

SOUTHERN UTAH UNIVERSITY Department of Communication

COMM 3080-Advertising Copywriting/Layout

Fall 2011- Tuesday-Thursday -- 8:30-9:50 a.m.

CN 221 (3 Credits)

Instructor: Art Challis

Office: CN 213C

Office Hours: 10:00-11:00 a.m. Monday-Thursday

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TEXT: The class will have one text. The Felton text is required. We will use other texts as suggested reading. Felton, George. (2006) Advertising Copy and Concept. 2ed. *NewYork New York*: W.W Norton and Company.

COURSE PREREQUISITES: Newsriting, Comm 2080, Comm 3070.

COURSE OVERVIEW AND OBJECTIVES:

Copywriting and layout are the heart of advertising presentation and represent the creative side of advertising. This course will outline the process of connecting an idea to consumers of products and services. Research, strategy, media placement and marketing planning, from the beginning of an idea to the finished product, are ideas the general public know little about. They see the finished product and react to it, but learning to connect to the consumer and the audiences of organizations is the essence of this course.

This course offers an introduction to copywriting and layout and allows students to practice basic skills involved in giving life to advertisements. This process can also help to develop your own communication skills.

Upon successful completion of this course, the student should understand the key concepts of effective ad copywriting and layout, and be able to employ the basic skills involved in producing ads that embrace objectives leading to print applications, radio, TV and billboards and other forms of outdoor and creative advertising.

COURSE GOALS:

1. Students will learn to design quality print ads and become more effective writers.
2. Students will learn to write top quality advertising copy, headlines and slogans.
3. Students will learn to write quality media messages.
4. Students will prepare quality television storyboards and web ads and pages.
5. Students will review advertising and strategic concepts and refocus on advertising/public relations and its value to organizational audiences and society as a whole.

CLASS EXPECTATIONS:

Attendance is expected. Lack of attendance can result in a reduction of your final grade. You are expected to arrive in class on time and remain in class until it is dismissed and be attentive during class (no talking, reading newspapers, playing online, etc.)

Assignments will be considered late if not turned in by the end of the day they are due. Assignments may be turned in early. When assignments are turned in late ten percent of the total possible grade for the assignment will be deducted for each class period the assignment is late.

Grading:

Grading is standard and based on percentages.

Each assignment and test will have a point total value and you will be given points based on completion of the assignments **on time** and **the quality of work** that you do. Each test will be worth 100 points and other point totals for assignments are listed in the assignments section. Below 60% is a failing grade.

Grades are based on percentages:

A 94 or better; A- 90

B+ 88; B 84; B- 80

C+ 78; C 74; C- 70
D+ 68; D 64; D- 60
Below 60 percent failing

Syllabus. We will follow the syllabus as closely as we can, but as your instructor, I reserve the right to make adjustments as necessary throughout the semester. Once things get going there are usually adjustments that are necessary.

COURSE POLICIES:

ADA Statement: Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact the Southern Utah University Coordinator of Services for Students with Disabilities (SSD), in Room 206F of the Sharwan Smith Center or phone (435) 865-8022. SSD determines eligibility for and authorizes the provision of services.

Emergency Management Statement: In case of emergency, the University's Emergency Notification System (ENS) will be activated. Students are encouraged to maintain updated contact information using the link on the homepage of the *mySUU* portal. In addition, students are encouraged to familiarize themselves with the Emergency Response Protocols posted in each classroom. Detailed information about the University's emergency management plan can be found at: <http://www.suu.edu/ad/facilities.emergency-procedures.html>

HEOA Compliance Statement: The sharing of copyrighted material through peer-to-peer (P2P) file sharing, except as provided under U.S. copyright law, is prohibited by law. Detailed information can be found at: <http://www.suu.edu/it/p2p-student-notice.html>

Academic Integrity: Scholastic dishonesty will not be tolerated and will be prosecuted to the fullest extent. You are expected to have read and understood the current issue of the student handbook (published by Student Services) regarding student responsibilities and rights, and the intellectual property policy, for information about procedures and about what constitutes acceptable on-campus behavior.

COURSE ASSIGNMENTS:

1. **Course Exams.** There will be three exams during the semester. Each of these tests will be worth 100 points. Take good notes to prepare for your exams and you will be allowed to use all handwritten notes and those you have typed on a word processor. You may type your notes on a word processor, but please don't photocopy complete pages. Photocopying notes of others will constitute cheating.

2. **Textbook assignments.** There will be assignments given from the text that we will work on and these will be assigned at class sessions. These will make up approximately 25 percent of the grade for this course. These assignments will be worth from 20 to 50 points.

3. **Creating Ads using learned strategies.** You will create four print ads that illustrate different approaches to advertising. Hand in the strategy plan (one plan) from which you created the various ads using the designated strategy. One should use a testimonial strategy and one should use a lifestyle strategy. Select two other strategies of your choice. In one of these use a metaphor or simile to make your point. (100 points)

4. Campaign project. The class will be divided into small groups. Each of these groups will develop strategy and create print and broadcast advertising for an organization in the Cedar City/St. George area. We want this to be a campaign that is realistic and takes us from the idea to the actual presentation of the ad/pr campaign. Hand-in the complete strategy plan with the project as a group. Ideally, the organization could use these ads on local radio, TV and in the newspaper. The group will create a 30 second commercial, a television commercial-30 second with storyboards and 2-newspaper/print ads. (100 points)

5. Individual Project. Create an advertising/pr campaign for an organization, real or fictitious that includes an overall plan to address the needs of the organization. Create print ads (one newspaper and one magazine ad), broadcast (radio and television ads) 30 seconds for radio and 30 for TV with storyboards and a billboard. Also create a web ad for the organization. In addition come up with one other idea for promoting the organization. You will create these from the idea to the copy ready presentation format with storyboards for TV and complete slicks for magazine and newspaper. (100 points). You will also need to hand in a complete strategy plan. This project is due at the end of the first week in December.

6. Read and write a complete book report on three books that you choose to read this semester that discuss the field of advertising, public relations or strategic communication. The report will summarize the book, its main ideas and the ideas you felt were most important to you in your continuing media education. I have books available and would like you to talk to me about the books you select to read.

COURSE WEEKLY SCHEDULE- READING AND ASSIGNMENTS

Week One--August 23-25. Introduction to the course. Review the course syllabus. Be reading Chapters 1 & 2 from the Felton text for discussion Thursday. Complete Exercises handed to you on Thursday by Tuesday of next week.

Week Two—August 30-September 1.

We will discuss of Chapter 2 in the Felton text. We will also review your exercises and discuss them. Be reading Chapter 3-- Understanding Consumer Behavior and Chapter 4-- Analyzing the Marketplace. We will begin discussing these two Chapters on Thursday. Complete assignment 1-1 from the Book & Schick text that I will give you as a handout assignment. This will be due on Tuesday, Sept. 6.

Week Three--September 6-8. An Assignment will be handed out for Thursday, September 17th. We will complete our discussion of Chapter 3, Understand Consumer Behavior and Chapter 4 Analyze the Market Place. We will also assign a profile assignment this week and begin work on Chapters 5 and 6.

Week Four--September 13-15. We will assign strategy work today, and class members will use a choice of three of the strategies discussed in Chapter 6. We will complete work on Chapters 5 and 6 this week. The strategy assignment will be due on Tuesday, September 20.

Week Five---September 20-22. We will discuss Headlines and Visuals, Chapter 7 this week. We will complete our discussion of headlines on Thursday. We will discuss assignment #3 and allow class members to begin working on the strategy statements, (creative briefs or plans) for the assignment due in October. We will do a preliminary strategy statement from a product in groups. The product is of the groups choice and will be due on Tuesday, September 27.

Week Six – Sept. 27-Sept. 29. A review sheet for the first test will be handed out. Prepare for the test to be given on Thursday, October 6th. The test will cover Chapters 1-6 of the Felton text and the other handouts and class notes to this point. We will begin working on Chapters 8 and 9 and we will begin discussing graphic design of ads and discussing layout. We will make group presentation assignments from Chapter 9. These will be presented in detail by class members on Tuesday, Oct 5.

Week Seven--October 4-6. We will make sure we are caught up and ready for the test on Thursday. Exam number one will be given on Chapters 1-6 and the handouts and other information we have discussed in class. Book report one is due on the 6th.

Week Eight--October 11-13. We will work on Chapter 10 of the text. We will assign the groups for Assignment #4 on the 13th and give the groups time to begin work on the assignment. Assignment #3 is due on Thursday, October 13. We will assign two television commercial scripts complete with storyboards to be written and turned in on the 27th.

Week Nine--October 18-20. We will begin our work on Chapter 11 in the Felton text if we have completed Chapter 10. Chapter 11 is all about radio.

Week Ten--- October 25 -27. We will continue working on radio and on copywriting for TV and Radio. If we are up-to-date we will discuss Chapter 12—Other Media and Genres. Exam # 2 will include Chapters 7-12. The Exam will be given on Thursday, November 4. We will write two radio commercials to be due on the 11th of November.

Week Eleven---November 1-3. We will begin the Toolbox section, Part Three of the text this week. Read Chapters 13 and 14. The second exam will be given this week...covering Chapters 7-12.

Week Twelve--November 8-10. We will continue to work on the toolbox section and we will cover 15 thru 17.

Week Thirteen --- November 15-17. We will continue working on 17 and do 18 as well. Book Report two is due at the end of this week.

Week Fourteen --- November 22-24. We will review chapter 19 after completing chapters 17 and 18. We will also begin presentations of the individual assignments number 5 this week if necessary. This week is Thanksgiving week.

Week Fifteen -- Nov 29--December 1. The individual project assignment number 5 is due on December 2nd. Turn them in to my box. We will have more presentations this week or we will begin them this week.

Week Sixteen -- December 5-9. Next week is finals week. The final will cover Chapters 13, 14, 15, 16, 17, 18, 19, of the Felton text and other handouts and notes from class. The final exam will be given on Tuesday, December 13 from 9 a.m. until 10:50 a.m. The final book report is due this week.

Week Seventeen---December 12-16 Finals Week. Final Exam on Tuesday, December 13.