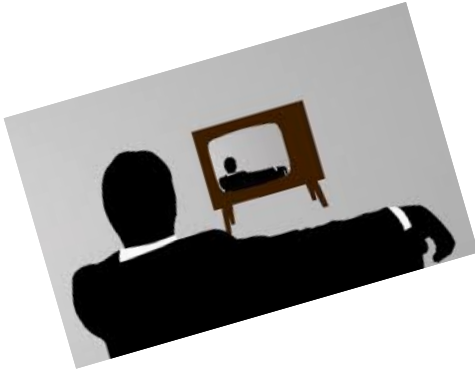


 **SANTA ROSA
JUNIOR COLLEGE**
BMK54 Advertising Syllabus
Fall 2018



Instructor: Kelly Windsor
kwindsor@santarosa.edu

Maggini 2801, T/Th 9:00-10:30
Office Hours: Maggini 2801, T/Th 8:30-9:00

Textbook: Creative Strategy in Advertising, Eleventh Edition,
Drewniany & Jewler Wadsworth Cengage Learning Inc. 2014

Recommended Prep: Eligibility for English 100 or ESL 100

Welcome to BMK54! By the time you complete this course, I hope you will agree with me that creating great ad campaigns can be fun and empowering.

What you will learn

What makes a great brand, how to conduct your own market research, how to reach out to consumers in ways that are meaningful and authentic, how to write snappy copy, and how to communicate in all media, from TV to Facebook to email headers.

Why take this course

Even if you don't become a professional copywriter or marketer, you will find that the skills you learn in this class are incredibly useful. You could use them to market yourself in a job search, attract people to participate in a cause you believe in or start your own small business. It will also help you polish your writing and presentation skills.

What the course is like

In the first half of the course, I will teach you the process that major ad agencies, digital agencies, and branding companies use to develop campaigns: Brand Audit, Research, Strategy Development, Big Idea/Stories, Headlines, Layouts, and Social Media. Most days, there will be an introductory lecture and an individual or group activity on the topic.

In the second half of the course, you and your group will create a mock advertising and social media campaign that will be presented on Finals Day. Students have done mock campaigns in the past for brands like Guayaki, Sriracha, Coachella, Hydro Flask, and Lagunitas.

Big Ad Challenge

In the past three fall semesters, our class has participated in an advertising contest sponsored by the North Bay Business Journal. We have competed against teams from Sonoma State, Dominican, and sometimes Napa College to create the best ad campaign for clients selected by the NBBJ. We won't know until the end of summer if this contest will take place again, but if it does, it will be a fantastic learning experience. (Depending on the timelines we get from the NBBJ, the schedule will be adjusted accordingly.)

Teams from SRJC have won three years in a row. Google "Big Ad Challenge" to see an article about the winning campaign from last year. Not only did it win \$25,000 in free media space for the 4Cs of Sonoma County, it noticeably increased their donations.

Guest Speakers

If time permits, we will host guest speakers who are local marketing experts. Last semester, we hosted Chris Denny, President of The Engine is Red, ad agency, Julia Peirera, President of On-Time Social, Kerry Rego, author and social media educator, and Jess Worthenn, social media influencer rep from Studio71.

Participation

Advertising is a team sport. You and everyone else in the class will learn a lot more if you do the reading, think, ask questions, experiment, and engage with me and your classmates.

THE ONE BIG RULE: When the instructor or other students are talking, there will be zero tolerance for disruptive side conversations. Students who can't follow this simple, courteous rule will be dropped from the class. Respect.

Attendance

Much of our class content happens in class. I realize that students have other obligations and even emergencies, so I do not make attendance mandatory. But I can tell you that it will be difficult to succeed in this class if you are regularly absent. There is no way that you can waltz in after missing a few classes and throw out a few great headlines. It doesn't work that way. And you will annoy the students in your advertising project group.

Group Work

It is the nature of advertising that it is created by groups of people working together. If you don't feel comfortable working with a group, this may not be the class for you.

Assignments

In the first half of the class each section (Brand Audit, Research, etc.) there will have a chapter of assigned reading from the textbook, an individual writing assignment, and an in-class group activity. The in-class group activities are very popular, so you won't want to miss them.

For the group advertising campaign, you will work in class and sometimes outside of class to research and develop your ad campaign. The total required work outside of class should not exceed 1-2 hours per week.

Lateness/Late Work

Classes start promptly. The first 30 minutes of class are usually where I explain everything. If you are late, you won't know what's going on for the whole class. And you will annoy your classmates.

All work is assigned with the objective of helping you understand what we are doing in class and improving your skills. It should not be particularly difficult, but I expect it to be done conscientiously and on time. It doesn't do you any good to do your research after you are already writing ad headlines, for example. Work submitted up to two days late is 20% off. After two days, it's 50% off. No work is accepted more than a week late unless I have approved it.

Make-Up Work from Missed Classes

If you miss a class, check with Canvas to see if I have posted any lecture slides. And check with me to see if you can make up the in-class activity. This may not always be possible and may cost you some points.

Technology/Supplies

You will need Internet access to complete assignments and access class information on Canvas. From time to time we do in-class activities that are easier with a device that's bigger than a phone. You can either bring your own laptop or use one of our department iPads. Also, we may use some of the Google apps for collaboration, so if you are one of the last people on earth who doesn't have a Google account, you might want to sign up.

Grading

Preparation, Participation, Attendance:	20%
Writing and other Assignments:	30%
Advertising Project:	50%

Grades are posted regularly in Canvas. I also use Canvas to keep track of attendance and lateness.

You will know where you stand. I am not a tough grader for students who show up, participate, and do their best.

Link to the official Course Outline:

https://portal.santarosa.edu/SRWeb/SR_CourseOutlines.aspx?Semester=20187&CVID=37826

Students with disabilities who believe they may need accommodation in this class are encouraged to contact Disability Resources (527-4278) Analy Village, as soon as possible to better ensure such accommodations are implemented in a timely fashion

Advertising Class Schedule

(guaranteed to be revised but you'll get the idea)

Introduction

Tuesday August 21
Thursday August 23

Branding: Chapter 2

Tuesday August 28
Thursday August 30

*Tuesday September 4 Teacher Professional Development Day. No Class.

Research: Chapter 3

Thursday September 6
Tuesday September 11

Strategy: Chapter 5

Thursday September 13
Tuesday September 18

Big Idea: Chapter 6

Thursday September 20
Tuesday September 25

Headlines & Copy: Chapter 7

Thursday September 27
Tuesday October 2

Layouts: Chapter 8

Thursday October 4
Tuesday October 9

Social Media: Reading Handout

Thursday October 11
Tuesday October 16

Guest Speakers

Thursday October 18
Tuesday October 23

Group Project Work

Thursday	October 25	Kick-off/Brand Audit
Tuesday	October 30	Product Research
Thursday	November 1	Target Audience Research
Tuesday	November 6	Competitor Research
Thursday	November 8	Strategy/Creative Brief
Tuesday	November 13	Big Idea
Thursday	November 15	Story Writing
Tuesday	November 20	Ad Development
Thursday	November 22	Thanksgiving. No Class
Tuesday	November 27	Ad Development
Thursday	November 29	Testing
Tuesday	December 4	Ad Refinement
Thursday	December 6	Ad Refinement
Tuesday	December 11	Ad Refinement
Thursday	December 13	Create Presentation

FINAL PROJECT PRESENTATION (FINALS WEEK)

THURSDAY December 20 7am – 9:45am