



# Beyond Advertising B.S. Syllabus

ADV4930 // Sec: 251H // Fall 2018 // University of Florida // Bienvenido "Benny" Torres III



Get ready for life after college given the amazing skills you know (or maybe didn't know) you have. Intended for communications students in their final semester, this special topics class intends to give students the tools to build a bridge from the "college world" to the "real world." Students will learn about "agency life," but also the other "lives" they can live in the broader world using advertising. Topics will be wide-ranging and directly applicable to life in the last semester. They include deep dives into agency life, different agency models and how they affect work life, resume building, interview skills, recruiting relationships, freelancing strategies, networking help, salary expectations/negotiations, finding mentorship and - most importantly - figuring out work/life priorities to ensure the first career step is one toward happiness, fulfillment, and cash money.

**Prerequisite - 3JM ADV.**

## **Objectives.**

- Establish a "Gator Grad" network (i.e. this class)
- Cultivate the intangible skills it takes to success in the ad business (or related fields)
- Give students a non-advertising, personal project to be proud of and talk to recruiters
- Start the habit of being engaged in your specific field of interest
- Give students multiple perspectives into the ad industry and related fields
- Shoot out of the gate with confidence and purpose in your final semester
- Give students a taste of agency processes and cultures



### **Required materials.**

By the end of the second week, you will need to have purchased or have available:

1. A Jump Drive (carry work from home to lab to laptop).
2. A computer with an internet connection of some sort.
3. Access to a modern Android/Apple/Win smartphone.
4. A great looking/professional Moleskin or similar notebook (NO SCHOOL NOTEBOOKS)

### **Recommended Online References:**

You're going to need to get in the habit of looking at ads/ad-jobs and ad-like things all around you and try to figure out what made them tick. Here are some recommended resources for that - there are plenty more (and seriously, look at the world around you - learn how to screen cap your phone and your computer - take tons of pictures - bring in everything and anything).

- [adweek.com](http://adweek.com)
- [adage.com](http://adage.com)
- [agencyspy.com](http://agencyspy.com)
- <http://adcontrarian.blogspot.com>

### **Homework: Two "Case Studies" A Week (Ads, Ad Agencies, Ad Articles, Jobs)**

There will be a standing homework assignment of bringing in one advertising thing/action a week. This doesn't mean just submit it. This means think critically about why it worked and be ready to present your findings to the class (format for this will be shown week 1).

### **The BABS Project**

There will be one, semester long, "BABS" project you will be expected to originate and execute. We will have irregular check-ins throughout the semester for advisement. The goal is simple - create something non-advertising related that expresses who you are and shows employers your entrepreneurship and passion. More details to come. These will be presented the final week of class.

### **Professional Legacy Assignment**

Students in the CJC have communicated to me a lack of lasting professional influence at the College. This summer we will tackle, together, some ways to help "fix" this. I, as your instructor, have some ideas, but you need to be thinking about what you might be able to bring to the table and do on an individual and group level. This assignment will be graded on a pass/fail basis and will be a grade given to the entire class.

### **Intangible Grading Criteria**

Nearly a third of your grade will be "intangibles." These are qualities that will serve you well in your career, but aren't super easy to grade. This course is an experiment in trying to grow these within you. The qualities are outlined below and will be discussed week 1.



### **Guest Speakers (including ALT Benny)**

There will be a number of guest speakers (including your instructor in different roles) throughout the course. You are expected to attend AND ask non-basic questions of them. You should be bringing your notebook to every one of these sessions to take down advice and write down relevant names.

### **Compelling Execution**

You're expected to execute and express your ideas in a way that doesn't turn people off or drive away users. This means you'll have flexibility in the tools you use. This also means that the standard for ANY assignment is going to be whether or not the execution gets in the way of the idea. While it's not mandatory that you code, design, etc - there are enough tools

out there that you should be able to figure out how to get your point across in a tangible way. Work with each other - collaborate.

### **Rolling With The Punches**

Advertising is a dynamic business - there's always something unexpected around the corner. Be prepared to think on your feet and improvise when required. The course schedule won't change drastically (if at all), but things will be swapped around depending on where we're at.

### **Critiques/Feedback**

Advertising is subjective. In this spirit, I'll include student critiques at every review and presentation. You will be selected to join me in a critique without any warning. At least one student critic will be a part of each individual review/presentation. They must critique the work presented. Others in the class will be invited to critique depending on time - this will also affect your final "critique" grade.

Critiques aren't meant to hurt; they're meant to help you learn and progress. The people who do the best work solicit criticism, resulting in a better product. If you hide from criticism or refuse to respond to it, your work cannot improve. Every one of you will get feedback on every piece of work you do in this class. It may come from your instructor or from your peers. Welcome it. It's necessary to be creative.

One final note, this class is part subjective, part objective. This means that even though you could do poorly on the executions, there are objective measures ( homework, participation, etc ) that provide additional points to your grade.

# How Grades Are Made.



## **Tangible**

- 30% Cases
- 20% The BABS Project
- 20% Networking Assignments

## **Intangible**

- 5% Participation
- 5% Have A Beer With You?
- 5% Entrepreneurialism
- 5% Differentiation
- 5% Engagement/Curiosity
- 5% Professionalism/Show Up Together

## **Final Project Grading Criteria**

Above all else - this project is for the benefit of your resume. Always remember this isn't for "school" - it's to give you something interesting, intelligent, and awesome to talk about with potential employers.

Research/Strategy.

Do you have the requisite knowledge/insight in the area/medium you're exploring? Have you learned about your user, what motivates them and what doesn't? Do you have sources or convincing anecdotes? How will you use media to get your message across? Should you use alternative media?

Concept/Newness.

Is your idea fresh? Extendible? Effective? Is it appropriate for the medium/audience?

Presentation.

Were you professional, enthusiastic, thorough, clear and compelling?

Craft / execution.

Is your project well designed given the medium? Is your body copy tight, memorable and evocative? Do the layout and copy work well together? Is the material presentation of your work attractive? Does the typography work? Are your visuals appropriate and arresting? Is it easier to use?

Originality.

Do we want to run down the hall and show your work to every person we see?

Can you create a unique, interesting way of looking at the product or service, so that people actually want to hear what you have to say about it?

Collaboration/Critique

Are you adding to other's ideas. Are you bringing your perspective and forming it?

Effectiveness

Did it work? Did you attract users/likes/action?

# Grade Scale.

*Based On Leo Burnett Humankind GPC Scale*



- 1 (60%) - Destructive
- 2 (65%) - No idea
- 3 (70%) - Invisible
- 4 (75%) - I don't know what this brand stands for
- 5 (80%) - I understand the brands purpose
- 6 (85%) - An intelligent idea
- 7 (90%) - An inspiring, beautifully crafted idea
- 8 (95%) - Changes the way people think and feel
- 9 - Changes the way people live
- 10 - Changes the world.

## **Other Grading Factors.**

I will also take into account attitude, behavior, effort and the like in your final grade (the intangibles). No one wants to work with an awesome creative mind who is terrible to work with. This may result in a higher or lower grade.

## **Attention Expectations.**

I hate meetings where people are on their phones, on their laptops, or otherwise not engaged. This isn't the way we improve as ad professionals. I hate it at work, I hate it in class. Don't do it.

## **Late Policy.**

We are all late from time to time, but now is the time to get used to getting to meetings ( class ) on time. The "Do Now" will be presented 5 minutes after class starts. If you're not there for the "Do Now," you miss out on those points. General rule of thumb is 5 minutes is annoying, but okay. 15 minutes you may as well have missed the meeting. I reserve the right to take off points if you come in late, threw your homework together before class or were working on it prior to your presentation. If you come to class more than 30 minutes late, you will not be counted as having attended class that day. Regardless of the technical aspects, it is just rude.

## **Absences & late work.**

There is a high correlation between regular class attendance and the best grades. I reserve the right to reduce your final grade 1/2 letter grade for each unexcused absence after one. An absence is excused for urgent personal / family health conditions certified by a physician /



counselor, religious holiday, certified University business or participation in a University sporting event or certified military obligation.

Do not schedule non-urgent DR appointments ( dental check-up, physicals, etc. ) during class time, as these will not be excused. Your participation is necessary for success in this class.

Makeup work for excused absences will be due the next class or lab period. If you missed class

and it was excused, it is your responsibility to ask for any assignments, handouts, etc. in the following class period.

You may miss a class meeting ( class or lab ) once without an explanation ( without credit ). I will not review material that has already been covered in class. If you choose to miss class, acquire the missed handouts, notes and / or explanations of missed material from your classmates.

Throughout the semester, there will be homework, presentations and other tasks allowing you to create original concepts. With that, keep in mind the deadlines. In-class assignment due to an unexcused absence or do not have your materials on the due date / time, credit will not count. You may not present an in-class assignment ahead of time in lab. You must be physically present to present your ads in lab.

#### **Students with disabilities.**

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation of the student who must then provide this documentation to the instructor when requesting accommodations. If you have a disability, you'll need to make an appointment with one of us to discuss your accommodations. Don't try to throw us your disability letter and run! If your disability requires special testing arrangements ( eg., extra time, quiet environment ), you will be taking your exams at the disability office and not in the building. You will also need to keep track of the appropriate paperwork for this.

#### **The honor code.**

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 and 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. You can review UF's academic honesty guidelines in detail at: [www.dso.ufl.edu/judicial/procedures/honesty-brchure.php](http://www.dso.ufl.edu/judicial/procedures/honesty-brchure.php).

# Course Topics.

(Schedule TBD on speaker availability)

## Agency Positions

- Production
- Client Side
- Account
- Creative Direction
- Copywriting
- Design/Art Direction
- Research
- Digital
- Planning/Strategy
- Media
- Non-Traditional
- Entrepreneurs

## Agency Culture

- Recruiters
- Agency Size + Models
- Work/Life Balance
- Geography/Cities
- Leaving Advertising

## Professional Skillz

- Negotiation/Salary
- Networking/Mentorship
- Resume
- The First Year
- Interviews + Recruiting

