

ADV 4930: Advertising Writing

Instructor: Kelly Kelly
Section: 212B
Meets: Tuesdays 12:50 - 3:50 p.m. (periods 6-8), Weimer 3028
Class Dates: Begins Jan. 9 and last class is April 24
[UF spring 2018 academic calendar](#)

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About

This is a special topics course in writing to advertise. It is experimental in its design, as it was conceived with an eye to replace MMC 2100 for advertising majors and to provide writing experience tailored to students majoring in the field. Thus, students will be co-creators in the curriculum development as each module unfolds by providing their input, feedback and suggestions in real-time.

Course Objectives

This course is designed to help you -

- learn how to write tight copy and headlines that are aligned to and on-target with strategy and concept
- develop writing techniques to make messages relevant, relatable, easy to retain and digest
- grow in business acumen and the writing skills necessary to communicate clearly, concisely and effectively with stakeholders inside and outside of the advertising industry.

Course Structure and Content

The course is designed as a writing workshop. We will meet for three hours on Tuesdays and open with a mini-lecture or alternative introduction to one topic, strategy or technique in copywriting. We will segue into collaborative exercises to get our hands wet and our brains thinking about the topic. We will discuss and brainstorm, and then turn our attention to concept, idea development, presenting and selling the idea, and crafting copy. We will share idea conceptions, storyboards and final executions with the group for creative reviews and feedback.

And because it all begins and ends with the client and the customer, creative briefs, consumer insights, situational analyses and the business writing that connects the creative to the account

executives, project managers, vendors, sales, budgeting and finance are a must. Being good at this type of writing is a differentiator.

Grading

Collaborative Exercises	25%
Concept/Idea presentations	15%
Workshop Writing Assignments	50%
Creative Reviews	10%

Grading rubrics corresponding to the weekly writing assignment will be shared during class.

Grading Scale

100 - 90	A
89 - 80	B
79 - 70	C
69 - 60	D
59 and below	E

Teaching Philosophy

I aim to transcend the teacher/student dichotomy, and be co-creators with you for 14 weeks with the sole ambition of creating great work together and learning a lot along the way. I believe we are agents of our own learning. Given I am formally deemed the instructor for purposes of this class, I will work to share the knowledge, skills and resources you need to prepare and guide you in your journey of growth and development in advertising communications. It is a wide field. There is much to cover. I welcome your partnership in the walk.

Required Texts and Materials

There are no required text books for this class. I will be providing links to current articles in leading journals, as well as videos throughout the semester for students to read in advance of the next class. I will also distribute excerpts from some printed reading material to supplement our class discussions.

You must have a computer with capability to access the World Wide Web. I also recommend a USB key with at least 1 GB or a cloud method to back up your work.

Attendance

As this is a live workshop styled class, your attendance is critical for success. It takes a team to brainstorm, collaborate, discuss, develop, critique, review and improve. That being said, I know life happens, and this class is not the only thing you have going on. So, if you are unable to attend due to a pressing conflict, please communicate it as soon as possible so we can make an alternate plan due to your absence. If you are sick or have a personal emergency, please phone,

text or email me as early as possible, so I know you will be out. Again, I will work with you to make up the missed material as best I can.

For extenuating circumstances such as a major personal medical issues, the PATH office is available to advise you on the withdrawal or drop process, and its associate director, Judy Hunter, is the bomb diggity. Seriously. She is good. Also, the Dean of Students Office (<https://www.dso.ufl.edu/care/medical-withdrawal-process/>) is available for information on medical withdrawals. I certainly hope no one has to cross this bridge this semester or any other.

Course Schedule

Jan. 9	Introductions Syllabus, course structure and requirements
Jan. 16	The Creative Brief
Jan. 23	Creative Strategy
Jan. 30	Fundamentals of headlines and body copy
Feb. 6	Writing tighter headlines and body copy
Feb. 13	Voice
Feb. 20	Ad structure: Headlines, subheads, body copy and slogans
Feb. 27	The written word continued
March 6	Spring break - no class
March 13	Interactive engagement and social media
March 20	Real-time marketing
March 27	Branded content
April 3	The integrated campaign
April 10	The spoken word - radio

Disclaimer

This syllabus represents my current plans and objectives. As we go through the semester, these plans may change based on student progress or feedback or due to a new opportunity that would enhance the opportunity for student learning. Any changes will be communicated clearly and should be expected to occur more likely than not over the course of the semester.

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>

The University of Florida Honor Code was voted on and passed by the Student Body in the fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students

who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

Support Services

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565. (<http://www.dso.ufl.edu/drc/>)

UF Counseling and Wellness Center
3190 Radio Road
<http://www.counsel.ufl.edu/>
352-392-1575

Course Evaluation

Please provide feedback on the quality of instruction in this course. Evaluations automatically generate toward the end of the semester - the last two or three weeks of class. You will receive an email with a link in it to access the online forms, which are also available at <https://evaluations.ufl.edu>. Summary results of these assessments are also available at <https://evaluations.ufl.edu/results>.

That's all.

"Be ambitious but not for yourself -
be ambitious for your work, your project,
your organization"

- Dean Diane McFarlin
to the 2017 Ph.D. cohort during Colloquium

