

**ADPR 3110**  
**Advertising Message Strategy**  
**Fall 2009**

**Dr. Jennifer Griffith**

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**Office hours: Monday, Wednesday, Friday 1:15-2:15 p.m. and by appointment**

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**Textbook:**

Jeweler & Drewniany's *Creative Strategy in Advertising*, 9th edition.

\*\*\*You also need to have a flash or jump drive to use in the lab.

**Course description:**

In ADPR 3110 you will

- learn how to create effective communications strategy and its executions.
- develop a basic understanding of consumer insight and its importance in crafting powerful, ethically informed advertising messages to diverse target audiences.
- discover how to generate strong concepts.
- gain skills in critiquing and evaluating creativity constructively.
- learn and practice how to write creative messages in a variety of media.
- gain knowledge about copyright laws as they pertain to advertising creative.
- learn how to pitch ideas successfully to the media and clients.

Along with formal assignments in the various media, you will complete several shorter written assignments. During the semester, you will have two exams, and your capstone project will be a group project: the development and presentation of a campaign.

**Course policies**

Because so much of our work in this class will be conducted, literally, in class, I encourage you to attend each class meeting and to be prompt in your arrivals. Plan to keep up with all assigned readings, and be prepared to discuss them in class. **As in the real world, deadlines are firm; I will not accept late work, and you may not make up any assignments you miss due to absences unless you make arrangements with me in advance.**

**Assignments are due as hard copies at their deadlines. Failure to turn in a graded assignment will mean a grade of zero for that project with no opportunity to make it up. Likewise, failure to show at a scheduled exam or presentation will result in a grade of zero for that part of the**

**course.** In emergency cases, please notify me by phone or by e-mail as early as you can and plan to bring documentation afterward. While you are in class, I want you to be focused, engaged, and productive. **All cell phones must be turned off; do not make or take calls or send or receive text messages.** Also, while checking your e-mail, text messaging, completing work for other classes, chatting off topic with classmates, reading the newspaper, etc. are indeed tantalizing alternative activities, you must resist the lure of these pastimes while you are in my classroom. You may not eat, drink, or smoke in the 204 lab.

### **Grades:**

My evaluations of your written/creative assignments will be based upon your originality, organization, focus, and clarity along with your accuracy in spelling, grammar, and punctuation. **All grades are final,** unless I make a mathematical error when calculating scores. I will compute your final grade as follows:

Exam 1	10%
Exam 2	10%
Print project	10%
Radio ads	10%
TV ad	10%
Campaign	30%
Attendance	20%

### Course grades:

92-100	=	A	(4.0)
90-91	=	A-	(3.7)
88-89	=	B+	(3.3)
82-87	=	B	(3.0)
80-81	=	B-	(2.7)
78-79	=	C+	(2.3)
72-77	=	C	(2.0)
70-71	=	C-	(1.7)
60-69	=	D	(1.0)
< 60	=	F	(0.0)

### **Attendance**

Here is how I will compute your attendance grade:

1 absence	=	95 points
2 absences	=	90 points
3 absences	=	85 points
4 absences	=	80 points
5 absences	=	75 points

6 absences = 70 points and so on with each additional absence resulting in the deduction of 5 more points from your attendance score.

After 1 late arrival to class, each subsequent tardy arrival will mean a two point deduction from your attendance score. I will consider you late if you show up to class after I begin taking roll.

\*\*\*Once I return graded work to you, if you have any concerns or questions about my evaluation of your project or desire information on strategies for improving your work, I will be happy to meet with you. Before we get together, though, you must take at least 24 hours upon the receipt of your graded work to **thoroughly** go over and digest my marks and comments. Then you must put together a **written** list of your questions and bring this list along to our meeting

**Project Revision:** Each of you will have the opportunity to re-do one of your creative projects for a chance at improving your grade. Even if this project was originally a group effort, the revision must be a solo endeavor. To get credit for a revamped project, **you must completely re-do the work, from concept to execution.** Simply cleaning up errors in the original will not suffice. All revised projects will be due at your final presentation. Should you earn a higher score on this work, the new grade will replace your original mark. Remember, though, doing the project revision does not guarantee that you will receive a higher grade; the work must be significantly better than your original effort.

#### **Academic Honesty Policy:**

All academic work must meet the standards contained in "A Culture of Honesty." Each student is responsible for informing him or herself about those standards before performing any academic work. All of your work in this course must meet the standards contained in "A Culture of Honesty." You can read UGA's complete statement and policies about academic integrity on the web: [http://www.uga.edu/ovpi.academic\\_honesty/sect01.htm](http://www.uga.edu/ovpi.academic_honesty/sect01.htm) . In keeping with these policies, you may not consult with any other faculty member about the projects assigned in this course without obtaining permission from me prior to approaching the other instructor, **nor are you to allow anyone, including student lab assistants and faculty members, to do any of the concepting, writing, or design work on your projects for you.** If you are aware of a climate that promotes academic dishonesty or a situation in which these rules have been violated, please notify me or call 706-542-0432.

#### **Students with disabilities:**

The University of Georgia and the Grady College of Journalism and Mass Communication are committed to providing equal educational opportunities for qualified students in accordance with state and federal laws, including the American Disabilities Act. For more information, see <http://www.uga.edu/stuact/handbook/stuaffairs/disability.html/>

**Please note:** This syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

### **Assignments**

**Monday 8/17** – Introduction to course

**Wednesday 8/17** – Creativity, pp. 1-35

**Friday 8/19** – Branding, pp. 38-56

**Monday 8/24** – Diversity, pp. 57-78

**Wednesday 8/26** - Fact Finding, pp. 79-106

**Friday 8/28** – Fact Finding cont.

**Monday 8/31** – Fact Finding cont.

**Wednesday 9/2** – Strategy, pp. 107-207

**Friday 9/4** - Strategy cont.

**Monday 9/7** – Labor Day holiday

**Wednesday 9/9** – Strategy cont.

**Friday 9/11** – Ideas, pp. 128-154

**Monday 9/14** – Ideas cont.

**Wednesday 9/16** – Words , pp. 155-183

**Friday 9/18** – Words cont.

**Monday 9/21** – Words cont.

**Wednesday 9/23** – Layout, pp. 184-208

**Friday 9/25** – Exam 1

**Monday 9/27** – Print

**Wednesday 9/29** – Print

**Friday 10/2 - Print**

**Monday 10/5 – Print**

**Wednesday 10/7 – Print**

**Friday 10/9 – Print**

**Monday 10/12 – Radio, pp. 209-226**

**Wednesday 10/14 – Radio cont.**

**Friday 10/16 – Radio cont.**

**Monday 10/19 – Television, pp. 227-245**

**Wednesday 10/21 – Television cont.**

**Friday 10/23 – Television cont.**

**Monday 10/26 – Direct marketing, pp. 246-262**

**Wednesday 10/28 - Internet, pp. 283-274**

**Friday 10/30 – Fall break**

**Monday 11/2 – Integrated Marketing Communications, pp. 275-296.**

**Wednesday 11/4 – Exam 2**

**Friday 11/6 – Campaigns**

**Monday 11/9 – Campaigns**

**Wednesday 11/11 – Campaigns**

**Friday 11/13 – Campaigns**

**Monday 11/16 – Campaigns**

**Wednesday 11/18 – Campaigns**

**Friday 11/20 – Campaigns**

**THANKSGIVINGTHANKSGIVINGTHANKSGIVINGTHANKSGIVING BREAK**

**Monday 11/30** - Campaigns

**Wednesday 12/2** – Campaigns. Online course evaluations.

**Friday 12/4** – Campaigns

**Monday 12/7** – Last day of class. Campaigns

**Thursday 12/10** – 11:15 class presentations, 12:00 – 3:00 p.m.

**Monday 12/14** – 12:20 class presentations, 12:00 - 3:00 p.m.

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