

COMM 3333 Fall 2018 Creative Strategy and Copywriting Course Pacing

This course is delivered completely online. Students should review the pacing calendar to understand the daily/weekly workload and refer to the online weekly modules to ensure complete understanding of the daily and weekly deadlines.

Week One (Week of Aug. 27)

- Monday, 8/27: Read and review content in the "Getting Started" module to include the course syllabus and this pacing schedule.
- Read Lecture 1 "What it takes to create Great Advertising"
- Due on or before Tuesday, 8/28: Introduce yourself to your classmates in the designated area of the module as early in the week as possible. This is Discussion Board #1 "Meet Your Classmates and Creativity – Where does it come from?" Read through the postings from your classmates and respond to at least two (2) of them by 10:30 p.m., Tuesday, August 28, 2018. Your original post and responses to your classmates is worth up to 25 pts.
- Due on or before Wednesday, 8/29: Take the Syllabus Quiz on or before Wednesday, August 29, 2018, by 10:30 p.m. (Mountain Time). This quiz is worth up to 25 pts.
- By Thursday, 8/30: Make sure you have read Chapter 1 in your textbook and read Lecture 2 "Researching the Ad"
- Due on or before Friday, 8/31: Follow the instructions for Discussion Board #2 on conducting a web-based search for developing a Consumer Analysis. Discuss your activity and your findings from the VALS test, the Monitor MindBase profile and the Prism neighborhood in this discussion board. Then review and respond to at least two (2) of your classmates and their postings on or before 10:30 p.m. (Mountain Time) Friday, August 31, 2018. Remember that posting early in the week allows for more discussion and interaction with your classmates which is an important element in this discussion board. Your original post and responses to classmates is worth up to 25 pts.
- Due on or before Saturday, 9/1: Complete Assignment #1 "Agency Creative Philosophies" by Saturday, September 1, 2018 before 10:30 p.m. (Mountain Time). Please remember that assignments are not accepted past the due date. This assignment is worth up to 50 pts.

Week Two (Week of Sept. 3)

- Monday, 9/4: Read Chapter 2 in your textbook and Lecture 3 "Developing a Creative Strategy"

- Due on or before Tuesday, 9/4: Complete Assignment #2 "Taylor Guitars Creative Strategy." Follow the instructions for your assignment and do not copy and paste from the Taylor Guitars website. Submit your assignment on or before 10:30 p.m. (Mountain Time) on Tuesday, September 4, 2018. This assignment is worth up to 50 pts.
- September 9/5: Read Chapter 6 in your textbook and Lecture 4 "Writing Body Copy"
- Due on or before Thursday, 9/6: You are now ready for your first writing exercise. You will write different types of copy for a product. Exercise #1 is due on or before Thursday, September 6, 2018 by 10:30 p.m. (Mountain Time) This exercise is worth up to 25 pts.
- Due on or before Friday, 9/7: Follow the instructions for Discussion Board #3 regarding the Ad Council. Answer and discuss the questions on this board in your original post then review and respond to at least two (2) of your classmates and their postings on or before 10:30 p.m. (Mountain Time) Friday, September 7, 2018. Remember that posting early in the week allows for more discussion and interaction with your classmates which is an important element in this discussion board. Your original post and responses to classmates is worth up to 25 pts.
- By Saturday, 9/8: Read Chapter 5 in your textbook and Lecture 5 "Writing Headlines and Slogans"

Week Three (Week of Sept. 10)

- Due on or before Monday, 9/10: Submit your writing Exercise #2 "Writing Headlines and Slogans" following the instructions in this week's module. Submit your work no later than Monday, September 10, 2018 by 10:30 p.m. (Mountain Time). This exercise is worth up to 25 pts.
- Due on or before Tuesday, 9/11: Carefully read the instructions for Assignment #3 for Dial Sanitizer. Study the sample copy sheet provided in order to generate your own. Do not submit a finished ad. Only submit a copy sheet as directed. Deadline for submission is Tuesday, September 11, 2018 on or before 10:30 p.m. (Mountain Time). This assignment is worth up to 50 pts.
- Wednesday, 9/12: Read Chapter 4 in your textbook and Lecture 6 "Designing a Print Ad"
- Due on or before 9/13: Do a little research on the psychology of color and participate in Discussion Board #4. Your original post and responses to two (2) of your classmates are due no later than Thursday, September 13, 2018 by 10:30 p.m. (Mountain Time). Remember to also post early to get the most possible points. This discussion board is worth up to 25 pts.
- Due on or before Saturday, 9/15: Make sure to take Test #1. This test is worth up to 250 pts. You have one attempt at the test and 120 minutes to finish it.

Week Four (Week of Sept. 17)

- Read Chapter 7 in your textbook and Lecture 7 "Newspaper Advertising"
- Due on or before Tuesday, 9/18: Discussion Board #5 poses the question, "Do newspapers still matter?" Post your thoughts in this discussion board. Keep in mind to post early and respond to at least two (2) of your classmates as a way to extend the discussion. The discussion board expires at 10:30 p.m. (Mountain Time) on Tuesday, September 18, 2018 and is worth up to 25 pts.
- Due on or before Wednesday, 9/19: For Writing Exercise #3 you will be developing a copy sheet for Sleep Eze. Read the instructions and use the exercise sheet in the module. This exercise is due on or before 10:30 p.m. (Mountain Time) on Wednesday, September 19, 2018. This exercise is worth up to 25 pts.
- Thursday, 9/20: Read Chapter 8 in your textbook and Lecture 8 on "Consumer Magazines" as well as Lecture 9 "Business Magazines"
- Due on or before Friday, 9/21: You will develop a copy sheet for Assignment #4. Read the product information and instructions on the PDF in your module. Assignment #4 is due by 10:30 p.m. (Mountain Time) on Friday, September 21, 2018. This assignment is worth up to 50 pts.
- Saturday, 9/22: Have fun with the Discussion Board #6 dealing with magazine covers. Remember to post early and reply to two (2) of your classmates by Saturday, September 22, 2018 at 10:30 p.m. (Mountain Time). Your post and responses are worth up to 25 pts.

Week Five (Week of Sept. 24)

- By Monday, 9/24: Read Chapter 12 in your textbook and Lecture 10 "Direct Response Advertising"
- Due on or before Tuesday, 9/25: For Writing Exercise #4 you will come up with a name for a new product and generate a copy sheet. Follow all instructions and submit your work before 10:30 p.m. (Mountain Time) on Tuesday, September 25, 2018. This exercise is worth up to 25 pts.
- By Wednesday, 9/26: Read Chapter 13 in your textbook and Lecture 11 "Outdoor Advertising"
- Due on or before Thursday, 9/27: Assignment #5 consists of developing a comprehensive layout for Texas State Bank and a rationale sheet. Make sure to read the

assignment's instructions and submit your work before 10:30 p.m. (Mountain Time) on Thursday, September 27, 2018. This is worth up to 50 pts.

- By Friday, 9/28: Be on the lookout for P-O-P displays as this is the topic for Discussion Board #7. Post your comments no later than Friday, September 28, 2018 by 10:30 p.m. (Mountain Time). Remember to post early and respond to at least two of your classmates to extend the conversation. This is worth up to 25 pts.
- Due on or before Saturday, 9/29: This is your chance to get up to 50 extra credit points! Submit your work on or before Saturday, September 29, 2018 by 10:30 p.m.

Week Six

- Monday, 10/1: Read Chapter 9 in your textbook and Lecture 12 "Radio Copywriting"
- Due on or before Tuesday, 10/2: For Writing Exercise #5, you will be writing a public service announcement for radio. Follow the instructions on the PDF in your module. This writing exercise is worth up to 25 pts and is due on or before 10:30 p.m. (Mountain Time) on Tuesday, October 2, 2018.
- Due on or before Wednesday, 10/3: Join Discussion Board #8 and post your comments on this particular radio campaign. Post early and respond to at least two (2) of our classmates before Wednesday, October 3, 2018 by 10:30 p.m. Worth up to 25 pts.
- Due on or before Thursday, 10/4: You will be writing a radio commercial for Assignment #6. Submit on or before Thursday, October 4, 2018 at 10:30 p.m. (Mountain Time). Worth up to 50 pts.
- By Friday, 10/5: Read Chapter 10 in your textbook and Lecture 13 "Television Copywriting"
- Due on or before Saturday, 10/6: Follow the instructions for Assignment #7 to write a 30-second commercial for television. This assignment is worth up to 50 points and is due by Saturday, October 6, 2018 before 10:30 p.m. (Mountain Time).

Week Seven (Week of Oct. 8)

- Monday, 10/8: Read Chapter 11 in your textbook and Lecture 14 "Writing Advertising for the Internet"
- Due on or before Tuesday, 10/9: This is a chance to obtain 25 extra credit points. Participate in this discussion board which expires on Tuesday, October 9, 2018 at 10:30 p.m. (Mountain Time).

- Due on or before Wednesday, 10/10: For Assignment #8, you will be developing an ad for Facebook. Make sure to submit your work on or before Wednesday, October 10, 2018 by 10:30 p.m. (Mountain Time). Worth up to 50 pts.
- By Thursday, 10/11: Read Chapter 14 in your textbook and Lecture 15 "Writing for P.R."
- Due on or before Friday, 10/12: Take Test #2 which will be open up until Friday, October 12, 2018. The test will close at 10:30 p.m. (Mountain Time) that night. Keep in mind that you have one attempt in taking the test so once you begin you will need to finish answering all the questions. Two hours have been allotted to this test.
- On or before Saturday, 10/13: Your semester project is due no later than Saturday, October 13, 2018 on or before 10:30 p.m. (Mountain Time). Make sure to do your research and complete all the elements of this mini-campaign for AriZona Tea. This project is worth up to 250 points. No late projects will be accepted.