



**adv 4801 creative
advertising competitions**

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objective

- to create deliverables for FOX Sports
- to hone creative skills
- to prepare a professional pitch for a client and/or create a professional presentation package

this course is meant to inspire creativity and work more like a studio portfolio class than a typical lecture course.

there is no textbook for this course.

evaluation

peer evaluation	10%
research	10%
mid-term check in	10%
rough drafts	20%
final presentation	20%
deliverables to client or competition (final project)	20%
attendance (at meetings/class) and professionalism	10%

attitude, effort, being late, etc. can either increase or decrease your grade. keep in mind the client's impression of your work will weigh heavily on your final grade. you must attend meetings with the client (unless excused ahead of time by me).

grade scale

- A 100-94 Outstanding work. Unexpected, well crafted, on time.
- A- 90-93 Very good work. Not exactly the most creative idea though. Well-crafted and on time.
- B+ 87-89 Very good. Well-crafted and on time. Maybe a minor flaw. Not a totally creative idea.
- B 83-86 Good work. Seldom unique, but well-crafted and on time.





- B- 80-82 OK work. Not unique. Many problems but some promise.
- C+ 77-79 Expected executions; craftsmanship problems; other flaws
- C 73-76 Expected executions; lapses in craftsmanship, flawed
- C- 70-72 Expected executions; lapses in craftsmanship and major flaws
- D+ 67-69 Major flaws, with some redeeming characteristic. On time.
- D 63-66 Little effort. No idea. Poor writing. Messy. On time.
- D- 60-62 Little effort. No idea. Poor writing. Messy. On time.
- F 0-59 No effort. Late. Didn't follow assignment or instructions.

additional information of the UF grading policy may be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

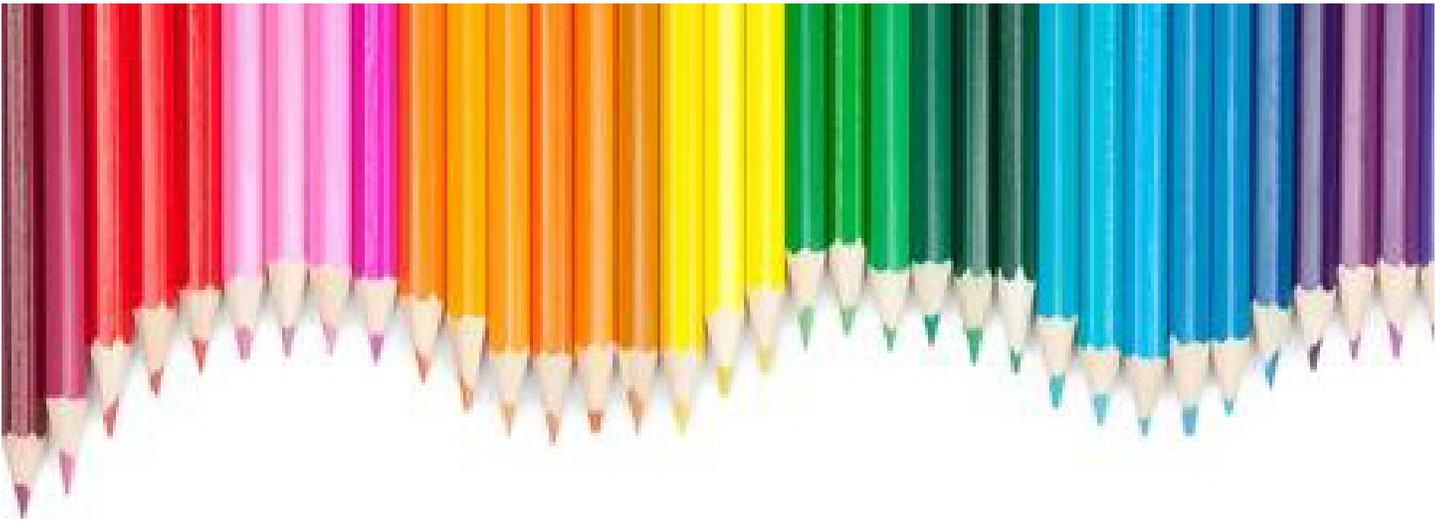
the nature of this project for this class may be confidential and the information proprietary (instructor will tell you if this is the case). If it is confidential information, it should not be discussed by any of you outside of class or on social media. Any needs to use outside resources that might require disclosing any components of this class project must be discussed with me prior to proceeding. Breaching confidentiality results in loss of a full letter grade on final course grade.

course expectations

- No late work. Deadlines are not negotiable.
- Since you should be thinking of yourselves as working in a team, you need to be respectful to each other.
- That goes for being respectful to me as well. If the course moves to face-to-face during the semester, phones, computers etc. are turned off.
- And since you're in a team, you need to show up for class and team meetings **on time**.
- You need to do your share of the work. You will be evaluated by your peers during the semester (please see evaluations section below)
- The majority of your work is done outside of the class and regular class meetings. So you will most likely need to make adjustments to your work schedule or other obligations.

peer evaluation

at mid-term and the end of the semester, you will be evaluated by your teammates using the following items: quality and quantity of work, participation in team meetings, contribution of useful ideas, willingness to help others and/or do difficult tasks, respectful of others, and dependability. quality/quantity, contribution, and willingness count for double [i.e., more weight]. the mid-point review



serves as a “heads up” and does not count (beyond filling it out). if you fail to fill out a review, I will take 1% off your final grade for each evaluation you do not complete ON TIME.

Why do peer evaluations? Because you know more than I do about the relative contributions of each agency member. Because this kind of evaluation ensures that hard work is recognized and that slacking is too. Because that’s how it works in the real world.

When evaluating your peers, make sure to take your time. Don’t wait until the last minute. Think through their contribution thoroughly. Once an evaluation is done, it is done. Do not use an evaluation to punish or reward members for their work earlier in the course. A nice evaluation does not inspire someone to work harder, so be honest and fair if someone isn’t pulling their weight. Do not “punish” people with whom you do not get along with or disagree with. That is not fair. Evaluations are about the work, not the person. Finally, be specific and offer practical advice for improvement. For example, don’t say “John was irresponsible.” Say “John missed multiple team meetings without texting that he wouldn’t be there and was late on three deadlines.”

You also have responsibilities as the person being evaluated.

- Evaluations are anonymous. I protect your anonymity, and I expect you to show your teammates the same courtesy. Never try to figure out who might have given a particular evaluation or discuss with your teammates. Do not confront others. This is inappropriate and unprofessional behavior.
- You may not negotiate, arrange or influence others’ evaluations. This is a breach of academic honesty and is equivalent to cheating on an exam. Thus, the consequences are the same as cheating.
- Everybody gets evaluated in life, including me every year. It can be painful. It can seem unfair. You may feel that your teammates did not understand or appreciate your contribution. Remember the burden is on you to let them know what you did, not on them to find out. If you did not like your evaluation, try and learn from it and improve. This is the professional and sensible way to deal with disappointment. Less professional ways are lashing out, withdrawing from the team, bad mouthing your team, etc. Before you resort to these, think about if you had been the one to give the disappointing review to a colleague or an employee. I would guess that you would want them to embrace the feedback and use it to improve. Remember that these evaluations are not about you as a person. They do reflect your work and work can always improve. Critique is a part of the ad business and helps you grow.

rough drafts

at several points during the semester, I will ask for rough drafts (checkpoints) of your work, which you will bring to your team’s meeting with me. these drafts must be complete and not just “here’s the general idea.” if it looks like you threw it together at the last minute, you will not receive credit for it. if it is not complete, I will deduct 1% off your final grade.

attendance/team meetings

think of this course as a job. you are working for a client (FOX Sports) and a boss (me). treat this class like you would a job. you must attend class. most of the semester will be team meetings with me. missing a meeting for an unexcused reason (so you need a doctor's note, funeral notice, etc. to be excused—see University Policy) results in loss of 1/2 letter grade for each occurrence. you **are required** to attend all team and client meetings. keep in mind team meetings will be weekly at the same time, so don't blow them off and schedule something else during that time. sometimes students think these are optional because of the laid back nature of the class. they're not. also keep the assigned course times open for client meetings. finally, there has been issues in the past with attendance at the mock presentation in particular. you must attend this unless you are ill or have to go to court or you will lose 5% of your final grade. do not go on a trip during this time. it is vital to your group, and no, i am not going to reschedule it around your "needs."

requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

final project

you will prepare polished, professional deliverables for the client using your creative concept. this will be done as a "book" just like in advertising campaigns. a more detailed specification will be handed out in class during the first two weeks.

final presentation

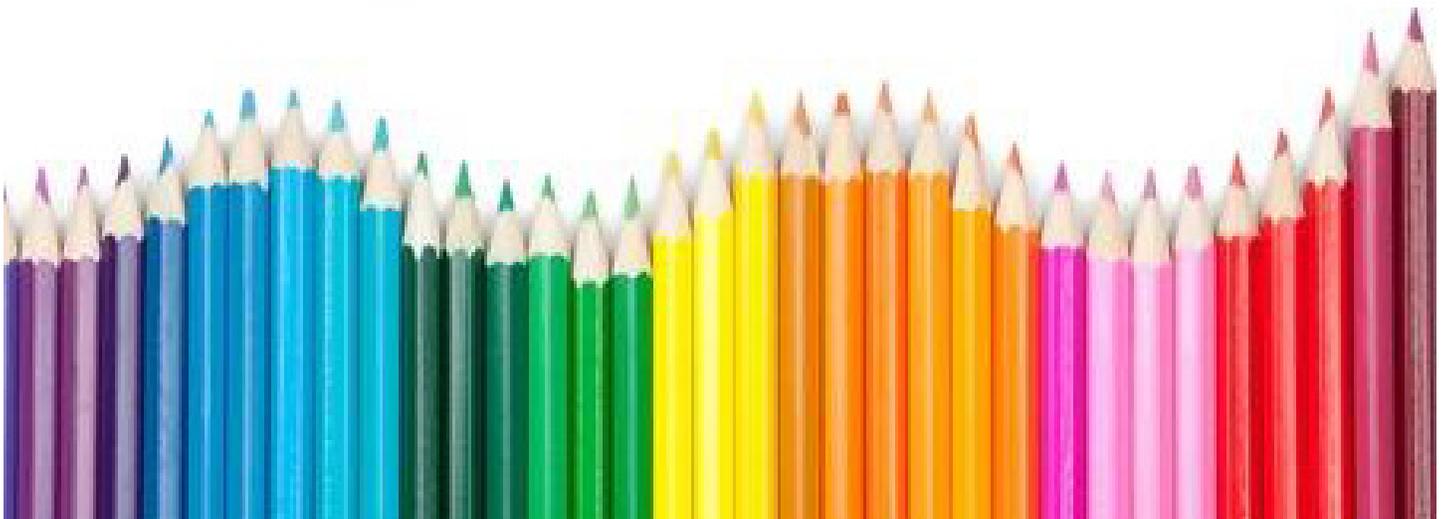
you will be either making a professional presentation to the client or creating a presentation to submit to an awards competition. this presentation will take place toward the end of the semester (either March or April). if you have a live presentation, you will have a dress rehearsal with me to help you improve your presentation skills. we will talk about presenting creative at a later date.

students with disabilities

students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. students with disabilities should follow this procedure as early as possible in the semester."

student evaluation of course

students are expected to provide feedback on the quality of instruction in this course by



completing online evaluations at <https://evaluations.ufl.edu>. evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

Student complaint process

Student complaint process is at: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

Class schedule follows on next page.

Syllabus is subject to change with instructor notification. There may be extra credit opportunities related to research studies.

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tentative deliverables

- 3 PSAs, :30 or :15.
- 2-3 ideas/suggestions for the best use of social media and digital (could include a digital video)
- 2-3 ideas for on-site activation
- 2 broadcast integrations (pre-game/post-game/game broadcast and FS1 studio shows)
- think about how to involve their on-air talent





week	what we're doing/what's due
Jan 14	Speed teaming. Syllabus, class overview, brief. Start research.
Jan 21	Client briefing. Team member pics due on Canvas.
Jan. 28	6 theme ideas and 3 slogans for campaign. Research due on Canvas at 12:50. Brief me on research and the insights gained (and how applied).
Feb 4	1 TV spot due for meeting + 1 social/digital media
Feb 11	reworked ideas, 1 new TV spot, 1 event activation idea for meeting
Feb 16	Upload by Noon your materials for the client check in.
Feb 18	Likely client check in
Feb 25	MENTAL HEALTH DAY. No class.
Mar 4	2 broadcast integrations, 1 event activation, 1 social/digital, updated ideas based off of client check in. if you have massive edits/re-dos, I will have a different schedule for you that we will discuss after client check in. MIDPOINT PEER EVALS DUE AT 12:50

- Mar. 11 1 new TV idea (could also be a digital video), final go through, book template
- Mar 18 Book first draft due online at 12:50. The draft should be copy edited.
Goodman at conference so no meetings.
- Mar 25 Meetings if necessary
- Apr. 1 Mock presentation and critique (date depends on final presentation date)
- Apr 8 FINAL PRESENTATIONS TO CLIENT
- Apr 15 final team evaluations due

student honor code

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.”

NOTE: YOU MUST ATTEND ALL CLIENT MEETINGS (BOTH MID-TERM AND FINAL). THIS IS NON-NEGOTIABLE. Please plan accordingly. (Even if your team is fine with your absence, you are still not excused and will have a half letter grade deduction for the mid-term and a full letter grade for the final)