

COMM 3333 24751 – Creative Strategy & Copywriting / Spring 2022

OFFICIAL COURSE OUTLINE AND INFORMATION

Course Number 3333-001, CRN: 24751

TTR 10:30 – 11:50 AM
Tuesdays Lecture, Thursdays Lab
HUDS 313

Instructor: Sondra Jones

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Office: 205 Cotton Memorial

Office Hours:

Mondays: 12:00 noon - 1:00 pm
Tuesdays: 12:00 noon - 2:00 pm
Wednesdays: 10:30am - 12:00 noon
Thursdays: 12:00 noon - 2:00 pm

Department Office:

Room 201/Cotton Memorial
747-5129



PREREQUISITES:

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

REQUIRED TEXTS:

Paid subscription to Grammarly Premium, <https://www.grammarly.com/premium>

There are several good online tutorials for how to use this program. It's essential that you improve your grammar, spelling and punctuation for this class. Every assignment includes writing, and there are penalties for poor grammar, spelling and punctuation.

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 book 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.

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.

[Chances are you're used to writing for academic purposes. Be prepared to shift your thinking radically. Writing for advertising is completely different!](#)

In the strategy segment (strategy never ends for a copywriter), you'll uncover 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 sell a product.

We'll concept and/or write for a variety of media, including print, outdoor and radio. During our lab segments, you may be writing under a deadline, and you should be prepared to share your work with me and other students. Lab is an essential part of this course, designed to help you understand the leap from academic writing to business writing, specifically copywriting. Learning to collaborate is one of the vital skills of a copywriter, and you'll need to learn 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 and Grammarly is not enough, 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. Online checkers (such as those available in Word and Pages) aren't foolproof, so you should also check your own work carefully.

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.

II. COURSE OBJECTIVES:

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.

UNITS OF INSTRUCTION:

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

METHODS OF INSTRUCTION:

Class instruction: Every week you'll find a new self-paced module open online. I'll clarify and expand on these in class on Tuesdays. On Blackboard you'll find:

- Slides that summarize the chapters:
 - You're still responsible for reading the chapters.
- If there are video-watching assignments, they'll be in your weekly folder. I like to post video examples of the topics we'll be covering.
- There may be a short video that may include:
 - things to pay attention to in your textbook reading
 - explanations of assignments
 - a few clues or tips to help you along

Lab: Our official lab time is every Thursday from 10:30 to 11:50. AM. **Be prepared by having gone through the week's slides and assignments already.** Lab is a live meet-up for individual coaching help, troubleshooting your ideas, getting clarity and getting the info that can help improve your grade. It's a judgment-free zone where I help you make your work better. Student experience with this class has shown that regular lab participation makes a very big difference in your understanding of this class and in improving your grade.

Group collaborative project: We're going to learn to write an advertising campaign

strategy document called a creative brief. It will be a group project, so you'll need to collaborate with others on an assigned team.

Final project: This will be an individual project. As your final, you'll create a portfolio from the work you've done over the semester. You have the option to do new and different work to show what you've learned. You can choose to write for your own business or a business you particularly like.

HOW WE'LL STAY IN TOUCH:

- **CLASS:** Clarifying the chapters you'll be reading, answering questions about what you've studied and more.
- **LAB:** Students who succeed in this class take advantage of lab hours (and even find them encouraging, enlightening and enjoyable). This is the part of the course where students say, "OH! Now I get it!" most often. It's help, pure and simple. Take advantage of it. Lab happens every Thursday from 10:30 to 11:50 AM. Lab is vital, because it's your chance to get help on all your assignments. I'm there to coach you, to help you figure things out and to help you make your work the best it can be.
- **OFFICE HOURS:** If you don't get enough feedback during Lab, please don't hesitate to take advantage of my office hours.
- **EMAIL:** UTEP email is the best way to contact me. I check mine every day, and I'll do my best to respond within 24-48 hours of when I see your email. Please email me from your UTEP student account, and put the course number in the subject line. Please state your question clearly, and make sure you include your full name at the end.
- **DISCUSSION BOARD:** If you have a question you think other students will also have, email me! I can always start a discussion board so you can all share advice and answers.
- **ANNOUNCEMENTS:** Don't forget to check for them on Blackboard!

IMPORTANT DATES FOR THIS CLASS: (subject to change)

Jan. 20	Due: Lab exercise in researching a client
Jan. 27	Due: Lab exercise on Maslow's Needs
Feb. 10	Creative Brief due
Feb. 24	Campaign concepts due
Mar. 9	Print ad assignment due
Mar. 24	OOH assignment due
Mar. 31	Radio concepts due
Apr. 1	Last day to drop this class with a "W"
Apr. 7	Radio scripts due
Apr. 14	Portfolio plan due
Apr. 14	Lab Exercise: turning your radio into TV
May 5	Portfolios due by 11:00 PM

2022 SPRING WEEKLY SEMESTER PACING: (subject to change)

Please see the weekly course calendar, posted on Blackboard.

EVALUATION:	Possible Points
A. Creative Brief (a group project)	20
B. Lab Exercises (no grade points, but they will help clarify other assignments)	
Researching a client	
Writing a meme	
Maslow's Needs	
Turning your radio into TV	
C. <u>Writing Assignments</u> Four @ 10 points each	40
Creative Concepting	
Print ads	
Out of Home	
Radio	
C. Writing Portfolio	30
D. Lab /class Participation	10
	Total 100

Exams: There are no exams in this class. Instead, 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 writers' manuals, 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. Don't worry that your ad is 'bad' or that you're a little lost. Constructive help is what lab is all about. Use this advantage. You have the advisory capacity of an experienced ad professional to help you learn how copywriting works in an advertising agency and – in lab – to help you improve on your work in progress so you can aim for better grades.

Assignment Deadlines: I do not accept late assignments. Those earn zero points. In the advertising industry, professionals adapt to challenges and turn in proposals on time or the client eliminates them from their business. We're going to go by professional rules.

I strongly suggest that you submit your work with plenty of time to spare in the event that you have a technical issue with the course website, network, and/or your computer. I also suggest you save all your work in a separate Word document as a back-up. This way, you will have evidence that you completed the work and will not lose credit. If you are experiencing difficulties submitting your work through the course website, please contact the UTEP Help Desk. You can email me your back-up document as a last resort.

Projects will work much like projects in an ad agency. I'll brief you. I'll answer questions. You'll complete the work on your own. 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.

Extra credit: I don't offer extra credit assignments in this class because we have a lot of assignments as it is. However, you can earn 5 points of extra credit at the end of the semester if you've turned in all your assignments on time and complete.

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 1, 2022. Students who drop after the deadline will receive an F.

Incomplete Grade Policy

You may request an incomplete grade only in exceptional circumstances after you have completed at least half of the course requirements. Talk to me immediately if you believe an incomplete is warranted. If granted, we will establish a contract of work to be completed (with deadlines).

TECHNOLOGY AND CLASS "NETIQUETTE":

You'll find this course's content via the Internet through Blackboard. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Google Chrome and Mozilla Firefox are the best browsers for Blackboard; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You'll need to have access to a computer/laptop, scanner (or a way to scan a document on your smart phone), a webcam and a microphone. You'll need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you don't have word-processing software, you can download Word and other Microsoft Office programs (including Excel, PowerPoint, Outlook and more) for free via UTEP's Microsoft Office Portal. Click the following link for more information about Microsoft Office 365 and follow the instructions.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [UTEP Help Desk](#) since they're trained specifically to help with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!

Netiquette:

Online communication can be challenging. There's no tone of voice, body language or facial expression to give anyone clues about what you mean. Unclear, hasty writing can also cause

misunderstandings. Please keep these netiquette (network etiquette) guidelines in mind. Failure to observe them may result in disciplinary action.

- o Always consider your audience. This is a college-level course; therefore, all communication should reflect polite consideration of other's ideas. Politeness extends to small things, too. Use a greeting in your emails, for example.
- o Respect and courtesy must be provided to classmates and to the instructor at all times. No harassment or inappropriate postings will be tolerated.
- o When reacting to someone else's message, address the ideas, not the person. Post only what you would comfortably say in a face-to-face situation.
- o Blackboard is not a public internet venue; all postings to it should be considered private and confidential. Whatever you post in these online spaces is for classmates and professor only. Please do not copy documents and paste them to a publicly accessible website, blog, or other space.

Class Recordings:

I don't record one-on-one lab sessions; those are private. I may record videos that explain assignments so that everyone can benefit from that.

Our use of recording technology is governed by the Federal Educational Rights and Privacy Act (FERPA) and UTEP's acceptable-use policy. Any recording of class sessions will be kept and stored by UTEP, in accordance with FERPA and UTEP policies. Your instructor will not share the recordings of your class activities outside of course participants, which include your fellow students, teaching assistants, or graduate assistants, and any guest faculty or community-based learning partners with whom we may engage during a class session. You may not share recordings outside of this course. Doing so may result in disciplinary action.

VIII. CLASS POLICY:

- Use Blackboard and your books to read and study the materials. You can reach out to me with questions at any time. Email me: I check my email at least twice every weekday.
- Please take note of my office hours. If those hours aren't convenient, you can also easily schedule one-on-one time with me. Just drop me an email, and we'll work it out.
- I won't accept late assignments or exams. Those will earn a zero.
- There are no extra-credit assignments available. You will earn 5 points' extra credit at the end of the semester if you've turned in all your assignments complete and on time.
- If you miss a week of class participation because of illness, I will need a doctor's note.
- If you miss a week of class participation because of personal travel or another personal event you chose to attend rather than do your class work, that is not excused.

Absences and Course Drop Policy:

It's up to you to keep up with reading, exercises and assignments.

According to UTEP Curriculum and Classroom Policies, "When, in the judgment of the instructor, a student has been absent to such a degree as to impair his or her status relative to credit for the course, the instructor may drop the student from the class with a grade of "W" before the course drop deadline and with a grade of "F" after the course drop deadline." See

academic regulations in the UTEP Undergraduate Catalog for a list of excuse absences. If I find that, due to non-performance in the course, you are at risk of failing, I will drop you from the course. I will provide 24 hours advance notice via email.

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. THIS IS A WRITING AND IDEA-MAKING CLASS. Write your own work. Come up with your own ideas. Do not use written source material without crediting it. These are violations of copyright law and a violation of UTEP's scholastic honesty policy.

UTEP's scholastic honesty policy:

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

Specific scholastic honesty advice for this class:

Advertising is about creating ideas, not stealing them. Ideas or writing that is not your own original work are completely unacceptable.

Some of your course work and assessments may submitted to SafeAssign, a plagiarism-detecting software. SafeAssign is used review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

ACCOMMODATIONS:

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services \(CASS\)](#). Contact the Center for Accommodations and Support Services at 915-747-5148, or email them at cass@utep.edu, or apply for accommodations online via the [CASS portal](#).

COVID-19 PRECAUTIONS

The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org

In our classroom, I encourage you to wear a mask, making sure it covers both your mouth and nose. This is currently a recommendation for all Americans from the CDC, vaccinated or unvaccinated. I am frequently in contact with high risk individuals and I would appreciate your consideration.

I encourage you to get vaccinated and boosted. For more information on UTEP resources, visit this UTEP link, which includes dates and times for Booster clinics at the beginning of the semester.

Assigned seats For everyone's safety, I'll ask you to sit one seat apart from each other in class. When you meet on your own, I encourage you to work safely with one another.

Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations.

I encourage you to be tested if you feel sick or have been exposed to COVID-19. The City of El Paso's COVID-19 Mega-Testing Site will continue to operate from 8:30 a.m. to 4 p.m. Monday through Sunday on UTEP property at 3333 N. Mesa at Kern Drive. The drive-up site offers nasal or saliva PCR tests. Motorists can access the site from Sun Bowl Drive at Kern Drive. The site includes two dedicated drive-up lanes for UTEP students, employees and their household members who are in the same vehicle. Bring your Miner Gold Card to access the line. No appointment is necessary but participants are encouraged to [pre-register online](#) to save time.

If you have tested positive for COVID-19, please report your results to covidaction@utep.edu, so the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID-19 testing.

If you're considered high-risk according to CDC guidelines and/or you live with people who are considered high risk, you can contact CASS, the Center for Accommodations and Support Services, to discuss temporary accommodations for on-campus courses and activities.

Student Resources

UTEP provides a variety of student services and support. Familiarize yourself with the bookmarks on the right-hand side of the Blackboard student portal (visible before entering into a course) as well as the resources below.

Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

Academic Resources

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.

Individual Resources

- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.

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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 anyone not enrolled in this course.