

# ADV 4930: Advertising Writing

Instructor: Kelly Kelly  
Section: 1953  
When: Tuesdays 3:00 – 4:55 p.m. (periods 8-9)  
Thursdays 4:05 – 4:55 p.m.  
Where: Weimer 3028  
Class Dates: First class Aug. 23 and last class is Dec. 4  
[UF Fall 2018 Dates and Deadlines](#)  
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Office Hours: Tuesdays after class and by appointment

## About

This is an introductory writing course for advertising majors. Each week we explore a different type of ad writing, work on exercises that reinforce styles, grammar and conciseness and then develop body copy and headlines from concept to final draft. We begin by developing the foundation from which ad writing flows – creative strategy and briefs, conceptualizations, the why behind the buy. Tuesdays are primarily workshop-styled days. Thursdays are individual study, exercises, practice and assessments largely accessed in Canvas.

## Course Objectives

This course is designed to help you -

- learn how to write tight copy and headlines that are aligned to 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 a writing workshop. We will meet for two 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, pitching, and crafting copy. We will share concepts, storyboards and final executions with the group for creative reviews and feedback.

Thursdays are reserved for reading, thinking, talking and writing about topics in articles and videos from leading journals and publications and working on writing exercises aimed at specific styles, grammar and conciseness. They may also include time for short assessments on the assigned material. Students will access most of the material for these classes in Canvas.

## Grading

Learning journals/individual work	25%
Concept/idea presentations/creative reviews	25%
Workshop Writing Assignments	50%

## Grading Scale

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

## Teaching Philosophy

My sole ambition for a class, workshop or semester-long course is to help you create great work, learn a lot and move forward – equipped with new knowledge, skills, understanding and competency – in the direction of your dreams.

I believe we are agents of our own learning. And, to get the most from any educational endeavor it must have personal relevance and meaning. It must correspond to something we want, or are interested in learning about, to fully engage us. For this reason, I try to be flexible with the curriculum and give you the opportunity to approach the material in a way that resonates with you.

But, it takes more than flexibility to create meaningful exchanges where new knowledge and understanding can take root and grow.

At its best, I believe a classroom or workshop is a collaborative environment where diversity of thought, experience, culture and background is not only respected, but valued and exchanged, thereby becoming a catalyst for learning in equal weight and measure to the guidance offered by me.

This speaks to the environment I strive to create. And it is, to me, the best way to spend time together and to prepare you for the beautiful world of communication that awaits.

## Required Texts and Materials

There are no required text books for this class. I will provide links in Canvas to current articles in leading journals, as well as videos throughout the semester for students to read and watch. I will also distribute excerpts from printed reading material to supplement our class discussions.

We meet in a computer lab, so technically you do not need your own computer. You will need access to a computer with internet access outside of class, however. I recommend using a cloud method to back up your work, and as students at UF you have access to Microsoft Office 365 with 1TB of cloud storage. GatorCloud is the cloud-based service provided to UF students. The link is [here](#).

## Attendance

As this is a live workshop styled class, your attendance on Tuesday 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 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 or medical issue, the PATH office is available to advise you on the withdrawal or drop process, and its associate director, Judy Hunter, is awesome. Also, the Dean of Students Office (<https://www.dso.ufl.edu/care/medical-withdrawal-process/>) is available for information on medical withdrawals. Although, I certainly hope no one has to cross that bridge this semester or any other.

## Course Schedule

Aug. 23	Introductions
	Syllabus, course structure and requirements
Aug. 28/30	Consumer profiles/consumer behavior
Sept. 4/6	Creative strategy – consumer profiles to briefs
Sept. 11/13	Creative strategy – briefs to body copy + social media executions
Sept. 18/20	Concepts to body copy and headlines + social media executions
Sept. 25/27	Concepts to headlines, subheads, body copy and slogans for print
Oct. 2/4	Social media caption writing and headlines + interactive
Oct. 9/11	Script writing + YouTube
Oct. 16/18	Websites + email marketing
Oct. 23/25	Content marketing/branded content 1
Oct. 30/Nov. 1	Content marketing/branded content 2
Nov. 6/8	Content marketing/branded content 3
Nov. 13/15	Cause Marketing
Nov. 20	Thanksgiving week/individual work/no class meeting
Nov. 27/29	Personal branding 1
Dec. 4	Personal branding 2

## 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 learning. Any changes will be communicated timely and clearly. Please expect this 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 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. And remember . . .

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

- *Dean Diane McFarlin*  
to the 2017 Ph.D. cohort