

COMM 3333 – 11600 • Creative Strategy & Copywriting

Fall 2024 • Professor Sondra Jones

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

Weekly Calendar

(Subject to Change)

Abbreviations:

ACC = Textbook *Advertising Concept & Copy*

HW = Textbook *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.

I've organized the material in units that I hope will help present the course in recognizable areas of focus:

Unit 1: Strategic approaches to consumers and brands

Unit 2: How to think creatively

Unit 3: Writing for advertising media

Unit 4: Creating portfolio work

Course Calendar: COMM 3333– 11600 • Creative Strategy & Copywriting

Week & Unit	Topics	Your Reading	Assignments	Notes
<p>Week 1 Aug 26-30</p> <p>Unit 1: Strategic approaches to consumers and brands</p>	<p>Hello!</p> <p>Books & Syllabus</p> <p>What is strategy? What is copywriting?</p> <p>Client Research</p>	<p>HW Ch 1</p> <p>ACC Ch 1 & 2</p> <p>BB slides & videos</p>	<p>Exercise in researching a client</p> <p>Due Sunday Sep 1, 11 PM</p>	<p>Please complete your student info form in class Aug 25</p>
<p>Week 2 Sep 2-6</p> <p>Labor Day Sep 2 UTEP Closed</p> <p>Unit 1: Strategic approaches to consumers and brands</p>	<p>Consumer behavior</p> <p>Strategic approaches</p>	<p>ACC Ch 3, 4, & 5</p> <p>BB slides & videos</p>	<p>Lab exercise in relating a client to Maslow's Needs</p> <p>Due Friday, Sept 6, 11 PM</p>	
<p>Week 3 Sep 9-13</p> <p>Unit 1: Strategic approaches to consumers and brands</p>	<p>Developing the brief</p> <p>Telling stories</p>	<p>ACC Ch. 6</p> <p>Developing the Creative Brief</p>	<p>Collaborative creative brief assignment begins</p>	<p>Sep 11 Fall Census Day</p> <p>Lab will be a review of the CB assignment.</p>
<p>Week 4 Sep 16-20</p> <p>Unit 2: How to think creatively</p>	<p>Thinking in words and pictures</p>	<p>ACC Ch. 7 & 8</p> <p>Telling Stories, Thinking in Words and Pictures</p>	<p>Creative Briefs Due Friday, Sept 20, 11 PM</p>	<p>Lab: Present your briefs.</p>

Week & Unit	Topics	Your Reading	Assignments	Notes
<p>Week 5 Sep 23-27</p> <p>Unit 2: How to think creatively</p>	<p>What's a concept? How to be creative. How to present your ideas to your boss.</p>	<p>ACC Ch. 15 HW Ch.2 & 4 BB slides & videos</p>	<p>Campaign concepting assignment begins</p>	<p>Lab: Campaign concepting.</p>
<p>Week 6 Sep 30-Oct 4</p> <p>Unit 2: How to think creatively</p>	<p>Establishing voice Writing headlines</p>	<p>ACC Ch. 9 & 16 BB slides & videos</p>	<p>Campaign Concepts due Thursday, Oct 3, 11pm</p>	<p>LAB: bring your concepts for help & print assignment Try writing a meme</p>
<p>Week 7 Oct 7-11</p> <p>Unit 2: How to think creatively</p>	<p>Writing well</p>	<p>ACC Ch. 10 BB slides & videos</p>	<p>Writing an Ad assignment begins</p>	<p>LAB: help with print</p>
<p>Week 8 Oct 14-18 (Midterms)</p> <p>Unit 3: Writing for advertising media</p>	<p>Out of Home B to B and guerilla advertising</p>	<p>ACC Ch. 14 BB Slides & videos</p>	<p>Out of Home assignment begins Print assignment due Thursday, Oct 17, 11pm</p>	<p>LAB: Review OOH assignment</p>
<p>Week 9 Oct 21-25</p> <p>Unit 3: Writing for advertising media</p>	<p>Writing for radio and other other audio formats</p>	<p>ACC Ch. 13 BB slides & videos</p>	<p>OOH Due Thursday, Oct 24 11 PM</p>	<p>LAB: Review radio assignment. Help with OOH or radio conception.</p>

Week & Unit	Topics	Your Reading	Assignments	Notes
Week 10 Oct 28-Nov 1 Unit 3: Writing for advertising media	Digital and social media. Writing for the web	ACC: Ch. 11 HW: Ch. 10, 11, 12 BB Slides & videos	3 Audio concepts due for LAB, Wednesday, Oct 30	LAB: Show me your radio ideas Nov 1 is the last day to drop this class with a "W"
Week 11 Nov 4-8 Unit 3: Writing for advertising media	Television and video	ACC: Ch. 12 BB: Week 11 content HW: Ch 14	Audio scripts due Thursday, Nov 7, by 11 PM	LAB: Audio script help
Week 12 Nov 11-15 Unit 4: Creating portfolio work	Refining your work. Defending your work (Presenting to clients)	Review chapters applicable to your portfolio BB Week 13 content HW: Ch. 16 & 17	Final portfolio assignment begins Your portfolio <i>plan</i> due Thursday Nov 14, 11pm	Your portfolio plan is <u>part one</u> of your portfolio LAB: exercise begins: Turn your audio into TV/video
Week 13 Nov 18-22 Unit 4: Creating portfolio work	Review: writing a creative brief, concepting, revising your work How to write a rationale	ACC: Ch. 22 & 23 BB: Week 12 content	Turn your Audio into TV/video Due Friday, Nov 22, 11pm	LAB: Help with your portfolio
Week 14 Nov 25-29 Thanksgiving Unit 4: Creating portfolio work	Work on your portfolio			Thanksgiving week. UTEP closed Nov 28-29

Week & Unit	Topics	Your Reading	Assignments	Notes
<p>Week 15 Dec 2-6</p> <p>Unit 4: Creating portfolio work</p>	<p>Work on your portfolio</p>	<p>There may be some slides and materials. Check BB.</p>	<p>Extra Credit Meme Due Thursday, Dec 5, 11pm</p>	<p>Final shot at a check-in at Lab</p> <p>Dec 5 Last Day of Class</p> <p>Dec 6 Dead Day</p>
<p>Week 16 Finals Week Dec 9-13</p>	<p>No classes during Finals week</p>		<p>Your portfolio is due Wednesday, Dec 11 at 11 PM</p>	