

The University of Texas at El Paso Department of Communications  
COMM 3333 11600 – Creative Strategy & Copywriting / Fall 2024  
**OFFICIAL COURSE OUTLINE AND INFORMATION**

COURSE NUMBER 3333-001, CRN: 11600

Monday and Wednesday 9:00 am – 10:20 am MT

Monday Lecture, Wednesday Lab

Hudspeth Hall 213

Instructor: Sondra Jones

email: [skjones@utep.edu](mailto:skjones@utep.edu)

Office: 205 Cotton Memorial. I'm the first office on the left as you enter the front door.

### Office Hours:

You'll find me in Cotton Memorial in room 205, just to the left of the front doors.

**My office hours below are set aside specifically for YOU. I'm often around at other times and you're welcome to drop in! And of course, I'm available by appointment, either in person or remote. Email me at [skjones@utep.edu](mailto:skjones@utep.edu) to schedule.**

- Mondays & Wednesdays 10:30 am – Noon
- Thursdays 1:30 – 2:30

If these times aren't convenient, I'm available by appointment. Please talk to me or email me to set a time.

I respond to email within 24-48 hours of seeing your email. Again, my email is [skjones@utep.edu](mailto:skjones@utep.edu). (Please be careful NOT to use my old Miners email, which remains active)

### 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 in 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***, Sixth edition, by Luke Sullivan and Edward Boches (John Wiley & Sons) ISBN: 978-1119819691. 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 and why creativity isn't enough. 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.

## 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, your persuasion and presentation 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 unit (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 traditional 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. 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 English basics and Grammarly is not enough, I advise you to take advantage of university writing tutoring services at <https://www.utep.edu/uwc/>. In the real world, proofreading mistakes costs money. In class, they will cost you grade points. Online checkers (such as those available in Word and Pages) aren't foolproof, so you must check your 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 freelancer.

### 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: Strategic approaches to consumers and brands

Unit 2: How to think creatively

Unit 3: Writing for advertising media

Unit 4: Creating portfolio work

### METHODS OF INSTRUCTION:

**Class instruction:** Every week a new module will open on Blackboard containing the following. I'll clarify

and expand on these in class.

- 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 Wednesday from 9:00 -10:20 am. Be prepared by having gone through the assignments already.** Lab is a live meet-up for group and 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 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.

**BLACKBOARD:** All assignments, announcements and information you need is organized on Blackboard. Please keep up with the weekly postings so that you're current on what we're covering and any tasks you need to complete.

**LAB:** Students who succeed in this class take advantage of lab hours. 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 Wednesday, 9:00-10:20 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 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.

**IMPORTANT DATES FOR THIS CLASS:**

See Weekly Course Calendar, posted on Blackboard.

**2024 SPRING WEEKLY SEMESTER PACING:**

(Subject to change) Please see the weekly course calendar, posted on Blackboard.

**EVALUATION:**

Assignments	Possible Points
1. Creative Brief (a group exercise)	20
2. Lab Exercises (These will help clarify other projects):	
a. Researching a client	1
b. Maslow’s Hierarchy of Needs	1
c. Writing a Meme	1
d. Turning your audio into video (ex: radio to TV)	1
e. Additional exercise TBA	1
3. Writing assignments (4 at 10pts each)	
a. Creative Concepting	10
b. Writing for print (or longer format media)	10
c. Writing for out-of-home	10
d. Writing for radio (or audio only media)	10
e. Writing for video?	
4. Your Portfolio	
a. Your portfolio plan	5
b. Your portfolio (Final Project)	15
5. Lab/ Class Participation	10
6. Ad log and/or discussion board	5
Total Course Points	100

**Exams:** There are no exams in this class, however there may be quizzes on the reading. 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 rarely accept late assignments. When I do, your grade is reduced drastically. 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 if 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 Blackboard, 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 offer only a few extra credit assignments in this class because we have a lot of assignments as it is.

Letter grades for the course 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 **November 1, 2024**. 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).

If, in the end, you have an issue or complaint with your final grade, here's the link to submit a formal grade appeal to the Dean of Student Affairs.

### 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 and/or scanner (or a way to scan a document on your smart phone). You'll need software to help you create basic layouts. Canva works for some students, although if Graphic Design is part of your studies, you likely will have the Adobe Creative Suite which will be useful in this class. 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 [this 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.

- 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.
- Respect and courtesy must be always provided to classmates and to the instructor. No harassment or inappropriate postings will be tolerated.
- 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.
- 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 lectures and one-on-one lab sessions. I may record videos that explain assignments so that everyone can benefit from that. I do not give permission for students to audio or video record my classes.

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. I 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.

### CLASS POLICY AND WHAT I EXPECT FROM YOU:

- € Use Blackboard and your books to read and study the materials. You can reach out to me with questions at any time via email.
- € 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 rarely accept late assignments. When I do, grades are drastically reduced.
- € Bring your computer or tablet so that you can access Blackboard and work we're doing in lab. I expect you to take notes and be responsible for the material I share with you in lectures. I've found that you cannot do this without at least a notebook. Your mobile phone is not a sufficient substitute for a notebook or a way of accessing the course material in class.
- € There are very few extra credit assignments. Please do your best on the scheduled assignments.
- € 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.

## Guidance on Artificial Intelligence

### AI allowed with proper acknowledgement

Use of AI technologies or automated tools, particularly generative AI such as [ChatGPT](#) or [DALL-E](#), is **only allowed with proper attribution given for its use**.

Students must properly cite and give full credit to the program used upon submission of every relevant assignment. For example, text generated using ChatGPT must be cited:

Chat-GPT(version). Date of query (year/month/day). "Text of your query."  
Generated using OpenAI. <https://chat.openai.com/>

A short paragraph describing how the tool(s) was/were used for the assignment must be included.

### Using AI for brainstorming

Some AI technologies or automated tools, particularly generative AI such as [ChatGPT](#) or [DALL-E](#), can be beneficial during the early brainstorming stages of an activity, and you are welcome to explore them for that purpose. However, keep in mind that AI-generated ideas are not your own and may hinder your ability to think critically and creatively about a problem. It is also important to remember that these technologies often "hallucinate" or produce materials and information that are inaccurate or incomplete—even providing false citations for use.

That said, **you are not allowed to submit any AI-generated work in this course as your own**. If you use any information or materials created by AI technology, you are required to cite it like you would any other source. Consider how this will affect your credibility as a writer and scholar before doing so. Any direct use of AI-generated materials submitted as your own work will be treated as plagiarism and reported to the Office of Student Conduct and Conflict Resolution (OSCCR).

## 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 be submitted to SafeAssign, a plagiarism- detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

### Plagiarism Detecting Software

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](mailto:cass@utep.edu), or apply for accommodations online via the CASS portal.

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. Students who become pregnant or have parenting responsibilities may also request reasonable accommodations. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. The UTEP Center for Accommodations and Support Services (CASS) will process requests for accommodations based on a disability, pregnancy, or parenting. Contact the Center for Accommodations and Support Services at 915-747-5148, email them at [cass@utep.edu](mailto:cass@utep.edu), or apply for accommodations online via the CASS portal.”

For more information, please visit: <https://www.utep.edu/titleix/pregnancy-and-parenting.html>

## **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 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.

**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 anyone not enrolled in this course.