

COMM 3333 – 23287 • Creative Strategy & Copywriting

Spring 2023 • Professor Sondra Jones

Mondays and Wednesdays 9am-10:20am, Hudspeth Hall 313

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
Week 1 Jan. 17 – Jan. 20	Hello! Books & Syllabus Client Research	ACC Ch 1 & 2 BB slides & videos	Lab exercise in researching a client Due Jan. 20 11 PM	Please upload your student info form Friday, Jan. 20, by 11:00 PM
Week 2 Jan. 23 – Jan 27	Consumer	ACC Ch 3, 4, & 5	Lab exercise in relating a client to	

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	behavior Strategic approaches	BB slides & videos	Maslow's Needs Due Jan. 26 at 11 PM	
Week 3 Jan. 30 – Feb. 3	Developing the brief Telling stories	ACC Ch. 6, 7 & 8 BB slides & videos	Collaborative creative brief assignment begins	Lab will be a review of the assignment.
Week 4 Feb. 6 – Feb 10	Thinking in words and pictures	ACC Ch. 8 BB slides & videos	Creative Briefs Due Feb. 9 at 11 PM	Lab: feedback on your briefs.
Week 5 Feb. 13 – Feb. 17	What is a concept? How to be creative	ACC Ch. 15 HW Ch.2 & 4 BB slides & videos	Campaign concepting assignment begins	LAB topic: Campaign concepting questions
Week 6 Feb. 20 – Feb. 24	Establishing voice Writing headlines	ACC Ch. 9 & 16 BB slides & videos	Campaign Concepts due Feb. 23 11PM	LAB: campaign concepts help & print assignment Try writing a meme
Week 7 Feb. 27 – Mar. 3	Writing well	ACC Ch. 10 BB slides & videos	Print ad assignment begins	LAB: help with print
Week 8 Mar. 6 – Mar. 10	Out of Home B to B and guerilla advertising	ACC Ch. 14 BB Slides & videos	OOH assignment begins Print assignment due Mar. 9 at 11PM	LAB: Review OOH assignment
Spring Break Mar. 13- Mar. 17	Enjoy your break! Come back ready to work.			
Week 9 Mar. 20 – Mar. 24	Writing for radio	ACC Ch. 13 & 14 BB slides & videos	OOH Due Mar 23, 11 PM	LAB: Review radio

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				assignment. Help with OOH or radio conception.
Week 10 Mar. 27 – Mar. 31	Digital and social media. Writing for the web	ACC: Ch. 11 HW: Ch. 10, 11, 12 BB Slides & videos	3 radio concepts due for LAB, Mar 29	LAB: Show me your radio ideas March 30 is the last day to drop this class with a "W"
Week 11 Apr. 3 – Apr. 7	Television and video	ACC: Ch. 12 BB: Week 11 content HW: Ch 14	Radio scripts due Apr. 6 by 11 PM	LAB: Radio script help
Week 12 Apr. 10 – Apr. 14	Review: writing a creative brief, concepting, revising your work How to write a rationale	ACC: Ch. 22 & 23 BB: Week 12 content	Final portfolio assignment begins Your portfolio plan is due Apr. 13 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.
Week 13 Apr. 17 – Apr. 21	Refining your work. Defending your work	Review chapters applicable to your portfolio BB Week 13 content HW: Ch. 16 & 17		LAB: Help with your portfolio.
Week 14 Apr. 24 – Apr. 28	Work on your portfolio		Lab Exercise: Turn your radio into TV due April 27, 11pm	
Week 15 May 1 – May 5	Work on your portfolio	There may be some slides and materials. Check BB.	Extra Credit Meme Due May 4	Final shot at a check-in May 3 at Lab

Week	Topics	Reading	Assignments	Notes
Week 16 May 8 – May 12	No classes during Finals week		Your portfolio is due Dec 11 at 11:00 PM	