Professionalism

Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work
No late work is accepted

Plagiarism
Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

Class Participation
You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

Attendance
Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.
- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

Studio Work Time
We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers.

Cell Phones
You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.
Email Addresses
You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

Social Networking
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

Disability Services
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information, please call 361-825-3466.

Grade Appeal Process
As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures (available at http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.
Course Description
This studio course explores copywriting for design, advertising and media. Students will learn to write copy that yields results. By learning to apply strategy to copywriting, students will enhance their ability to solve problems creatively and craft effective messages.

Course Objectives & Purpose
- To learn to apply creative strategy to copywriting
- To create effective and appropriate messaging
- To understand how to write copy for various media
- To learn to identify effective copy in advertising and media
- To conduct comprehensive audience and market research
- To create effective advertisement layouts with influential copy elements

Course Pre-Requisites
Experience in Adobe Creative Suite

Required Texts
Advertising: Concept and Copy (3rd edition), George Felton, W. W. Norton & Company

Required Materials
- Portable media: Jump drive/USB drive. (At least 1 GB)
- 1 inch 3 ring binder to document process

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
- Outlined projects and assignments will total 100 points of your final grade.
- Class participation will total 5 bonus points on your final grade.

Projects
There will be four major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project. Additionally, you will be graded on small copywriting assignments and quizzed on the reading material.

Class Work Time
We will meet in Bay Hall 234 for our lectures. We also have a 1/2-day computer work time scheduled. You are expected to work during these computer lab time to complete assignments and critiques. If you need additional lab time, please work in the Think Tank.
Graded Activity

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
- Outlined projects and assignments will total 100 points of your final grade.
- Class participation will total 5 bonus points on your final grade.

Project One: My SWIPE File (10 pts.)
Over the course of the semester, the student will collect up to 25 samples of effective copy writing in various media. They must collect 5-20 print ad samples, 5-15 web or digital samples (including social media), 5-10 broadcast samples (radio and television) The student must compile all samples into a multipage document. 5 samples must be supported by rationale as to why the chosen samples are effective. Course texts, resources and outside resources must be referenced to support rationale. All referenced resources must be properly cited in APA format.

Project Two: Infographic (15 pts.)
The student will create an infographic based on their preliminary research for their chosen non-profit organization.

Project Three: 3 Ad Series (20 pts.)
The student will create a series of 3 print advertisements for their chosen non-profit organization. A mix of digital media can be substituted for the 3 print ads but the determined touch-points must prominently feature copy as a persuasive component in the composition. The headlines, body copy, testimonial copy and the tagline will be developed throughout the semester. These elements will be combined with appropriate and effective imagery and visual elements for the final ad composition. You will turn in your process book for this project with your final ads.

Project Four: One Title, 3 Movies (15 pts.)
Write three different narratives for a fictional movie. Choose a title from the google doc. Each narrative should be based on a different movie genre. Remember that you will be developing a poster for one film, based upon these narratives. Bonus points available for developing the entire series of 3 posters.

Other graded work will include
- QUIZ: Felton reading & class topics (10 pts.)
- Assignment: Psychology in Advertising Samples (5 pts.)
- Assignment: Organization and Competitive Research Worksheet (5 pts.)
- Assignment: Target Persona Profiles (5 pts.)
- Assignment: 5 Headline Options (5 pts.)
- Assignment: 5 Body Copy Options (5 pts.)
- Assignment: Wag the Tagline (5 pts.)
- Class Participation: Bonus Points (5 pts.)
Class Schedule
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

WEEK 1 JAN 24/26
Introduction, Syllabus, Course Overview.
- Discuss :: class objectives, personal goals
- Buy :: Advertising: Concept and Copy (3rd edition), George Felton, W. W. Norton & Company

WEEK 2 JAN 24/26
What is advertising?
“Art without strategy is art, art with strategy is advertising”
- Advertising Basics
- Branding / Marketing / Advertising What’s the difference
- Writing Copy for various media types
Advertising Strategy
- Identifying your business needs and goals
- Identifying your audience
- Persuading your audience to solve your goals
Standards
- APA Citation. How it’s done.
- Perdue Owl
- Citation Machine

Process Documentation
- Keep Files organized electronically, print periodically
- Keep a process binder

- Homework :: Reading: Felton, Understanding Consumer Behavior pp. 22-32

WEEK 3 JAN 31/FEB 2
Psychology in Copywriting
- Maslow’s hierarchy of needs
- Settle & Alreck 15 Basic Needs
- Assignment :: Psychology in Advertising Samples (5 pts.)

- DUE :: Assignment: Psychology in Advertising Samples • Class discussion 2 of your 3 samples
- Project One :: My SWIPE File (10 pts.) Due Week 15
- Homework :: Reading: Felton, Strategy & Research pp. 8-21, 32-66

WEEK 4 FEB 7/9
Research in Copywriting
- Discussion :: Process leading up to Project Three: Ad series.
- Selection of non-profit from Google Doc
- Organization research and identification of business goals, SWOT analysis
- Assignment :: Organization and Competitive Research Worksheet (5 pts.)
- Homework :: Reading :: Felton, MarketPlace, Approach, Creative Briefs pp. 8-21, 32-68

- Target Audience research
- Assignment :: 2 Target Persona Profiles Worksheet (5 pts.)
WEEK 5 FEB 14/16
Infographics
- DUE :: Research worksheets and personas
- Discussion :: Creating Infographics
- Project Two :: Infographic based on research. **Due Week 8**

WEEK 6 FEB 21/23
- Infographic working days
- Homework :: Reading :: Felton, Being Creative, pp.185-218

WEEK 7 FEB 28/MAR 2
- Infographic working days

WEEK 8 MAR 7/9
- Infographic working day
- **DUE ::** Project Two: Research Infographic Critique

**Writing Marketing Copywriting**
- What sells, How to connect, inspire, persuade. Recap of Advertising
- Assignment :: 5 Headline samples and why, cite headline types as outlined in Felton
- Homework :: Reading :: Felton, *Thinking in Words* pp. 81-91, *Human Truth* pp. 293-298
- Homework :: (Online) :: **Common Copywriting Problems**

WEEK 9 MAR 21/23
**Writing Marketing Copywriting: Headlines**
- **DUE ::** 5 Headline Examples/Class Discussion
- In-class exercise :: Headline stand off
- Homework :: Reading :: Felton, *Establishing Voice* pp.115-128

- Assignment :: 5 Headline Options for your organization and why
- Working Day :: 5 Headlines for your organization, start exploration of assets for Project Three

WEEK 10 MAR 28/30
**Writing Marketing Copywriting: Body Copy**
- **DUE ::** 5 Headline Options for your organization
- Discussion :: Writing Effective Body Copy
- Assignment :: 5 Bodycopy options for your organization.
- Working Day :: Compile ads for Project 3
- Homework :: Reading :: Felton, *Taglines* pp. 219-232

WEEK 11 APRIL 4/6
**Writing Marketing Copywriting: Taglines & Testimonial**
- **DUE ::** 5 Bodycopy options for your organization
- **QUIZ ::** Felton Readings & Class Topics (10 pts.)
- Discussion :: Taglines
- Assignment :: Wag the Tagline Options
• **DUE** :: Tagline Options, Top 3 Choices in Bold, Class Discussion
• Discussion :: Testimonial in Advertising
• Optional Assignment :: Reference your target audience personas, write a testimonial ad from each of your identified customers or beneficiaries (for 3 Bonus pts.)
• Working Day :: Compile ads for Project Three

**WEEK 12  APRIL 11/13**
• Final Working Day :: Project Three Due next class
• **DUE** :: Project Three: Final Ad Series
  Assignment :: Project Four: One Title, 3 Movies, DUE at Final

**WEEK 13  APRIL 18/20**
• Working Days :: Project Four
• **DUE** :: Project Four, 3 Plot Narratives (text only) for 3 Movie Genres

**WEEK 14  APRIL 25/27**
• Working Days :: Project Four Poster

**WEEK 15  MAY 2**
• Final Working Days :: Project Four Poster
• **DUE** :: Project One :: Hand in SWIPE file (10 pts)

**FINAL**
• **DUE** :: Project Four
  Present your final film narrative, poster design solution and design rationale.