OFFICIAL COURSE OUTLINE AND INFORMATION
COMM 3333 – Creative Strategy and Copywriting/Fall 2018

This course syllabus serves as an official agreement between the instructor, Veronica Gonzalez, and the enrolled students. You will be held to the policies, procedures and standards stated within this syllabus. Therefor it is your responsibility to read it the first day of class. Please print this document and keep a copy for your records.

Lecture Section - 16910   **First Class Session: Monday, August 27, 2018**

Instructor: Ms. Veronica Gonzalez   **Phone: 747-7434   Fax: 747-8031**
                                               E-Mail: vegonzalez@utep.edu

Online Office Hours: **Monday, Wednesday and Friday**
                                               5:00 p.m. – 6:30 p.m.

Department Office: **105 Union Bldg. East / (915) 747-7434**

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NOTE: Response to email, discussion forums, and telephone messages may not be instantaneous except as noted for the online office hours. During that time period your instructor will be online and available to answer your questions. Please factor in additional response time when communicating with your instructor outside of the online office hours.

PREREQUISITES: COMM 2330 plus COMM 3331 or 3332 with a grade of "C" or better and junior standing

COURSE FUNDAMENTALS:
To successfully navigate this course you must be computer competent in the following:
    • Microsoft Word/Office
    • Adobe Flash
    • E-mail, including sending and receiving attachments
    • The internet using a Web browser

Note: If you do not have Microsoft Office, check with your University of Texas branch store for the special Microsoft Office package which includes Word, Excel and PowerPoint. Contact the UTEP Bookstore (915) 747-5594 for more information.

BLACKBOARD LEARNING MANAGEMENT SYSTEM:
You must use Blackboard to participate in this course. You will need a computer with access to the internet. Wi-Fi is available free at UTEP, and computers are also available for students to use in campus-wide computer centers. In order to use any UTEP Computer Lab you must have a valid UTEP Miner Gold Card.

• PC users: use the most current version of Internet Explorer
• Mac users: use the most current version of Google Chrome or Mozilla Firefox

Your web browser should display frames, run the latest version of Java and JavaScript, and have cookies enabled. You must also be able to view:
• view pop-up windows
• PowerPoint presentations
• Word documents
• PDF files
• Flash files
• and be able to listen to sound
It is recommended that you take the time to read the HELP screens and student support information available at: https://en-us.help.blackboard.com/ OR
https://en-us.help.blackboard.com/Learn/Reference/Blackboard_Learn_Videos/Student_Videos

TECHNICAL REQUIREMENTS:
The University of Texas at El Paso provides free 24/7 Helpdesk support to academic students and faculty members teaching on-line through the Tech Support Company. The Helpdesk can provide answers to questions about using technology and services, as well as, technical support. Please visit the technical support page for more information.

REQUIRED TEXTBOOK: (1) Edd Applegate, *Strategic Copywriting: How To Create Effective Advertising*, Second Edition (Rowman & Littlefield Publishers, Inc.) ISBN: 978-1-4422-4407-8 • Hardback
978-1-4422-4408-5 • Paperback
978-1-4422-4409-2 • eBook
This textbook offers a detailed how-to guide on techniques for writing and designing ads in newspapers, magazines, and other print media, as well as those broadcast on radio and television. The material addresses why certain words, phrases, and techniques are used and how they are or aren't effective in attracting consumers.
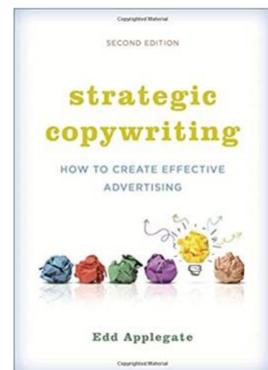
ADDITIONAL READING/VIEWING ASSIGNMENTS: Throughout the course, students may be asked to read daily newspapers, advertising periodicals and other publications that contain print advertising, to watch commercial television broadcasts, listen to selected radio programs, and to view a variety of websites. Students should have access to these media types.

I.   COURSE DESCRIPTION:
        This course is designed to provide students with the basic information needed to develop an advertising creative strategy and the accompanying copy and design. Students will be provided with techniques, principles and procedures to develop and evaluate their advertising. In addition they will learn to set objectives as a prerequisite condition to developing advertising.
        The concept of advertising creative strategy and copywriting provides that students adhere to a personal and professional code of ethics, that they learn to write with clarity, simplicity, style, precision, imagination and controlled passion. Students should have a broad vocabulary in order to use words thoughtfully and skillfully.
        Students will be encouraged to learn all about a product or service in order to present its

benefits and virtues in a clear, honest, and distinctive manner. They also will be encouraged to use research as an ally in this venture. Finally, students will be invited to stretch their imagination to turn their ideas into effective advertisements.

II.   COURSE OBJECTIVES:

This course is designed to allow students to
1.   Explore how the written word is used in advertising across a number of mass media types to effectively communicate and persuade;
2.   Better understand consumer groups as a way to develop creative strategies and tactics that will appeal to said consumer groups;
3.   Understand the various creative strategies used to attract consumers to a product, service and/or idea;
4.   Develop and improve skills in writing and crafting a variety of copy elements to include attention-getting headlines, persuasive body copy, and memorable slogans; and
5.   Put together a representative portfolio of their work.

LEARNING OUTCOMES:

As a result of taking this course in Creative Strategy and Copywriting, students should be able to
1.   Develop appropriate creative strategies and executions;
2.   Understand how to profile a consumer group:
3.   Write stronger and more compelling copy and headlines;
4.   Write about a product's or service's benefits, not features;
5.   Prepare layouts - for everything from newsprint pages to billboards; and
6.   Learn how to evaluate creative solutions in terms of their suitability to the original creative assignment and target audience.

III.   UNITS OF INSTRUCTION:

Unit 1. Copywriting & Creative Strategy
Unit 2. Ad Layout & Design
Unit 3. Ads for the Print Media
Unit 4. Ads for the Broadcast and Interactive Media

METHODS OF INSTRUCTION:

Online discussions will be combined with planned exercises to provide opportunities for personal growth and understanding. The exercises require students to respond as they might in real situations, thus providing a "safe" environment in which to try out new communication behaviors, refine behaviors, and discover a variety of ways of approaching important communication problems. Opportunities to view video material will be provided along with online blogs from individuals in the professional arena. All class material and lectures will be presented in a variety of formats, including Word documents, PDF documents, and interactive Flash presentations with sound.

IV.   ONLINE LEARNING:

If this is your first online class, this section is very important reading! Even if you have taken an online class before, please review this information.

Class material and lectures will be presented in a variety of formats, including Word documents, PDF documents, and Flash presentations with sound. Often students new to online learning perceive and expect online courses to be easy and involve little to no work on their part. This is a misperception,

and, in fact, online courses may be more demanding than a face-to-face course depending on the learning style of the student. It is important to remember that this online class is conducted over a seven-week period. However, the content represents the same content presented in a 15-week, traditional face-to-face classroom setting.

This course is conducted completely online. The primary mode of instruction is through UTEP's Blackboard Learning Management System. You are expected to communicate online with your instructor and other classmates about specific assignments. Most of your work, however, is done on your own through reading assignments and accompanying lecture materials. This course is *not* self-paced. You will have daily and weekly assignments with daily and weekly due dates, In order to successfully complete this course, you must submit your assignments on time. All posting deadlines expire as noted with the activities and assignments.

IF YOU HAVE QUESTIONS:

When taking an online course you must take the initiative to ask your instructor questions if you do not understand the material. Your response from the instructor may not be instantaneous. You must learn to factor in the response time when completing your work. If you wait until the last day, you may not have time to receive a response before your assignment is due.

WEEKLY TIME COMMITMENT;

Although this course is taught online, your total time commitment will be the same as a full-semester (15 week) three-credit hour class. Each week you should expect to spend an average of 10-12 hours per week on this course. This includes online class time as well as study/homework per week. Multiple topics are discussed each week and multiple weekly assignments are required (refer to the "Important Dates to Remember" at the end of this syllabus for more information). A separate but detailed Pacing Schedule is provided to students and should be reviewed early in the semester. Look carefully at your work schedule, school schedule, and family obligations and allow plenty of time for each.

V.   EVALUATION: Point values are assigned to the following:
  A.   Written exams (2 @ up to 250 points each)
  B.   Syllabus quiz (1 @ up to 25 points)
  C.   Discussion boards (8@ up to 25 points each)
  D.   Writing Exercises (5 @ up to 25 points each)
  E.   Graded Assignments (8 @ up to 50 points each)
  F.   Semester Project (up to 250 points)

Grading:

Two tests will be given during the semester on the textbook and lecture material. Dates of the tests are posted well in advance and students should make arrangements to take the tests prior to the posted deadline. Online tests become available to students several days before the exam deadline. Students are given two hours in which to take the test. Once the test has started, it must be completed during the one attempt. Please keep in mind that <u>exams cannot be taken after the designated test date.</u>

During the semester, students will be assigned a variety of class assignments. Assignments will be explained in detail and due dates will be identified in advance. Each assignment must be the original work of the student. Assignments are NOT accepted after the designated due date. Grammar, spelling, and style will be taken into account when grading written assignments. Please check your spelling and grammar *before* submitting your work. You are expected to use proper English grammar. IM, chat, and email slang and abbreviations are not acceptable forms of communication in this course.

Please keep in mind that the UTEP Registrar's Office requires that all graded activities in an online course must be graded and documented online in Blackboard. Your instructor cannot grade assignments that are submitted separately through e-mail. Therefore if you have any problems with posting your assignments in Blackboard, you should contact the HELP DESK immediately. It is advisable to complete the assignments early enough to take into account any problems that may occur. Late assignments will *not* be accepted.

This class is designed as a student-participation class; students are expected to participate in weekly discussion groups and various writing exercises. With the group discussions, please allow yourself enough time to not only post a response to the weekly discussion question, but to respond to your classmates. Likewise, discussion boards are intended to encourage online conversations about the topic at hand so students should be prepared to offer insightful comments and discourse to each other.

Letter grades will be based on these scores:
A	1500-1350
B	1349-1200
C	1199-1050
D	1049- 900
F	899 and below

Student Withdrawal:

The last day for students to drop a class or completely withdraw with an automatic "W" is October 5, 2018.   After the student drop deadline, students must be dropped from a course with a grade of "F". A grade of "W" can be assigned only under exceptional circumstances and only with the approval of the instructor department chair, and academic dean. The student must petition for the "W" grade in writing and provide the necessary supporting documentation.

A grade of "I" for "Incomplete" will be given only when unusual circumstances have prevented a conscientious student from completing the requirements of the course in a timely manner. An "I" is a rare grade, and if used, the student and instructor must fill out and file an incomplete grade contract form prior to the end of the semester.

VI.   UNIVERSITY POLICIES
Scholastic Honesty and Student Discipline:

The University of Texas at El Paso prides itself on its standards of academic excellence and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, submitting work for credit that is attributable in whole or in part to another person, takin an examination for another person, and any act that gives or attempts to give unfair advantage.

All alleged acts or scholastic dishonesty will be reported to the Office of Student and Conduct and Conflict Resolution for disposition. It is the Office of Student Conduct and Conflict Resolution's responsibility to investigate each allegation, dismiss the allegation, or proceed with disciplinary action in a manner that provides the accused student his or her rights of due process.

Students are expected to assume personal responsibility, to be socially mature and independent, and to function satisfactorily within a structured learning environment. Students attending class should ONLY be those students OFFICIALLY enrolled in the course and section.

Center for Accommodations and Support Services policy:
As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, individuals with disabilities have the right to equal access and opportunity. If you need an accommodation then the Center for Accommodations and Support Services (CASS) at UTEP needs to be contacted. If you have a condition which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of CASS. You may call 915-747-5148 for general information about the American with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability. You can also contact them by email to cass@utep.edu. Or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities.

VII.   CLASS POLICIES:
Assignments:
Due dates for assignments and activities are clearly indicated in the accompanying pacing schedule as well as with the online assignments and activities. Students are expected to be ready for class by being prepared with reading assignments and/or discussion material. **Late work will not be accepted for any reason.**

Class Participation:
Participation in the weekly group discussions is extremely important. Students are expected to be prepared for each discussion. Please pay attention to the posting deadlines. You should post your initial response to the discussion question by the designated due date. Then on the following day, you should read and respond to your classmates as per the online directions. Grading for the discussion boards is based on both your initial response as well as your timely comments to your classmates.

Evaluation:
Grammar, spelling, and style will be taken into account when grading written assignments. Please check your spelling and grammar *before* submitting your work. You are expected to use proper English grammar. IM, chat, and email slang and abbreviations are not acceptable forms of communication in this course. Please do not use them in homework, the discussion forum, or in emails to your instructor.
Computer related problems are never a valid excuse for not completing or submitting an assignment on time, therefore it is advisable to complete the assignments early enough to take into account any problems that may occur. Late assignments will not be accepted, unless for a reason deemed valid by the instructor.

Netiquette Rules:
It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

Security
Remember that your password is the only thing protecting you from pranks or more serious harm.
- Don't share your password with anyone,
- Change your password if you think someone else might know it, and

• Always logout when you are finished using the system.

General Guidelines:

When communicating online, you should always

- Treat instructor with respect, even in email or in any other online communication.
- Always use your professors' proper title: Dr. or Prof., or if you in doubt use Mr. or Ms.
- Unless specifically invited, don't refer to them by first name.
- Use clear and concise language.
- Remember that all college level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you".
- Use standard fonts such as Times New Roman and use a size 12 or 14 pt. font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Limit and possibly avoid the use of emoticons like ☺.
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive.
- Be careful with personal information (both yours and other's).

E-mail Netiquette

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line
- Be brief
- Avoid attachments unless you are sure your recipients can open them
- Avoid HTML in favor of plain text
- Sign your message with your name and return e-mail address
- Think before you send the e-mail to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, "reply all"
- Be sure that the message author intended for the information to be passed along before you click the "forward" button.

Message Board Netiquette and Guidelines

When posting on the Discussion Board in your online class, you should:

- Make posts that are on topic and within the scope of the course material.
- Take your posts seriously and review and edit your posts before sending.
- Be as brief as possible while still making a thorough comment.
- Always give proper credit when referencing or quoting another source.
- Be sure to read all messages in a thread before replying.
- Don't repeat someone else's post without adding something of your own to it.
- Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point.
- Always be respectful of others' opinions even when they differ from your own.
- When you disagree with someone, you should express your differing opinion in a respectful, non- critical way.
- Do not make personal or insulting remarks.
- Be open-minded.

Extenuating circumstances preventing class participation, test taking and/or class assignments being turned in on time:
There may be situations arise that cause obstacles to students participating in the class activities, taking a test or turning in assignments. Medical emergencies, a death in the family, and the like may pose a conflict to scheduled class activities. Students should contact the instructor directly in her office, acknowledging and explaining the situation at hand. Personal business, out-of-town trips, counselor appointments, and the like should be scheduled at a time that does not conflict with your class activities or deadlines.

VIII.   IMPORTANT 2018 DATES TO REMEMBER: (subject to change)

On or before September 15	Test #1
October 5	Last Day to Withdraw with a "W"
On or before October 12	Test #2
On or before October 13	Semester Project due
October 12	Class Concludes

2018 FALL SEMESTER PACING: (subject to change)
The pacing of this course is designed so that students cover (1) appropriate course material so that they are adequately prepared for the demands that will be made on them in subsequent courses, and (2) material in sufficient depth and detail to allow students an opportunity to succeed in its mastery.   A separate document titled "Pacing Schedule" is posted online in Blackboard and details the daily and weekly activities required for this course.

Week 1	Introduction to Course/Creating Great Advertising/Chapter 1: Research
Week 2	Chapter 2: Creative Strategy/Chapter 6: Body Copy
Week 3	Chapter 5: Headlines and Slogans/Chapter 4: An Introduction to Design/Test#1
Week 4	Chapter 7: Newspaper Advertising/Chapter 8: Magazine Advertising
Week 5	Chapter 12: Direct Mail Advertising/Chapter 13: Other Media Advertising
Week 6	Chapter 9: Radio Advertising/Chapter 10: Television Advertising
Week 7	Test #2/Chapter 11: Internet and Social Media Advertising/Chapter 14: Public Relations and Corporate Advertising

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