



## BMK54 Advertising Syllabus Spring 2019

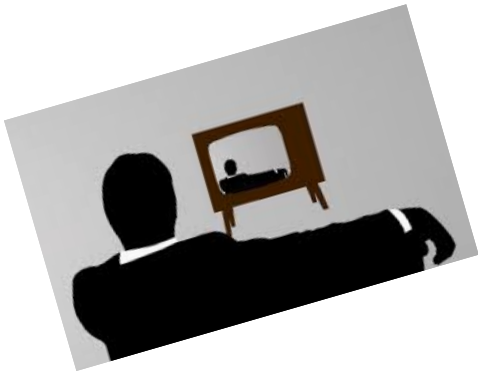
Instructor: Kelly Windsor  
[k Windsor@santarosa.edu](mailto:k Windsor@santarosa.edu)

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 Hot Sauce, Coachella, Hydro Flask, and Lagunitas Brewery.

## **Guest Speakers**

If time permits, we will host guest speakers who are local marketing experts. In past semesters, we have 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 Tess Kofoed, Director of Marketing at Solful cannabis dispensary.

## **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 use 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](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

## **Class Schedule (scroll to the next page)**

# BMK54 Class Schedule

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

## **Introduction**

Tuesday January 15  
Thursday January 17

Tuesday January 22

No Class. Teacher Professional Development.

## **Branding: Chapter 2**

Thursday January 24  
Tuesday January 29

## **Research: Chapter 3**

Thursday January 31  
Tuesday February 5

## **Strategy: Chapter 5**

Thursday February 7  
Tuesday February 12

Thursday February 14

No Class. Teacher Professional Development. (I know. I know)

## **Big Idea: Chapter 6**

Tuesday February 19  
Thursday February 21

## **Headlines & Copy: Chapter 7**

Tuesday February 26  
Thursday February 28

## **Visuals & Layouts: Chapter 8**

Tuesday March 5  
Thursday March 7

## **TV Scripts: Chapter 10**

Tuesday March 12  
Thursday March 14

**\*\*Spring Break: March 18-24**

## **Digital Media: Reading Handout**

Tuesday March 26  
Thursday March 28

## **Group Project Work**

### **Background Work**

Tuesday April 2	Kick-off/Brand Audit
Thursday April 4	Product Research
Tuesday April 9	Target Audience Research
Thursday April 11	Competitor Research
Tuesday April 16	Strategy/Creative Brief
Thursday April 18	Big Idea
Tuesday April 23	Story Writing

### **Presentation Work**

Thursday April 25	Ad Development
Tuesday April 29	Ad Development
Thursday May 2	Testing
Tuesday May 7	Ad Refinement
Thursday May 9	Ad Refinement
Tuesday May 14	Ad Refinement
Thursday May 16	Create Presentation

**FINAL PROJECT PRESENTATION (FINALS WEEK)**  
**THURSDAY MAY 23**                      **8:15am - 9:45am**