 90 - 100
- 3.0 B = 80 - 89
- 2.0 C = 70 - 79
- 1.0 D = 60 - 69
- 0.0 F = 59 and below

The last day for students to drop a class or completely withdraw with an automatic "W" is April 5, 2019. 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](mailto: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](http://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, talk with me 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)

Feb. 14 Creative brief presentation

Feb. 21 Campaign concepts due

March 5 Print ads due

March 18-22 Spring Break

March 26 Radio scripts due

March 28 Out of Home copy due

April 4 Social media presentations

April 5 Last day to drop

April 18 Final portfolio outline is due

May 9 Final portfolio presentations

### 2019 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.

Week 1 Reading: Advertising Concept & Copy: Chapters 1 & 2  
 Tasks: Research a client  
 January 22: Discuss books, syllabus, basics; client assignment

- January 24: Discuss chapters 1 & 2 / client research
- Week 2      Reading: Advertising Concept & Copy: Chapters 3, 4, 5 & 6  
 January 29: Discuss chapters 3 & 4/intro to behavioral science  
 January 31: Discuss chapter 5 / strategic approaches
- Week 3      Reading: Advertising Concept & Copy: Chapters 6, 7 & 8  
 Tasks: write a creative brief  
 February 5: Discuss chapter 6 / intro to creative briefs  
 February 7: Discuss chapter 7 / work on creative briefs
- Week 4      Reading: Advertising Concept & Copy: Chapter 15  
                   Hey Whipple, Squeeze This: Chapter 4  
 Tasks: present your creative brief to professionals  
 February 12: Discuss Chapter 8 / check-in meetings on brief  
 February 14: Creative brief presentations / Lab cancelled for today
- Week 5      Reading: Advertising Concept & Copy: Chapter 9  
 Tasks: campaign concepting  
 February 19: Discuss Concept & Copy Chapter 15 & Whipple 4  
 February 21: What is a concept? (concepts due at end of lab)
- Week 6      Reading: Advertising Concept & Copy: Chapters 10 & 16  
 Tasks: concepting and writing print ads  
 February 26: Review Chapter 9 (voice)  
 February 28: Review Chapter 16 (how to write a headline)
- Week 7      Reading: Advertising Concept & Copy: Chapter 13  
                   Hey Whipple, Squeeze This: Chapter 17 / radio  
 Tasks: cutting and sharpening your writing  
 March 5: Review Chapter 10 / print ads due beginning of class  
 March 7: Review Chapter 10 / active work in tightening and sharpening / print  
 ad revisions if needed
- Whipple 17 and Concept & Copy 13 / radio assignment  
 LAB: work on radio, review script ideas.
- Week 8      Reading: Advertising Concept & Copy: Chapter 14  
                   Hey Whipple, Chapters 12 – 15  
 Tasks: Radio assignment  
 March 12: Review Concept & Copy Chapter 13 and Whipple 17  
 Radio assignment kickoff  
 March 14: Review Chapter 14, B to B and guerilla portions / Radio assignment  
 work in lab. Read over break: Hey Whipple, Chapters 12 – 13. Complete radio  
 over break.
- Week 9      SPRING BREAK

Week 10	<p>Reading: Advertising Concept &amp; Copy: Chapter 11          Hey Whipple: Chapters 12 &amp; 13</p> <p>Tasks: Radio assignment due, begin writing OOH</p> <p>March 26: Review Chapter 14, OOH portion. OOH assignment begins. Radio assignment is due at beginning of class.</p> <p>March 28: Review Concept and copy Chapter 11; Whipple Chapters 12 and 13; Begin social media assignment (bring on the bad)</p> <p>LAB: complete OOH assignment.</p>
Week 11	<p>Reading: Advertising Concept &amp; Copy, Chapter 12 (TV and video)</p> <p>Tasks: Social media assignment</p> <p>April 2: Review bad social media.</p> <p>April 4: Social media presentations</p>
Week 12	<p>Reading: Advertising Concept &amp; Copy: Chapters 18, 19 &amp; 20</p> <p>Tasks: TV practice script</p> <p>April 9: Review Concept and Copy Chapter 12 (TV/video)</p> <p>April 11: Review Concept &amp; Copy 18, 19, 20, work on TV scripting</p>
Week 13	<p>Reading: Hey Whipple, Chapter 19</p> <p>Tasks: Portfolio final assignment kickoff; submit your portfolio plan</p> <p>April 16: Review Whipple 19 (defending your work) final assignment kickoff</p> <p>April 18: Submit and discuss your portfolio plan. Due by end of lab.          TV/video scripting due.</p>
Week 14	<p>Reading: Review chapters applicable to your portfolio</p> <p>Tasks: Portfolio revisions and enhancements</p> <p>April 23: Review writing a brief, writing a rationale, concepting, creative methods, revising your work, etc.</p> <p>April 25: Explore Behance / check in on portfolio status</p>
Week 15	<p>Reading: Review chapters applicable to your portfolio</p> <p>Tasks: Portfolio building, refinement and consultation</p> <p>April 30: portfolio consultation</p> <p>May 2: Review considerations for final portfolio; review making an online portfolio; portfolio consultation</p>
Week 16	<p>Reading: Review chapters applicable to your portfolio</p> <p>Tasks: Final portfolio building and presentation</p> <p>May 7: final chance for consultation</p> <p>May 9: final portfolio due; presentations of portfolio work</p>

## COPYRIGHT NOTICE

Many of the materials used in this course are protected by copyright law. These materials are only for the use of students enrolled in this course, and only for the purpose of this course. It is a violation of copyright law for you to use them for purposes other than this class or to share them with others.