



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 complete advertising campaign for a real client as part of the North Bay Business Journal's Big Ad Challenge.

Big Ad Challenge

In the past four 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 Napa College to create the best ad campaign for clients selected by the NBBJ (Depending on the timelines we get from the NBBJ, the schedule will be adjusted accordingly.)

Teams from SRJC have won four years in a row. Google "North Bay Business Journal Big Ad Challenge" to see articles about winning campaigns from prior years.

Guest Speakers

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

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 is probably not be the class for you.

Assignments

In the first half of the class each module (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. Written homework is usually due on Sunday nights and Wednesday nights with a reading assignment due on Monday night. None should take more than 30 minutes.

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 2-3 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. All late work will be marked 20% off.

Make-Up Work from Missed Classes

If you miss a class, check on 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% Final 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

Tentative Schedule

Introduction

Tuesday August 20 (Syllabus) Thursday August 22 (Classic Ads)

Branding: Chapter 2 Tuesday August 27 Thursday August 29

Research: Chapter 3 Tuesday September 3 Thursday September 5

Strategy: Chapter 5
Tuesday September 10
Tuesday September 10

Tuesday September 10 Big Ad Challenge Kick-off 3:30 to 6:00??

Thursday September 12

Big Idea: Chapter 6 Tuesday September 17 Thursday September 19

Headlines & Copy: Chapter 7

Tuesday September 24 Thursday September 26 Design & Layouts: Chapter 8

Tuesday October 1 Thursday October 3

TV Scripts: Chapter 10

Tuesday October 8

Big Ad Challenge Work

Research

Thursday October 10 Tuesday October 15

**Thursday October 17 Clients In Class: Research + Client Speed Dating

Strategy

Tuesday October 22

Big Idea

Thursday October 24

Tuesday October 29 in class group work

Copywriting & Design Layout

Thursday October 31

Tuesday November 5 in class group work

Client Check In

**Thursday November 7 Clients in Class. Feedback + Speed Dating

Tuesday November 12 *Professional Development Day. No class.

Media Planning

Thursday November 14

Presentation Skills

Tuesday November 19

Thursday November 21 in class group work Tuesday November 26 in class group work

Thursday November 28 Thanksgiving. No class.

*Sunday December 1: Written Big Ad Challenge presentations due ??

Digital Marketing

Tuesday December 3

Presentation Practice

Thursday December 5 (in class optional)

Big Ad Challenge Presentations *Thursday December 5 3-6pm?

Digital Marketing (Cont)

Tuesday December 10 Guest speaker?
Thursday December 12 Guest speaker?

Finals Week (TBD)

Thursday December 19 7-9:45am