

# COMM 3333 – 11892 • Creative Strategy & Copywriting

Fall 2023 • Professor Sondra Jones

Mondays and Wednesdays 9am-10:20am, Hudspeth Hall 213

## Weekly Calendar

(Subject to Change)

### Abbreviations:

**ACC** = Advertising Concept & Copy

**HW** = Hey Whipple, Squeeze This

**BB** = Blackboard.

Mondays are lecture days and Wednesdays are lab days. Some weeks, both days will be lectures. During labs, I'll help coach you one-on-one, troubleshoot your ideas, clarify, and share info that can help improve your grade. It's a judgment-free zone where I will work with you to help you make your work better. Student experience with this class has shown that regular lab participation makes a big difference in your understanding of this class and in improving your grade.

Bring your work to lab for review. You can upload work in progress to Blackboard in the folder for the assignment you're currently working on. You'll be able to upload multiple times for every assignment, so you'll still be able to upload your final work without a problem. Since BB requires a grade for everything, your interim grade might be 0. Don't worry. I'll replace that with your real grade later.

**Assignment Begins: don't miss this briefing**

**Assignment Due Dates are highlighted. Please note: late assignments receive zero points**

Week	Topics	Reading	Assignments	Notes
<b>Week 1</b> <b>Aug. 28- Sep. 1</b>	Hello!  Books & Syllabus  Client Research	<b>ACC</b> <b>Ch 1 &amp; 2</b>  BB slides & videos	Lab exercise in researching a client  <b>Due Friday, Sep 1 11 PM</b>	<b>Please upload your student info form Tuesday Aug 29 by 11pm</b>
<b>Week 2</b> <b>Sep. 4 –8</b>	Consumer	<b>ACC Ch 3, 4, &amp; 5</b>	Lab exercise in relating a client to	

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	behavior  Strategic approaches	BB slides & videos	Maslow's Needs  Due Sep 7 11 PM	
<b>Week 3</b> <b>Sep. 11 - 15</b>	Developing the brief  Telling stories	<b>ACC Ch. 6, 7 &amp; 8</b> BB slides & videos	Collaborative creative brief assignment begins	Lab will be a review of the assignment.
<b>Week 4</b> <b>Sep. 18 - 22</b>	Thinking in words and pictures	<b>ACC Ch. 8</b> BB slides & videos	Creative Briefs Due Sep 21 11 PM	Lab: feedback on your briefs.
<b>Week 5</b> <b>Sep. 25 - 29</b>	What is a concept?  How to be creative	<b>ACC Ch. 15</b> <b>HW Ch.2 &amp; 4</b> BB slides & videos	Campaign concepting assignment begins	LAB topic: Campaign concepting questions
<b>Week 6</b> <b>Oct. 2 - 6</b>	Establishing voice  Writing headlines	<b>ACC Ch. 9 &amp; 16</b> BB slides & videos	Campaign Concepts due Oct 5 11PM	LAB: campaign concepts help & print assignment  Try writing a meme
<b>Week 7</b> <b>Oct. 9 - 13</b>	Writing well	<b>ACC Ch. 10</b> BB slides & videos	Print ad assignment begins	LAB: help with print
<b>Week 8</b> <b>Oct. 16 - 20</b>	Out of Home  B to B and guerilla advertising	<b>ACC Ch. 14</b> BB Slides & videos	OOH assignment begins  Print assignment due Oct 19 at 11PM	LAB: Review OOH assignment
<b>Week 9</b> <b>Oct. 23 - 27</b>	Writing for radio	<b>ACC Ch. 13</b> BB slides & videos	OOH Due Oct 26 11 PM	LAB: Review radio assignment.  Help with OOH or radio conception.

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<b>Week 10</b> Oct. 30 – Nov. 3	Digital and social media. Writing for the web	<b>ACC: Ch. 11</b> <b>HW: Ch. 10, 11, 12</b> BB Slides & videos	3 radio concepts due for LAB, Nov 1	LAB: Show me your radio ideas  <b>November 3 is the last day to drop this class with a “W”</b>
<b>Week 11</b> Nov. 6 - 10	Television and video	<b>ACC: Ch. 12</b> BB: Week 11 content <b>HW: Ch 14</b>	Radio scripts due Nov 9 by 11 PM	LAB: Radio script help
<b>Week 12</b> Nov. 13 - 17	Refining your work. Defending your work	Review chapters applicable to your portfolio BB Week 13 content <b>HW: Ch. 16 &amp; 17</b>	Final portfolio assignment begins  Your portfolio plan is due Nov 16 by 11PM  LAB exercise begins: Turn your radio into TV	Your portfolio plan is <u>part one</u> of your portfolio  Don't start your portfolio until I approve your plan.
<b>Week 13</b> Nov. 20 - 24	Review: writing a creative brief, concepting, revising your work  How to write a rationale	<b>ACC: Ch. 22 &amp; 23</b> BB: Week 12 content		LAB: Help with your portfolio.  Thanksgiving Nov 23, No classes Thursday and Friday
<b>Week 14</b> Nov. 27 – Dec. 1	Work on your portfolio		Lab Exercise: Turn your radio into TV due Nov 27, 11pm	
<b>Week 15</b> Dec. 4 - 8	Work on your portfolio	There may be some slides and materials. Check BB.	Extra Credit Meme Due Dec 7, 11PM	Final shot at a check-in Dec 7 at Lab
<b>Week 16</b> Finals Week	No classes during		Your portfolio is due Dec 14 at 11	

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<b>Dec. 11 - 15</b>	Finals week		<b>PM</b>	