.CMMN A311 Advertising Copywriting
11:30 – 12:20 MWF
202 Mercy Hall
Anita G. Day, Ph.D.
aday@loyno.edu

Office Hours:
308 Communications/Music
12:30 – 2:00 pm Monday and Wednesday
12:30 – 3:30 pm Friday
No office hours on Tues/Thurs
(Appointments available)

Required Texts:


Recommended:

LOYOLA UNIVERSITY MISSION STATEMENT
Loyola University New Orleans, a Jesuit and Catholic institution of higher education, welcomes students of diverse backgrounds and prepares them to lead meaningful lives with and for others; to pursue truth, wisdom, and virtue; and to work for a more just world. Inspired by Ignatius of Loyola’s vision of finding God in all things, the university is grounded in the liberal arts and sciences, while also offering opportunities for professional studies in undergraduate and selected graduate programs. Through teaching, research, creative activities, and service, the faculty, in cooperation with the staff, strives to educate the whole student and to benefit the larger community. Approved by Loyola University New Orleans Board of Trustees - March 5, 2004

OVERVIEW OF COURSE:
Advertising Copywriting is a course for students who are interested in the fields of advertising, marketing and public relations.

Many students are on a career path to become copywriters, graphic designers, art directors and creative directors, and this course is a fundamental training for those vocations. However, students merely interested in how advertising works will also enjoy the course, and the discipline needed to write persuasive copy.

Advertising Copywriting is a course designed to make you more aware of the advertising process, and to enable you to work with images and words to create powerful advertising messages. It is taught similar to other visual arts courses in which we will hold weekly critiques of each student’s work.

The course is divided into three sections. First, we learn the strategy of advertising, and how to execute the ad so that copy and visual work together. You can’t produce good advertising unless you know your product, and research its benefits, weaknesses and competition. We need to
understand consumer behavior and market segmentation as well.

Next, how do we execute the advertising message? We discuss thinking in words and pictures, making headlines work with copy, and styling our writing to 'fit' the audience. Television, radio and other advertising genres are covered, with examples of the good, the bad and the ugly.

**ACADEMIC HONESTY:**
Four simple words: Do your own work.

Not only will it allow you to get the most out of this course, it’s also university policy. Students must adhere to the highest standards of academic honesty. Unless otherwise notified, you are expected to complete all assignments, projects, and exams by yourself. We will discuss copyright infringement in class.

Plagiarism and cheating are serious offenses punishable under the academic dishonesty provision of the Code of Student Conduct (see student handbook regarding plagiarism). Plagiarism equates to taking (either word for word or in substance) the words, ideas, or works of another person without giving proper credit to that person. Besides, if you plagiarize, you **are guaranteed an F in this course, and possible expulsion from the university.**

**EXPECTATIONS:**
**Attendance:** Regular class attendance is expected. You will be required to discuss ads or articles featured in SmartBrief each week. Thus, you are here to learn and are expected to read your book and look at ads on your own time with critical thought in order to offer comment to class room discussion/lecture. IF you miss class for some reason, I do not need to know why and do not ask me what was covered or assigned- I will not answer. Ask one of your colleagues. The following resources are recommended to help you be familiar with and up to date on the advertising field and possibly pop quizzes:

Adforum.com has a great deal of up to date information, particularly on creative issues. There is information about international advertising, advertising news, agency portfolios, and production information. [http://www.adforum.com/index.asp](http://www.adforum.com/index.asp)

Advertising Age is the main publication of the advertising business. It is published weekly. You will be asked to discuss a story in the latest issue each week in class. [http://www.adage.com](http://www.adage.com)

**Subscribe to the AAF SmartBrief at www.smartbrief.com Get up to date industry information delivered to your e-mail. I use this primarily; you should too in order to keep up in class.**

**Professionalism:** Common courtesy is expected between the student and the instructor as well as amongst your peers. Professionalism counts in this class. That means that you will complete all assignments on deadline, provide thoughtful comments, work hard, work well with your peers, arrive on time and act with integrity.

**ASSIGNMENT DEADLINES:**
Assignments are due on time and you are expected to arrive on time for every presentation or critique. I **will close the door and you will not be allowed to enter to take the test or make your presentation or hand in your assignment.** Instead of getting fired (receiving a grade of zero) on your first late arrival, you will be given a second chance and allowed into class. The second late arrival will receive zero points. Period. We treat this class as if it is your job. This strictness is meant to introduce you to production deadlines that exist in both agency work and the newsroom. Late work can mean a missed story opportunity or a failed campaign.

All assignments must be typed and printed out with your name on it and handed in to me in class or in my box in the communications office. I will not accept e-mailed assignments.
Your final grade will be determined through the following formula:

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<th>Component</th>
<th>Percentage</th>
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<tr>
<td>3 Quizzes</td>
<td>15%</td>
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<tr>
<td>Individual Portfolio</td>
<td>30%</td>
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<td>Group Campaign Project</td>
<td>20%</td>
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<td>Class discussion/critiques/rough designs</td>
<td>30%</td>
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<tr>
<td>Professional Development</td>
<td>5%</td>
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<td>TOTAL</td>
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Grades will be awarded on the following basis:

- A = 90 - 100%
- B+ = 85 - 89%
- B = 80 - 84%
- C+ = 75 - 79%
- C = 70 - 74%
- D+ = 65 - 69%
- D = 60 - 64%
- F = below 60%

**Individual Portfolio**: 2 Print Ads - 2 TV Storyboards – 2 Internet Ads for two clients: One non-profit, one consumer product or service.

**Group Campaign Project (Nike)**: SWOT; Creative brief; 1 Group Print Ad - 1 Group Outdoor/Out of Home Ad – 1 Group Radio Ad

**Rough Designs**: You will complete rough designs that will be critiqued in class and help you with your final portfolio. These also include preliminary reports on research, creative briefs, headlines and body copy. You will bring layouts for your print ads, storyboards and Internet ads to be critiqued in the second half of the semester. These may be in nearly completed form but do not have to be a final version. You may revise these executions for inclusion into your final portfolio.

**Critiques**: Type a one page report about a topic in SmartBrief or some other advertising industry report to be discussed in class when SmartBrief critiques are noted on the calendar. Otherwise we will discuss others work for that week such as your rough designs.

**Quizzes**: You will not attend class on quiz days. Instead, you will log-on to Blackboard and take your quiz. If you have any technical problems while taking an exam in Blackboard, e-mail me and I will re-set the exam for you. Please remember you answers as you go along in case this happens. You will have an hour to take each quiz and two hours to take the final. You will be able to log in during a 12-hour period on quiz days from 10 am until 10 pm to take your quiz. If you start your quiz after 9pm, I will not help you should you have technical difficulty. Your test will not be recorded and you will receive a grade of zero. The quizzes will
consist of short answer questions asking you to apply the concepts discussed in class and the book.

**Professional Development:** Attend one New Orleans Ad Club Luncheon or Loyola Ad Club meeting. Provide a one page summary of the speaker and topic. Contact for the New Orleans Ad Club (e-mail ahead of time to work the registration table and attend):

Nicole Thiberville  
Account Executive  
Peter A. Mayer Advertising  
ThibervilleN@peteramayer.com  
504-210-1208 direct line  
504-566-1046 fax

**HELP ALONG THE WAY:** If you have special needs (i.e., alternative testing, help with writing, etc.), please speak with me at the start of the term so that proper arrangements can be made. For more information about support services, contact Disability Services in the Office of Academic Enrichment, Monroe 405, 865-2990.

If you would like to speak with a personal counselor, contact Counseling & Career Services, DC 208, 865-3835.

The Academic and Career Excellence (ACE) Center, Room 101 Monroe Library, is an excellent resource. One can work on projects there (using computers and other resources), and get instant advice from the following offices: Academic Enrichment, Counseling and Career Services, Disability Services, English Writing Lab, Mathematics Center, Monroe Library, Ross Foreign Language Center, and Writing Across the Curriculum. The information number is 864-7141.

**BLACKBOARD:** Many elements of this course will be available to you on the class Blackboard site (http://loyno.blackboard.com). You may find announcements, corrections to the syllabus (including due dates), clarifications, references, etc. You are well advised to check it often – and always make note of announcements. The “I didn’t know” excuse won’t work. Most of you have used Blackboard and you access it the same way as usual. If you have problems, go to the Monroe Library Reference Desk.

**OTHER THINGS YOU SHOULD KNOW:**

Grades are based on the final product, not the amount of time or effort you put in or how hard you tried, or any computing problems or unexcused extenuating circumstances. I will not respond to a plea to change a final grade because you tried really hard and did not make the desired grade. If you are worried about your final grade in the class, office hours are the best time to strategize how to make sure you get the grade you need/want.

If you believe a mistake was made in grading, you must see me within **two** days (not the end of the semester) after the assignment or exam is turned in or completed, no exceptions.

Remember presentations to me are as equal to an important client in which your job is at stake. You will be expected to act in a professional manner when presenting your work. This means, on days when assignment presentations will be held, you will show up dressed appropriately and on time to present your work to the important client for whom your job depends (that means me). Please wear semi-professional attire for presenting to me. This will be part of your grade.

**Exam/Assignment make-up policy:** Arrangements must be made **prior** to the original exam or presentation date. If arrangements are not made before the original exam or presentation date, or the make-up is missed, the grade will be “0.” Only excused absences will be allowed for making up exams/projects.

**The Fine Print:** The instructor reserves the right to alter any part of this syllabus at any time. Ample warning and discussion will be provided prior to any changes made, however.
## CMMN 311 CALENDAR

Last Day to Add a course is January 11.
Last Day to Drop a course is January 18.
Midterm grades are due March 7.
Last Day to Withdrawal from the course with a “W” on your transcript is March 7.
Class Final is May 7 as per the final exam schedule.

*Read each chapter before the date on the calendar*

<table>
<thead>
<tr>
<th>Monday</th>
<th>Wednesday</th>
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<tr>
<td><strong>January 7</strong>&lt;br&gt;Intro to course and syllabus&lt;br&gt;Discuss Ads: Learn to critique&lt;br&gt;(Group Assignments)</td>
<td><strong>January 9</strong>&lt;br&gt;Slogans&lt;br&gt;Copyright Law&lt;br&gt;Creativity</td>
<td><strong>January 11</strong>&lt;br&gt;Critique: SmartBrief&lt;br&gt;Group 1 presents</td>
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<td><strong>January 14</strong>&lt;br&gt;Branding&lt;br&gt;Chapter 2 Jewler Branding</td>
<td><strong>January 16</strong>&lt;br&gt;Fact Finding/Research&lt;br&gt;Jewler chpt 4: Research&lt;br&gt;Felton Chpt 2 Researching clients product</td>
<td><strong>January 18</strong>&lt;br&gt;Critique: Bring Ads&lt;br&gt;Of Clients Group 2 presents&lt;br&gt;Felton Chpt 13 How to be creative</td>
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<td><strong>January 21</strong>&lt;br&gt;MLK Day&lt;br&gt;NO CLASS&lt;br&gt;Chpt 3 Felton Understanding Consumer Behavior</td>
<td><strong>January 23</strong>&lt;br&gt;Preliminary Research Exercise&lt;br&gt;Chpt 4 Felton Analyzing the marketplace</td>
<td><strong>January 25</strong>&lt;br&gt;Critique: Smartbrief&lt;br&gt;Group 3 presents&lt;br&gt;Felton Chpt 5 Defining strategic approaches</td>
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<td><strong>January 28</strong>&lt;br&gt;Research Exercise: Access to databases/&lt;br&gt;Librarian</td>
<td><strong>January 30</strong>&lt;br&gt;Consumer Research:&lt;br&gt;<strong>Guest Speaker</strong>&lt;br&gt;Peter Mayer</td>
<td><strong>February 1</strong>&lt;br&gt;Critique: Smartbrief&lt;br&gt;Group 4 presents&lt;br&gt;</td>
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<td><strong>February 4</strong>&lt;br&gt;Mardi Gras</td>
<td><strong>February 6</strong>&lt;br&gt;Mardi Gras</td>
<td><strong>February 8</strong>&lt;br&gt;Mardi Gras</td>
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<td><strong>February 11</strong>&lt;br&gt;Weber Consumer Behavior&lt;br&gt;Exercise</td>
<td><strong>February 13</strong>&lt;br&gt;Strategy: A Roadmap for the creative team&lt;br&gt;SWOT/Situation Analysis&lt;br&gt;Jewler Chpt 5 Strategy</td>
<td><strong>February 15</strong>&lt;br&gt;Quiz No. 1</td>
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<td><strong>February 18</strong>&lt;br&gt;Creative Briefs&lt;br&gt;<strong>Guest Speaker</strong>&lt;br&gt;Peter Mayer&lt;br&gt;Felton Chpt 6 Creative Brief&lt;br&gt;Jewler Chpt 6 IDEAS</td>
<td><strong>February 20</strong>&lt;br&gt;NPO marketing</td>
<td><strong>February 22</strong>&lt;br&gt;Research on clients/ SWOT due&lt;br&gt;Critique: Group 1 presents</td>
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<td>February 25</td>
<td>Layout and Design review</td>
<td>Jewler Chpt 8 Layouts</td>
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<td>Felton Chpt 7 Headlines and Visuals</td>
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<td>February 27</td>
<td>Headlines and Visuals</td>
<td>Felton Chpt 7 Headlines and Visuals</td>
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<td>February 29</td>
<td>Client Creative Briefs Due</td>
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<td>March 3</td>
<td>Reversals (look at TV ads)</td>
<td>Felton Chpt 18 Reversal</td>
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<td>March 5</td>
<td>Metaphors (Look at TV ads)</td>
<td>Felton Chpt. 19&amp;20 metaphors</td>
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<td>March 7</td>
<td>Critique: SmartBrief</td>
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<tr>
<td>March 10</td>
<td>Copy</td>
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<td>March 12</td>
<td>Quiz 2</td>
<td>Felton Chpt. 15 The power of Fact</td>
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<td>March 14</td>
<td><strong>NO Class</strong></td>
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<td>March 17</td>
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<td>March 24</td>
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<td>March 26</td>
<td>Internet Advertising/Outdoor/Alternative Media</td>
<td>Jewler Chpt 12 The Internet</td>
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<td>Felton: Chpt 12 Other media</td>
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<td>March 31</td>
<td>Testimonials/ 2-fers</td>
<td>Felton Chpt. 17 2-Fers</td>
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<td>Felton Chpt 16 Testimonials</td>
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<td>April 2</td>
<td>Work on Internet Ads</td>
<td><strong>April 4 Internet Ads Due</strong></td>
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<td><strong>Critique:</strong> Internet</td>
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<td><strong>Group 1 presents</strong></td>
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<td>April 7</td>
<td>Critique: Internet Ads</td>
<td><strong>April 9 Work on Print Ads</strong></td>
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<td><strong>Group 2 presents</strong></td>
<td><strong>April 11 Print Ads Due</strong></td>
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<td>Go over Nike Group Project</td>
<td><strong>Critique:</strong> Print Ads</td>
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<td><strong>Client Presentations</strong></td>
<td><strong>Group 4 presents</strong></td>
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<td>Jewler Chpt 14 Client Pitches</td>
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<td>April 14</td>
<td>Television</td>
<td><strong>April 16 Work on storyboards</strong></td>
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<td>Jewler Chpt 10 television</td>
<td><strong>April 18 TV Storyboards Due</strong></td>
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<td>Felton Chpt 10 television</td>
<td><strong>Critique:</strong> TV Storyboards</td>
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<td>Radio</td>
<td>Nike Group Work/Portfolio</td>
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<td>Jewler chpt 9 Radio</td>
<td>Felton Chpt 11 Radio</td>
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<th>April 28</th>
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<tbody>
<tr>
<td>Nike Group Work</td>
<td>Critique: Nike Group Project Groups 3&amp;4</td>
<td>Critique: Nike Group Project Groups 1&amp;4</td>
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<tr>
<th>May 5</th>
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<tr>
<td>Portfolio Due</td>
<td>Quiz No. 3</td>
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