

Advertising Message Strategy (ADPR 3110)

Professor: Dr. Jay Hamilton
Room and time: Journalism 204, TTh 9:30–10:45
Office and office hours: Journalism 226, Thursday 3:00–4:00
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The University of Georgia is committed to the full inclusion of all students. Students with a disability or health-related issue who need a class accommodation should make an appointment to speak with me as soon as possible. Students may also speak with Disability Services at 542-8719 to discuss the process for requesting accommodations.

The University of Georgia will act in matters of employment, admissions, programs, services, and activities free of prohibited bias with regard to race, creed, color, sex, sexual orientation, national origin, religion, age, veteran status, and disability. Continuation of the above policies is consistent with applicable provisions of the Civil Rights Act of 1964, the Education Amendments of 1972, Executive Order 11246, Revised Order 4, the Vietnam Era Veterans Readjustment Act of 1974, the Rehabilitation Act of 1973, and The Americans with Disabilities Act of 1990, as revised and/or amended, with implementing regulations.

WEBCT: This course has a companion WebCT site to enable email communication and access to grades. Access it through your MyID login to the UGA website.

Required book

Tom Altstiel and Jean Grow. *Advertising Strategy; Creative Tactics from the Outside/In*. Thousand Oaks: Sage, 2006.

Course description

This course provides a conceptual exploration of and hands-on practice with generating creative advertising concepts and executions for a variety of media. In addition to focusing on clear and concise writing, you'll learn how to generate a

strategic foundation, progress from it to a creative strategy and concept, and employ disciplined thinking for developing executions and presenting your creative work. *Required course prerequisite:* ADPR 3100.

Assignments

Plan on attending all class sessions, completing all readings and all assignments to the best of your ability, and discussing material frequently and knowledgeably in class. I also encourage you to discuss your work with each other and with me during its development.

However, all work submitted in this class must be the product solely of you and/or your team member(s). *Be sure to read the guidelines at the end of this syllabus regarding the university's policy on academic honesty. This policy will be adhered to strictly. If you have any questions about this policy, be sure to raise them with me before turning in an assignment.*

Pop quizzes (10%). Short quizzes (five-minute) are given *without warning* periodically throughout the semester. They are meant to acknowledge students who keep up with readings. More details and specific examples will be provided.

Trial campaign (20%). Everyone together as a class works on an initial campaign from strategy to executions. More details will be provided.

Campaign (60%). Each of you will work individually and as part of a randomly assigned creative team to develop and present an original creative concept and rough executions in a variety of media for a client to be announced. Each student will do her/his own campaign individually (worth 70% of each student's campaign grade), then pool resources in a small group to present a refined campaign to the class at the end of the semester (worth 30% of each student's campaign grade). The assignment concludes with a formal creative presentation. More details will be provided.

Participation (10%). Active participation indicates responsibility taken for one's own development and progress. As success in the class is determined primarily by your own effort, the participation component recognizes and encourages such effort. In addition to peer evaluations of contributions to the development of the final campaign, criteria include consistent attendance and consistent, conscientious, and informed contributions to class.

Grading

Unless otherwise noted, all assignments are assessed using a 100-point scale. General grading criteria for assignments are originality; organization, focus, and

clarity of writing; and flawless spelling, punctuation and grammar. Specific descriptions and criteria are distributed as needed during the semester.

In addition, please follow these guidelines on all work turned in for evaluation.

- ❑ Unless otherwise directed, all work must be typewritten or done on a computer, double-spaced, text sized in 12 points, with at least 1" margins on all sides. *Unless directed otherwise, no hand-written assignments will be accepted. And, unless arrangements with the instructor are made ahead of time, no assignments submitted via email will be accepted. Any such assignments will be deemed late, and late points will be deducted until it is handed in typed and/or in hard copy.*

Layouts and storyboards must be done with a thick black-ink marker (e.g. a “Sharpie”) or on a computer, then printed out and transferred to artboard as appropriate. More details will be made available later in the semester.

- ❑ Two points will be deducted for each misspelled word or other basic mechanical error. Should you choose to redo an assignment (see below) and fix these errors, only ½ of the deducted points can be gained back.
- ❑ Assignments turned in after the day/time at which they are due will earn a 10-points-per-weekday penalty. Even if an assignment is turned in five minutes late, 10 points will be deducted. Should you choose to redo an assignment, late points cannot be gained back.

Resubmitting work

Should you choose to, you can redo and resubmit for a new grade any trial-campaign assignment or early portion of the final campaign. If the redone assignment is evaluated higher than the initial one, scores will be averaged. If redone assignment earns a lower score, the original score will be used.

- ❑ Although not required, you’ll find it very helpful to meet with me before getting started to get a specific idea of what needs to be done.
- ❑ The initial assignment must be turned in according to policies regarding late and make-up work listed on p. 4.
- ❑ The deadline for accepting redone assignments is one week after it has been handed back to you. For example, if an assignment is handed back to you on a Thursday, the deadline for accepting it redone is the following Thursday by the end of class. I cannot accept redone assignments turned in late, even by five minutes.

- Points deducted for lateness (10 points per weekday) and one-half the points for spelling/syntax errors (2 points per error) will not be gained back by redoing an assignment.

Total points for the semester are located on the scale below to determine the final grade.

93-100 = A (4.0)	77-79 = C+ (2.3)
90-92 = A- (3.7)	73-76 = C (2.0)
87-89 = B+ (3.3)	70-72 = C- (1.7)
83-86 = B (3.0)	60-69 = D (1.0)
80-82 = B- (2.7)	< 60 = F (0.0)

Policies

Each student is responsible for staying informed about all policies regarding the course. It's no excuse to say "I didn't know."

Electronic communication

WebCT and other forms of electronic communication are accepted at the university as official means of correspondence. Thus, students are responsible for checking the course's WebCT site daily and any other official communication regarding this course for any changes or updates.

Late work and make-up work

The late penalty may be waived and make-up work arranged with the instructor. Acceptable reasons: a) serious illnesses; b) appointments with a medical specialist for serious illnesses; c) a death in the family; d) observance of a religious holiday; e) required participation in an official university activity. Written documentation for any of these is required.

If at all possible, contact the instructor *prior to* the anticipated absence to make arrangements. If not possible, contact the instructor within 7 days of the absence. If contacted after that time, the late penalty cannot be waived.

Withdrawals

If you decide to withdraw from the course *after* the drop/add period (last day is Fri., Aug. 21), your resulting grade will depend on when you initiate the withdrawal:

- a) Prior to and including Thurs., Oct. 22, your grade will be a WP (withdrawal passing), and will not affect your grade-point average.

- b) After Thurs., Oct. 22, your grade will be a WF (withdrawal failing), and will be calculated into your grade-point average as a 0.0 earned on three credit-hours.

(*Change effective Spring 2009:* There is now a limit of four (4) career withdrawals at UGA before all subsequent withdrawals receive an automatic grade of WF (Withdrawal Failing). The count will begin Spring 2009 regardless of when a student matriculated and of any withdrawals in previous terms. All withdrawals are included in the count except: Hardship Withdrawals, Withdrawals from Audited Courses, and Military Withdrawals.)

Exceptions

There are no exceptions to these policies.

Getting help

Be sure to see me with questions about the course, issues, ideas, careers, academia, or anything else that is on your mind. My office hours are listed on front. If you don't ask, I can't help!

Course schedule

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

<i>Date</i>	<i>Topic/Activity</i>	<i>Reading</i>
Tues., 8/18	Course introduction; best practices	
	I Strategy/concept	
Thurs., 8/20	Strategy/research; human-subjects research; client information for trial campaign handed out; group organization day	Chpts. 1, 3, 6; "Ideas are Dead" (on WebCT)
	LAST DAY OF DROP/ADD PERIOD FRIDAY AUGUST 21	
Tues., 8/25	Campaigns; strategy/research (continued)	Chpt. 2

Thurs., 8/27	Strategy/research (continued) <u>DUE at 10:45 a.m. (from each group):</u> Creative research summary and strategy document <u>DUE at 10:45 a.m. (from each student):</u> Interview write-up and interpretation of creative research	
Tues., 9/1	Concepting	Chpt. 4
Thurs., 9/3	Concepting (continued) <u>DUE at 9:30 a.m.:</u> Concepts.	
II Executions		
Tues., 9/8	General creative approaches; Writing I: synergy and visual metaphor	Chpt. 5
Thurs., 9/10	Synergy, visual metaphor (continued); media-creative synergy; copy format	Chpt. 7, 10; “Writing Headlines” on WebCT
Tues., 9/15	Synergy, visual metaphor (continued) <u>DUE at 9:30 a.m.:</u> Two out-of-home executions	
Thurs., 9/17	Argument	Chpt. 8, 9
Tues., 9/22	Argument (continued) <u>DUE at 9:30 a.m.:</u> One print ad that uses an argument	
Thurs., 9/24	Writing II: Characterization/dialog; scripts	Chpt. 12
Tues., 9/29	Writing II: Plotting	Chpt. 13
Thurs., 10/1	Characterization, dialog, plots (continued) <u>DUE at 9:30 a.m.:</u> Radio or video script that uses a story	
Tues., 10/6	Writing III: Montage	
Thurs., 10/8	Montage (continued) <u>DUE at 9:30 a.m.:</u> Radio or video script that uses a montage.	

Tues., 10/13	Writing IV: Immersive	Chpt. 14
	<u>DUE at 9:30 a.m.</u> : Explanation of cutting-edge digital technique	
Thurs., 10/15	Creative presentations	Chpt. 17
Tues., 10/20	Multimedia for presentations	
Thurs., 10/22	Workshop	
	WITHDRAWAL DEADLINE	
Tues., 10/27	Present to class	
	<u>DUE at 9:30 a.m. (from each group)</u> : Campaign presentations and materials	
	III Campaign	
Thurs., 10/29	Campaign client rollout; group organization	
Tues., 11/3	Workshop	
Thurs., 11/5	<u>DUE at 9:30 a.m. (from each group)</u> : Campaign research/media memo and strategy	
Tues., 11/10	Workshop	
Thurs., 11/12	Workshop	
Tues., 11/17	Workshop	
Thurs., 11/19	<u>DUE at 10:45 a.m. (from each student)</u> : Individual campaign creative	
Tues., 11/24	THANKSGIVING HOLIDAY	
Thurs., 11/26	THANKSGIVING HOLIDAY	
Tues. 12/1	Workshop	
Thurs., 12/3	Workshop; “Semester’s Best Execution” Competition	
	LAST DAY OF SEMESTER	
Wed., 12/9	READING DAY	
Tues., 12/15	FINAL CREATIVE PRESENTATIONS 10:00-12:00 p.m., ROOM 204	
	<u>DUE at 10:00 a.m. (from each group)</u> : Client presentation; campaign materials	

Regarding academic honesty

What is a “culture of honesty”?

This is the University of Georgia’s policy about academic honesty. All academic work must meet the standards contained in “A Culture of Honesty.” Students are responsible for informing themselves about these standards before performing any academic work.

Who is covered by this policy?

Every student who enrolls at the university agrees to be bound by this policy. This means that each student has a responsibility to read the policy and comply with it. It’s no defense to a charge of academic dishonesty to say “I didn’t know that was prohibited.”

What general conduct is prohibited?

Students must perform all of their academic work without plagiarizing, cheating, lying, tampering, stealing, receiving assistance from others (unless the faculty member authorizes that assistance) or using outside sources to assist in that work without giving fair, explicit attribution via footnotes, endnotes, or reference list.

Examples of academic dishonesty are copying answers from another student during an exam, giving a false excuse for failing to show up for an exam, obtaining advance exam copies by unauthorized means, or presenting others’ work as your own. Students who assist other students in academically dishonest acts are also in violation of the policy.

For more information, contact the Office of the Vice President for Instruction at 543-0690, or find information at (<http://www.uga.edu/honesty/>).
