ADV 2104c: Advertising Writing

Instructor: Kelly Kelly
Section: 25094
When/Where: Tuesdays 5:10 – 7:05 p.m., periods 10-11, MAEB 0238
                 (Note this is a hybrid class with an asynchronous online component)
Class Dates: First class Jan. 12 and last class is April 21
                 UF Dates and Deadlines
Office: G036 Weimer
Phone: 904-254-3002 mobile
Email: klkelly@ufl.edu
Office Hours: Tuesdays 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. Once we have that down, we write. And, we don't stop until the end of the semester.

Course Objectives

This course is designed to help you –

- write tighter 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 an in-person writing workshop with a 50-minute online, asynchronous component. 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 segue into collaborative exercises to get our feet wet and our brains thinking about the topic. We discuss and brainstorm, and then turn our attention to the writing assignment of the day. We start with strategy, concepts, and idea development and then present, pitch, and craft copy. Students share concepts, storyboards and final executions with the group for creative reviews and feedback throughout the semester.

The asynchronous portion of class will be managed through Canvas. It includes a guided reading series, video viewing, critical analysis and writing to provide the foundation for the types of copy we focus on during class each Tuesday. Students will access most of the material through Canvas or it will be distributed during class. All work is due before class the following Tuesday.

Grading and Assessments

This is a writing workshop for the advertising majors. So, we write. We learn by doing. All assessments relate to the copy you craft, and the effort you invest in the writing exercises and individual study. Additionally, points are awarded for pitching concepts, presenting ideas and participation in creative reviews during class, which means you must be in class for this portion of your grade.

Thus, your grade for this course is a result of your work the following three areas:

Online or asynchronous work	35%
Workshop Writing Assignments	40%
In class: Concept/idea presentations/creative reviews	25%

To elaborate . . .

Asynchronous work – 35% of grade
Throughout the semester, you are required to do asynchronous work in preparation for our time together on Tuesdays. This work is assigned weekly, at the close of class, and it is due the following class. The assignments may include reading, video viewing, writing exercises and practice, as well as finding, analyzing and critiquing ads and different writing styles. They are designed to support the concepting and writing we do in class, and they form the foundation for our opening discussions on Tuesday. You are required to upload the weekly assignments to Canvas, the organization of which, we will discuss on our first day class.

Workshop Writing Assignments – 40% of grade
On Tuesdays, we write. Of course, we discuss, brainstorm, collaborate, strategize, concept, pitch, critique, revise and review, too. But from there, we segue into writing and our assignment of the day. Depending on the module, we may be crafting copy and headlines for print, caption writing for social media, developing scripts for digital platforms, or diving into short form copy for branded informational, educational, or entertainment content. We will begin these assignments during class, and for some of the modules, finish them in that space of time – on deadline.

Concept/idea presentations/creative reviews – 25% of grade
Before we write on Tuesdays, we strategize and develop concepts for copy. This work is done in creative teams, and you present your strategy, concepts with mockups for feedback. Points for presenting, pitching and providing creative feedback to your peers are awarded during class. Points for your presentations and your feedback on others' work are also awarded during class.

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 textbooks 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.

You will need to bring a laptop or other device with a word processor during class. I recommend using a cloud method that can be shared easily 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 is critical for success. It is a requirement for success in this course. It takes a team to brainstorm, collaborate, discuss, develop, critique, review and improve.

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 an urgent issue or 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. But please recognize, I may not extend the opportunity to make up the in-class presentation/participation component of the missed class, and this is a vital part of our time together and your grade.

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

Jan. 12	Introductions
	Syllabus, course structure, requirements
Jan. 14	Consumer profiles/consumer behavior
Jan. 21	Creative strategy – consumer profiles to brie
Jan. 28	Creative strategy – briefs to body copy + soc media executions
Feb. 4	Concepts to body copy and headlines + socia media executions
Feb. 11	Concepts to headlines, subheads, body copy slogans for print
Feb. 18	Social media caption writing and headlines interactive/real-time marketing
Feb. 25	Personal branding 1
Mar. 3	No class
Mar. 10	Websites + blogs
Mar. 17	Script writing + YouTube
Mar. 24	Content marketing/branded content 1
Mar. 31	Content marketing/branded content 2
Apr. 7	Content marketing/branded content 3
Apr. 14	Cause Marketing
Apr. 21	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