

Writing for Advertising
COM 383 Section F
Spring 2018
Tuesday/Thursday – 12:00-1:50 pm
CC 108
Theresa L. Woods, M.A.
tlwoods@ut.edu
Office: CA 132
Office Hours
Tuesday/Thursday: 2-3:30 pm
Virtual: Monday/Wednesday/Friday 8-10 am
And by appointment¹
Phone number: 813.257.3521

Course Description

4 credit hours.

Techniques for creating effective written advertising communications to achieve organizational goals.

Exercises based on case study scenarios.

Course Goals

This course will enable students to apply concepts from the theoretical foundation of message creation to the practice of writing effective advertising communications. Students in this course will learn how to produce the various forms of written advertisements. There will be a strong emphasis on digital advertising and strategic message planning.

Course Grade

Total your points from all course requirements. See the table below to determine your final grade for the course. No rounding.

A – 100-95

AB – 94-90

B – 89-85

BC – 84-80

C – 79 – 75

CD – 74 – 70

D – 70 – 60

F – 59-0

¹ Do not hesitate to make an appointment with me to visit during office hours or at a different time. If you have any questions or concerns, just send me an email and we can set up a time to meet. I can always be reached early in the morning before 10am on weekdays as well if you need a quick response.

Textbooks & other supplies

Marsh, Chares; Guth, David W.; Short, Bonnie Poovey (2011). *Strategic Writing* (3rd ed.). Taylor & Francis 9780205031979

Creative Advertising, Ideas and Techniques from the World's Best Campaigns
Mario Pricken, New Edition, 2011, Thames & Hudson 978 0 500 28476 6

*Do not hesitate to contact me to schedule a discussion, either in-person or by phone.

Assignment Breakdown

Written assignments - Your writing assignments are an important component of this class. All assignments must be typed. You will be graded on grammar, punctuation, concise use of language, and your ability to address the assignment effectively.	60%
Discussion boards - It is your responsibility to respond to the discussion boards in a timely manner.	20%
Quizzes - Quizzes will be given throughout the semester and will cover the current and previous topics in class.	5%
Participation – I expect you to participate in class activities, do the assigned homework, participate in class discussions, and attend class. This grade includes the smaller assignments given in class. <u>Surfing the Web during class will affect your participation grade.</u>	20%

Course objectives

- Understand what makes an effective advertising campaign
- Ability to identify ineffective advertising
- Mastery of the strategic planner as a basis for writing.
- Have increased proficiency with grammar, punctuation, and the rules of the English language.
- Complete work with a team

Schedule

The schedule is always subject to change due to unforeseen circumstances or changes. It's up to you to keep up with any changes announced in class and on Blackboard. If there are any serious changes, I will do my best to inform you as far in advance as possible.

Writing for Advertising - COM 383 -F	Week	
Tuesday, January 16, 2018	1	Introductions Basics 1 – Grammar and punctuation
Thursday, January 18, 2018		Basics 2 – Commonly confused words, effective language In-class assignment Due: Discussion board 1
Tuesday, January 23, 2018	2	Basics 3 – How to use MS Office's Editing Suite Editing assignment Biography assignment
Thursday, January 25, 2018		Strategy Reading: "Strategic Writing in Advertising," pp. 119-120 "Strategic Message Planners," pp. 121-132 Strategy Strategic message planner assignment Due: Biography assignment Due: Discussion board 2 and 3
Tuesday, January 30, 2018	3	Print Advertisements Reading: "Print Advertisements," pp. 133- 138 Writing Assignment: Print Ad Assignment Due:
Thursday, February 1, 2018		Due: Writing Assignment: Print Ad Assignment Due: Strategic message planner Due: Discussion board 4
Tuesday, February 6, 2018	4	Radio Advertisements Reading: "Radio Advertisements," pp. 139- 143 Writing Assignment: Radio Ad Assignment
Thursday, February 8, 2018		Due: Writing Assignment: Radio Ad Assignment Due: Discussion board 5
Tuesday, February 13, 2018	5	Television Advertisements

		Reading: "Television Advertisements," pp. 144-150 Writing Assignment: Television Advertisement
Thursday, February 15, 2018		Due: Writing Assignment: Television Advertisement Due: Discussion board 6
Tuesday, February 20, 2018	6	Storyboard Assignment
Thursday, February 22, 2018		Storyboard Conversion Assignment
Tuesday, February 27, 2018	7	Storyboard Conversion Assignment
Thursday, March 1, 2018		Due: Storyboard Conversion Assignment
Tuesday, March 6, 2018	8	Spring Break
Thursday, March 8, 2018		Spring Break
Tuesday, March 13, 2018	9	Web Writing Reading: "Web Advertisements," pp. 151-153 Writing Assignment: Web Writing
Thursday, March 15, 2018		Due: Web Writing
Tuesday, March 20, 2018	10	Search Engine Optimization Writing Assignment: SEO
Thursday, March 22, 2018		Due: Writing Assignment: SEO
Tuesday, March 27, 2018	11	Interactive Media Blackboard Reading Writing Assignment: Interactive Media
Thursday, March 29, 2018		Gamification Due: Writing Assignment: Interactive Media
Tuesday, April 3, 2018	12	Due: Gamification
Thursday, April 5, 2018		Social Media Blackboard Reading Writing Assignment: Social Media & You
Tuesday, April 10, 2018	13	Writing Assignment: Social Media & You
Thursday, April 12, 2018		Due: Writing Assignment: Social Media & You
Tuesday, April 17, 2018	14	Final Project
Thursday, April 19, 2018		Final Project
Tuesday, April 24, 2018		Final Project
Thursday, April 26, 2018	15	Final Project
Final - Tuesday, May 1, 2018 - 1:30-3:30 Due: Final Project		

Note: The professor reserves the right to make changes to this syllabus as necessary.

Classroom and Course Policies

Surfing and Texting

Surfing the Web, sending emails, taking phone calls, texting, or otherwise communicating with the outside world during class is not acceptable behavior unless permission is given by the instructor. Phones must not be touched during class and are to remain in your bag/backpack. Laptops are a distraction to other students and may not be used in class. Any student doing any of the above behaviors or any other outside activities may be asked to leave the class and will be counted absent for that day.

Attendance

I expect students to attend class faithfully, arrive on time, and stay for the entire class. I will take attendance during every class meeting. If you are 1-20 minutes late, you will be counted as tardy. If you are more than 20 minutes late, you will be counted absent.

Similarly, if you leave before the end of class, you will be counted absent if you leave before the last 20 minutes of class or counted as “leaving early” if you leave 1-20 minutes before the end of class. Three tardies and/or “leaving earlys” will equal one absence. I would expect that you would discuss with me the reason you would be leaving early from class. Students who have more than **two** unexcused absences will receive a 1/3 letter grade deduction for every additional absence over two.

Excused—MUST PROVIDE PAPER DOCUMENTATION	NOT Excused
Observance of religious holidays	Doctor’s appt/dentist apt
Funeral of an immediate family member	Parking problems/Car troubles
University-sponsored activities in which you are participating (i.e., sports, academic conference)	Work commitments
Disability-related issues	Personal travel
Your own hospitalization or illness where a doctor has indicated you cannot attend class	Interviews
Jury duty (after seeking postponement)	Adviser appointments
	Many other reasons

To have an absence classified as excused, you must submit a written request with documentation in advance for scheduled absences or within a week of your return to class for emergencies. If a student has an excessive number of absences (whether excused or unexcused), the student may be advised to drop the class.

Make-ups for Tests, Presentations and Late Assignments

If you provide advance notice that you will be missing class on the day of a test (or notice as soon as possible if you are physically unable to provide advance notice), I will determine whether a makeup test is warranted. The test may be taken up to three business days before the day it is given in class or within three business days after it being given in class. Assignments will be accepted late with a 10 percent grade penalty for the first 24 hours and a 20 percent reduction for 24-48 hours late. No late assignments will be accepted after 48 hours.

Any activities done in class that count toward your participation grade cannot be made up for any reason. Homework assignments are not accepted late.

Team Projects

If problems arise among team members, I am available to help deal with the conflict. I expect all members of a team to contribute equally and if one member is not contributing, I need to be notified. The team member may have to complete the project individually or with other students in the same situation (see makeup presentation date). Peer evaluations will be used to measure each team member's contribution and students who do not carry their weight will receive a deduction from several points to a grade of 0, depending on the level of effort.

Office Hours

Office hours are listed at the beginning of the syllabus. While you are welcome to drop in at any time, please be mindful that office hours may change due to unforeseen circumstances, even if class is not cancelled. If you are unsuccessful in reaching me, please send me an email immediately and I will respond as soon as possible to either set up a meeting or address your concerns.

Student Handbook

Students at The University of Tampa are held responsible for knowledge of the University rules and regulations as stated in this student handbook), as well as the University catalog and any rules and regulations which may be posted from time to time. Ignorance of the University's rules and regulations will not be considered an excuse for violation.

To access the full Student Handbook, go to <http://www.ut.edu/studenthandbook/>.

To view the Student Rights and Responsibilities Code of Conduct, go to <http://www.ut.edu/rightsandresponsibilities/>.

Saunders Writing Center

For a free face-to-face tutoring session, experienced writing tutors are available in the writing center to assist you in all aspects of your writing. This service is available to all UT students, not just students who are having problems. Take full advantage of this service available to you in the writing center, 323 Plant Hall (phone: 813- 253-6244). You can drop in, call or go by in person to make an appointment.

Classroom Disruption Policy

Every student has the right to a comfortable learning environment where the open and honest exchange of ideas may freely occur. Each student is expected to do his or her part to ensure that the classroom (and anywhere else the class may meet) remains conducive to learning. This includes respectful and courteous treatment of all in the classroom. According to the terms of the University of Tampa Disruption Policy, the professor will take immediate action when inappropriate behavior occurs.

Academic Honesty and Integrity

Cheating, plagiarism, copying and any other behavior that is contrary to University standards of behavior will not be tolerated.

Students caught violating any aspect of the University of Tampa's Academic Integrity Policy will be penalized in all cases. Penalty ranges from "0" on an assignment to "F" for the course without regard to a student's accumulated points. Students may also face expulsion. It is the student's responsibility to become familiar with the policies of the university regarding academic integrity and to avoid violating such policies. Policy information is found at:

<http://ut.smartcatalogiq.com/en/current/catalog/Academic-Policies-and-Procedures/Academic-Integrity-Policy>

Definitions of Academic Integrity Violations and Academic Misconduct

- Cheating: Using or attempting to use unauthorized assistance, information, or study aids in an academic exercise.
- Plagiarism: Plagiarism occurs when a person represents someone else's words, ideas, phrases, sentences, or data as one's own work. When submitting work that includes someone else's words, ideas, syntax, data or organizational patterns, the source of that information must be acknowledged through complete, accurate and specific references.
- Fabrication: Fabrication refers to the deliberate use of invented information or the falsification of research or other findings with the intent to deceive.
- Academic Misconduct: Academic misconduct includes the alteration of grades; involvement in the acquisition or distribution of tests, the unauthorized submission of student work in more than one class, unauthorized collaboration, and other activities not otherwise identified previously.

Violation of academic integrity and academic misconduct tarnish the reputation of the University and discredit the accomplishments of past and present students. Sanctions for violations may include a failing grade on the assignment or the entire course or suspension or expulsion from the University.

See the full Academic Integrity Policy online for details, examples and sanction process. Students are responsible for understanding and observing this policy.

<http://www.ut.edu/uploadedFiles/Academics/Provost/UT-AcademicIntegrityPolicies.pdf>

Adverse Conditions and Emergency Situations

In case of any adverse condition or situation which could interrupt the schedule of classes, each student is asked to access www.ut.edu for information about the status of the campus and class meetings. In addition, please refer to ut.blackboard.edu for announcements and other important information. You are responsible for accessing this information.

Reporting Sexual Violence/ Title IX Matters

Sexual violence includes nonconsensual sexual contact and nonconsensual sexual intercourse (which is any type of sexual contact without your explicit consent, including rape), dating violence, sexual harassment, sexual exploitation, domestic violence, and stalking. You may reach out for confidential help (see contact info below) or report an incident for investigation.

If you choose to write or speak about an incident of sexual violence and disclose that this violence occurred while you were a UT student, the instructor is obligated to report the incident to the Title IX Deputy Coordinator for Students. The purpose of this report is to provide a safe and nondiscriminatory environment for all students. The Deputy Coordinator or his or her

designee will contact you to let you know about the resources, accommodations, and support services at UT and possibilities for holding the perpetrator accountable. If you do not want the Title IX Coordinator notified, instead of disclosing this information to your instructor, you can speak confidentially with the individuals listed below. They can connect you with support services and discuss options for holding the perpetrator accountable.

There is an exception to this required reporting for preventative education programs and public awareness events or forums. While the instructor is not required to report disclosures during these instances, unless you make or initiate a complaint, during these programs or events, the instructor or another University official will ensure that the students are aware of the available resources at UT, such as counseling, health, and mental health services, and it will provide information about Title IX, how to file a Title IX complaint, how to make a confidential report, and the procedure for reporting sexual violence.

For more information, see The University of Tampa's Title IX resources at <http://www.ut.edu/uploadedFiles/Academics/Provost/Title%20IX.pdf> and <https://www.ut.edu/studentconduct/titleix/>.

To make a confidential report of sexual violence, please contact:

- The Victim's Advocacy Hotline: **(813) 257-3900**
- Dickey Health & Wellness Center (wellness@ut.edu) 813.257.1877
- Health and Counseling Center (healthcenter@ut.edu) 813.253.6250

Students with Disabilities

If there is a student who requires accommodations because of any disability, please go to the Academic Success Center in North Walker Hall for information regarding registering as a student with a disability. You may also call (813) 257-5757 or email disability.services@ut.edu. Please feel free to discuss this issue with me, in private, if you need more information.

Religious Preference Absence Policy

Students who anticipate the necessity of being absent from class due to a major religious observance must provide advance written notice of the date(s) so arrangements can be made to make up work or modify deadlines for assignments.