

August 17, 2009

**MEMORANDUM**  
**[syllabus Fall 2009]**

**To:** Students, Advertising Message Strategy, ADPR 3110

**From:** Professor & Creative Director Elli Lester Roushanzamir

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**Date & Time:** Fall Term, 2009, MWF/ 1:25-2:15

**Final Exam Scheduled:** 1:25 pm Wed., Dec. 16<sup>th</sup> 12:00 - 3:00 pm

**Text Book:** *Creative Strategy in Advertising* by Drewniani & Jewler. 9<sup>th</sup> edition.

**Culture of Honesty:** All members of the University community are responsible for knowing and understanding the policy on academic honesty. You can read the UGA complete statement & policies about academic integrity on the web at:

[http://www.uga.edu/ovpi/academic\\_honesty/sect01.htm](http://www.uga.edu/ovpi/academic_honesty/sect01.htm)

**Learning Objectives:**

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

**Methods of Evaluation:**

Final Project, 60%

Attendance [required] Assigned Briefs, Memos, Quizzes, 40%

**Please note:** changes to the syllabus may be made at the Instructor's discretion &, if changes are made, they will be posted online & announced in class

**August 17, Week 1:** Creative Process and Creative Teams and Diversity  
Syllabus & Chapters 1 & 2

**August 24, Week 2:** Diversity and Research  
Chapters 3 & 4

**August 31, Week 3:** Creative Strategy and the Big Idea  
Chapters 5 & 6

**September 7, Week 4:** Your presence of the web

### **NO CLASS ON LABOR DAY**

**September 14 – Oct. 5, Weeks 5 – 8:** Print Advertising  
Chapters 7 & 8  
Critique and Create print ads

**October 12, Week 9:** Radio  
Chapter 9  
Critique and Create Radio ads

**October 19, Week 10:** Television  
Chapter 10  
Critique and Create TV ads

**October 26 & Nov. 2, Weeks 11 & 12:** “New” Media  
Chapter 12  
Critique and Create for the Internet  
Your presence on the internet

### **OCTOBER 30, FALL BREAK**

**Nov. 9, Week 13:** IMC, Brand + Consumer  
Chapter 13

**Nov. 16, Week 14:** Direct Marketing & Client Pitches & Pitching Yourself (i.e. get-a-job tools)  
Chapter 11

### **THANKSGIVING BREAK**

**November 30, Week 15 & December 8, Tuesday:** Work on Portfolios & Campaigns