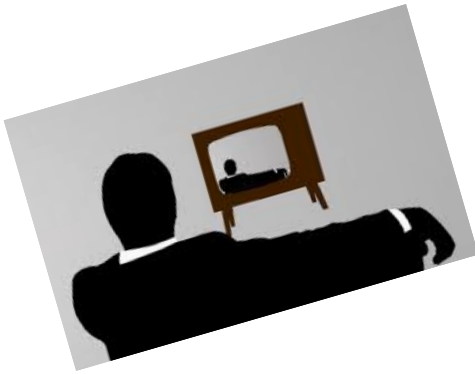


SYLLABUS

BMK54: Advertising, Branding, and Digital Marketing Spring 2020

Instructor: Kelly Windsor
kwindsor@santarosa.edu



Maggini 2801, T/Th 9:00–10:30
Office Hours: Maggini 2801, T/Th 8:30–9:00
Email for an appointment

Textbook: None

Recommended Prep: Eligibility for English 100 or ESL 100

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

What you will learn

How to create ad campaigns that work.

What makes a great brand, how to conduct your own market research, how to reach customers 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 headlines.

Who should take this course

People looking to promote their business or non-profit, move into a marketing career, or transfer to a 4 year marketing program.

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, Copywriting, Design & Layouts. 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 a group will create a complete advertising campaign including a mock marketing website using Wix (non-technical) and ads to drive traffic to it the website (for example Google Search, Google Display, Facebook, and print/out-of-home). Campaigns will be presented on Finals Day. Previous groups have chosen to do mock campaigns for companies like Guayaki Yerba Mate, Sriracha Hot Sauce, Coachella, Hydro Flask, Retrograde Coffee, Henhouse Brewery, and Lagunitas Brewery.

Guest Speakers

If time permits, we will host guest speakers. 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, Tess Kofoid, Director of Marketing at Solful cannabis dispensary, and Jess Worthen VP at 71 Studios influencer marketing.

Attendance

There is no textbook this semester, so all the content will be communicated IN CLASS. That means it will be difficult to succeed 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.

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.

Homework

In the first half of the class, there is usually homework due Sunday night and Wednesday night. It should require no more than 45-60 minutes to complete. I am an easy grader for students who put in good faith effort.

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 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.

Missed Classes/Make-up Work

If you do miss a class, look on Canvas for lecture slides. And check with me to see if you can make up the in-class activity.

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. We regularly use Canvas, Google Docs and Google Slides to turn in homework and for collaboration.

Grading

Preparation, Participation, Attendance:	20%
Writing and other Assignments:	40%
Advertising Project:	40%

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

Important Dates

1 st Day of Class	January 14
Last Day to Add without Approval	January 19
Last Day to Drop for Refund	January 26
Last Day to Add with Approval	February 2
Last day to withdraw without a "W"	February 2
Deadline to Declare Pass/No Pass	February 23
Last day to withdraw with a "W"	April 19
Final Exam Day	May 21, 8-9:45 am

Draft Class Schedule

Tuesday January 14	Class Intro/Speed Dating
Thursday January 16	Classic Advertising You Should Know
Tuesday January 21	Teacher Professional Development Day. NO Class
Thursday January 23	Branding
Tuesday January 28	Branding
Thursday January 30	Research
Tuesday February 4	Research
Thursday February 6	Strategy/Customer Benefit
Tuesday February 11	Strategy/Customer Benefit
Thursday February 13	Teacher Professional Development Day. NO Class
Tuesday February 18	Google Search/Display Ads
Thursday February 20	Facebook/Instagram Ads
Tuesday February 25	Influencers
Thursday February 27	Big Idea
Tuesday March 3	Print Ads
Thursday March 5	Print Ads

Tuesday March 10	TV Scripts
Thursday March 12	TV Scripts
Tuesday March 17	Spring Break
Thursday March 19	Spring Break
Tuesday March 24	Mid-Term Review & Group Project Kick-off
Thursday March 26	Research
Tuesday March 31	Research
Thursday April 2	Research
Tuesday April 7	Strategy/Customer Benefit
Thursday April 9	Strategy/Customer Benefit
Tuesday April 14	Media Planning
Thursday April 16	Media Planning
Tuesday April 21	Group Campaign Development
Thursday April 23	Group Campaign Development
Tuesday April 28	Group Campaign Development
Thursday April 30	Group Campaign Development
Tuesday May 5	Group Campaign Development
Thursday May 7	Group Campaign Development
Tuesday May 12	Presentation Skills
Thursday May 14	Presentation Skills
Thursday May 21	Final Presentations