

Advertising Copywriting

Fall 2018

ADV 04375 M/W 3:30-4:45 Winans 113

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Hours: T/W 1-3 and by appt

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OUR GOALS

ask good questions

learn to write for specific media

practice techniques for creating strong messages and headlines

make awesome stuff you're proud of

This is not ^(just)
a class.

Your career
starts with
building
the vital
skill of cu-
riosity.

How does the
world work?
How do I solve this
problem?
How can I speak to
these people?

WHY WE'RE HERE

This course will introduce you to the concepts and skills necessary for creating print, direct, and electronic advertising copy. Developing advertising materials involves research, design, as well as specific techniques and styles.

This course encourages **critical thinking** and **good collaboration**, both of which are crucial for success no matter what careers you choose.

You will:

- + work with a team to develop an idea into an ADVERTISING CAMPAIGN AND PITCH, formulating a TEAM STATEMENT and BRAND STATEMENT along the way
- + develop an IDEABOOK to help you be curious about your world and curate your ideas
- + write for different channels and media during IN-CLASS WRITING EXERCISES
- + show up, be present, respect guest speakers, engage

Important Stuff

Honesty Policy

Plagiarism is a serious offense. If you use any pictures, words or other expression of ideas you did not create, you must provide attribution and copyright permission. This includes copying from the Internet or from another person. For Rowan's complete academic honesty policy, download the Student Information Guide from http://www.rowan.edu/studentaffairs/main_office/LC.htm

Plagiarism is anything that you take from another source (including the Internet) and pass off as your own work. If you aren't sure about something, ask me. Don't be shady.

Classroom Ethics

Phones and computers off and closed. There will be a few minutes at the end of each class for you to open up laptops to make notes and reminders, search the internet, whatever, but I will announce when it's time for this. The science is just too clear that you learn better without a laptop.

Accommodation Statement

Your academic success is important. If you have a disability could impact your work in this class, please tell me about it early in the semester. You also need to provide documentation of your disability to the Center for Academic Success to receive official university services and accommodation. You can reach the Center at 856-256-4234. You will find it on the 3rd Floor of Savitz Hall. The staff can answer your questions about accommodation or help you apply for an accommodation.

SYLLABUS

WHAT YOU'LL BE DOING

Grades range from Fs to As. We will discuss in detail how each project is graded. If you are not motivated to excel, your grade will suffer.

850 POINTS POSSIBLE

DUE DATES MAY CHANGE

A 94%-100%	A- 90%-93%	
B+ 88%-89%	B 84%-87%	B- 80%-83%
C+ 78%-79%	C 74%-77%	C- 70%-73%
D 60%-69%	F 0%-59%	

ATTENDANCE AND QUIZZES 50 points

These will take place randomly each week. You can't make them up.

IN-CLASS ASSIGNMENTS 350 points DUE MOST WEEKS

You will work on assignments (creating slogans, writing headlines, analyzing existing ads, drafting briefs, etc.) most weeks on a Wednesday that will let you practice the ideas we talked about on Monday. **50 points for each**

IDEABOOK 150 points DUE WEEK 11

Prompts are in the syllabus. Goals for this assignment: Learn basic "napkin sketching" approach to generating and crafting ideas. Explain concepts with simple design and smart language. Sharpen curation and curiosity skills. **50 points for craft/investment & 100 points for prompt response**

TEAM AD CAMPAIGN AND PITCH 300 points DUE WEEKS 7/9/12

Using the template on page 5 of your textbook, write up a creative brief for an advertisement. It will be more interesting if you think the ad is really good or really bad.

25 points for team statement DUE WEEK 7

25 points for project statement DUE WEEK 9

150 points for campaign/deck DUE WEEK 14

100 points for campaign/pitch PRESENT WEEKS 14/15

Advertising

is
the
greatest
art form

of the
20th
century.

-Marshall McLuhan

THE SCHEDULE

- Week One** Sep 5
course overview + intros
- Week Two** Sep 10 & 12
chapter 1, persuasive word
RAD/BAD BRIEF #1 DUE
- Week Three** Sep 17 & 19
chapter 2, strategic word
- Week Four** Sep 24 & 26
chapter 3, chosen word
RAD/BAD BRIEF #2 DUE
- Week Five** Oct 1 & 3
chapter 4, sticky word
- Week Six** Oct 8 & 10
chapter 5, written word
RAD/BAD BRIEF #3 DUE
- Week Seven** Oct 15 & 17
chapter 6, spoken word
TEAM STATEMENT DUE
- Week Eight** Oct 22 & 24
chapter 7, animated word

- Week Nine** Oct 29 & 31
chapter 8, abridged word
PROJECT STATEMENT DUE
- Week Ten** Nov 5 & 7
Catch up-week.
Surprise assignment .
- Week Eleven** Nov 12 & 14
chapter 11, online word
IDEABOOKS DUE
- Week Twelve** Nov 19 & 21
chapter 12, buzz word
- Week Thirteen** Nov 26 & 28
wall sessions
- Week Fourteen** Dec 3 & 5
CAMPAIGN DECK DUE
CAMPAIGN PITCHES
- Week Fifteen** Nov 10 & 12
CAMPAIGN PITCHES

Important
Schedule will probably change.
Check email and BB for updates.
Stay engaged.

150 points

10 prompts

Each prompt = 5 points for craft/investment + 10 prompt response/creativity

It's not about drawing talent

It is about creativity

It is about thinking

1::DRAW YOUR CREATIVE PROCESS

2::TURN YOUR FAVORITE STORY INTO A BRAND SLOGAN IN 6 STEPS

3::COLLECT A WEEK'S WORTH OF DATA ABOUT YOUR LIFE & EXPLAIN

Record data for something you do, see, or experience for one week.
Use <http://www.dear-data.com/theproject> for inspiration.

4::SHOW AN ABC COLLECTION OF WHAT INSPIRES YOU

5::DEVELOP A PLAN AND SKETCH FOR IMPROVING MUSIC/FILM INDUSTRY

6::WRITE UP AND DESIGN A BRAND PERSONA

Explain a brand you respect by crafting a description of how it lives in the world. A narrative? A tone of voice? A look and feel? An attitude? If this brand was your friend, would you trust them? How would they act? What music they listen to? What would they eat?

7::LOOK AT THE WORLD DIFFERENTLY

8::OFFER 38 SOLUTIONS TO THIS STATISTIC: EVERY SQUARE MILE OF OCEAN CONTAINS PIECES OF FLOATING PLASTIC See <https://www.nationalgeographic.com/environment/oceans/take-action/10-things-you-can-do-to-save-the-ocean/>

9::THE FIRST ADVERTISEMENT YOU CAN REMEMBER

10::COLLECT 3 JOB DESCRIPTIONS THAT INTEREST YOU. LIST WHAT YOU MUST DO TO GET EACH JOB.

CAMPAIGN

Team Project Total 300 points

25 POINTS TEAM STATEMENT **one page**

- roles and responsibilities
- timeline

25 POINTS PROJECT STATEMENT **one page**

- Choose one brand/Non-profit/Local Business
- Explain their persona/target audience
- SWOT analysis

150 POINTS CAMPAIGN DECK **20ish slides**

- Creative brief & campaign goals **~3 slides**
- any 3 media executions (print, radio, online, etc.) **~5 slides each**
- for each medium/outlet provide rationale, copy, mockups
- success measurement, summary **~ 2 slides**

100 POINTS CAMPAIGN PITCH **10-15 min**

- Present your deck to class!
- There may or may not be snacks present

STUDENT GROUP

- chooses members based on convenience
- one person controls
- everyone is in it for the grade
- individuals complete tasks on their own
- work is average at best
- efficiency trumps ideas
- thank God this is over

versus

PRODUCTIVE TEAM

- members chosen for complimentary skills
- hands in. we'll do this together
- it's about the work
- team works together
- swing big with smart goals
- creativity trumps ego
- what else can we do? I got better because of this

The most powerful element in advertising is the truth.

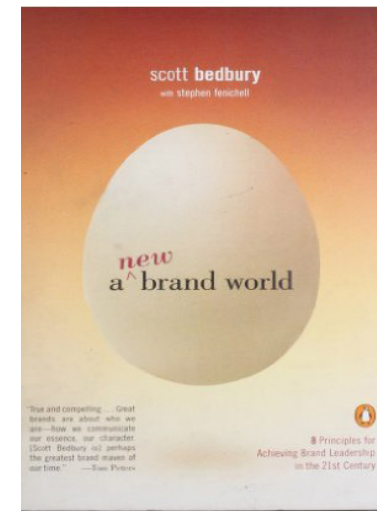
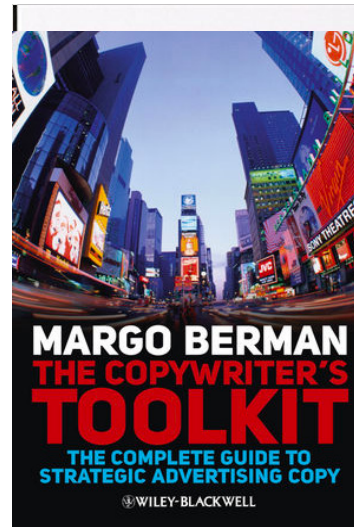
– William Bernbach

A copywriter should have an understanding of people, an insight into them, a sympathy toward them.

– George Gribbin

RESOURCES

Books you should read.



Sites you should know.

www.adweek.com

www.adage.com

www.businessinsider.com/advertising

Places to find good research

www.pewresearch.org/download-datasets/

scholar.google.com/

<https://www.thinkwithgoogle.com/>

← OUR TEXTBOOK!

Know which agency work you like:

BBDO

Droga5

J. Walter Thompson

Translation

Weiden & Kennedy

72 & Sunny

Wong Doody

Ogilvy & Mather

Saatchi & Saatchi

DDB

MRY

Find one that is local