



**mmc 6936 creative  
sports advertising**

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office hours:

## 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	15%
research	20%
mid-term check in	10%
rough drafts	20%
final presentation	5%
deliverables to client or competition (final project)	20%
reflection paper	5%
attendance (at meetings/class)	5%

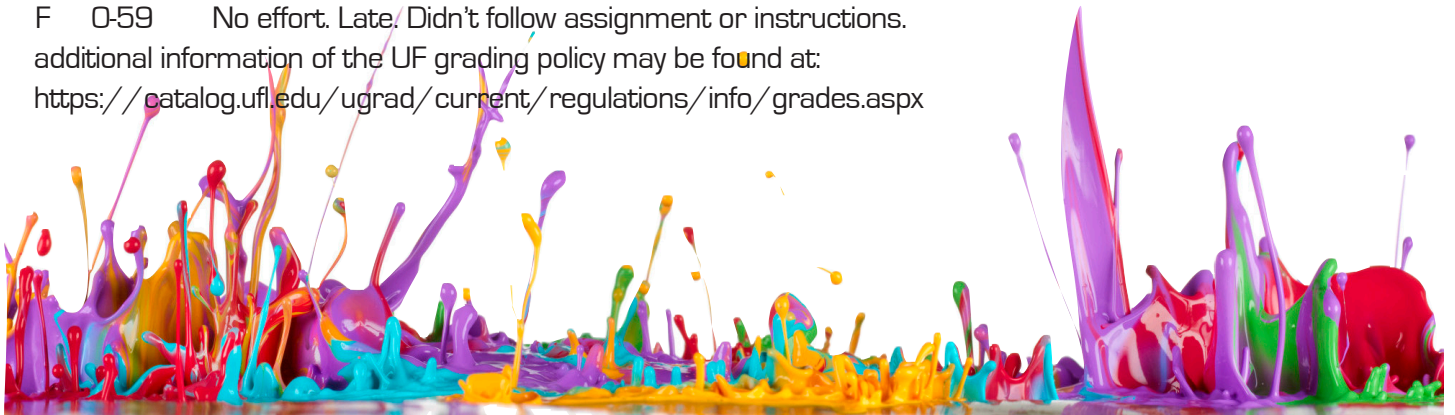
attitude, effort, being late, etc. can either increase or decrease your grade. keep in mind the client's impression of your work will weigh heavily on your final grade. you must attend meetings with the client (unless excused ahead of time by me).

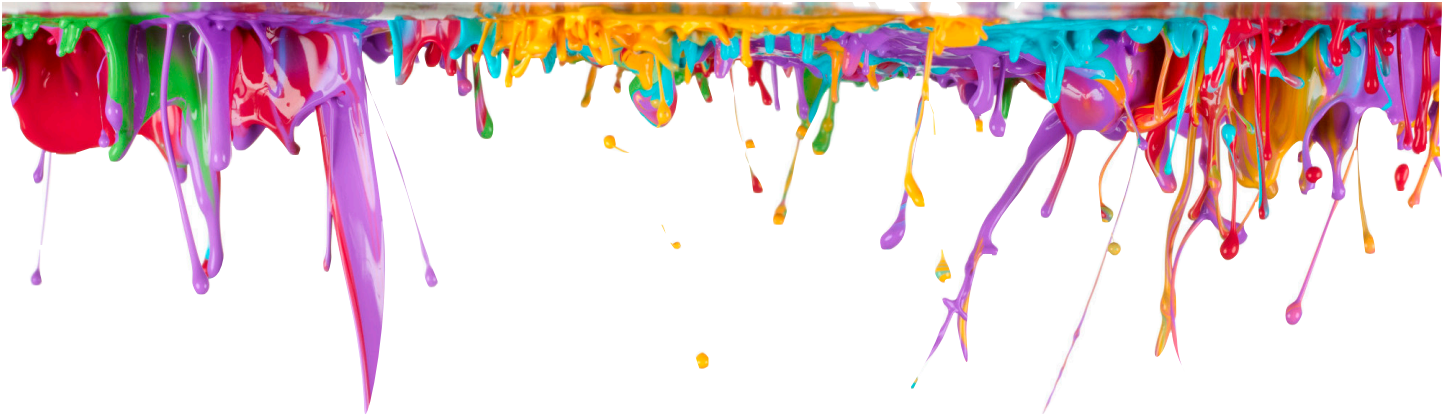
## grade scale

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.

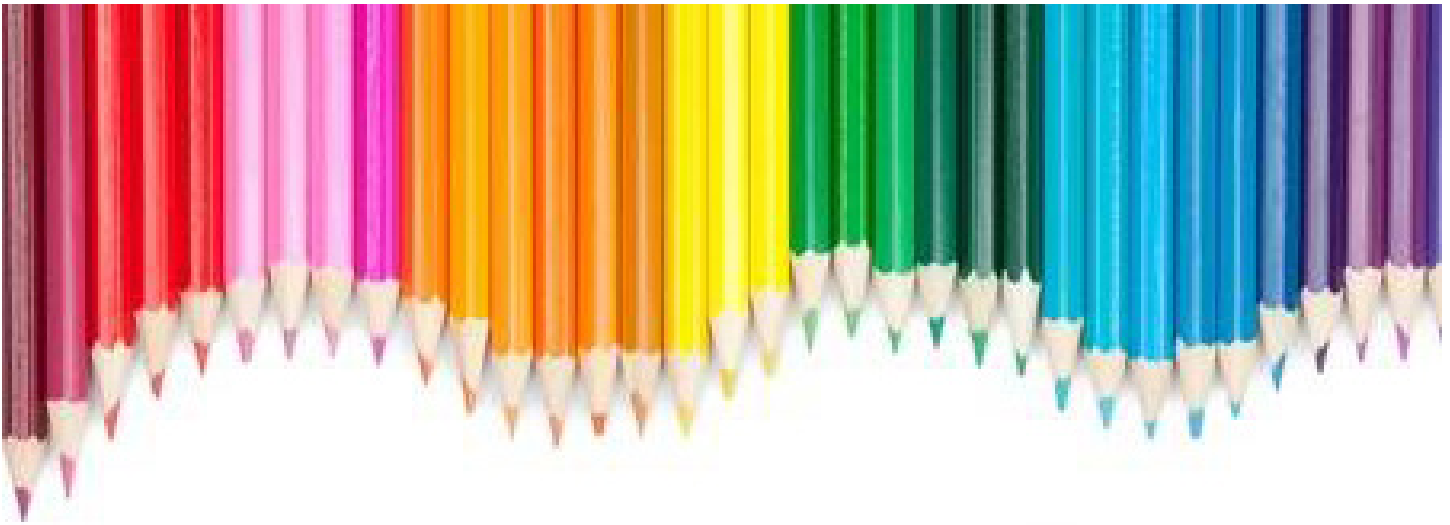
### **course expectations**

- 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. Phones, computers etc. are turned off during presentations, meetings, etc.
- 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.

### **tentative deliverables (varies based on project. may change after briefing)**

you are going to spend more time working on the project outside the classroom so it is EXTREMELY important that you understand the processes and deliverables that you should submit on time. missing deadlines is not acceptable! if you miss a deadline in the industry, you're out.

- 2 TV spots (:30 or :15)
- 1 digital video content (time up to you)
- 2 ideas/suggestions for the best use of social media and promotion
- 1 idea for an event activation (e.g, contest, scavenger hunts, giveaway event, tour of America, VIP event)
- 2 broadcast integration
- think about how to involve their on-air talent



## peer evaluation

Generally peer evaluations are very good. However, when they aren't, they should impact your final grade. Your project is, after all, the most important assignment and acts as a final exam. You will evaluate your team members AND list exactly what you did to contribute to the project. I look at what you did on the project if there are disputes on peer evaluations.

Why do we have peer evaluations? Because you know more than I do about the relative contributions of each team 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 only 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**

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 an issue the past semesters with attendance at your mock presentation. you must attend this. 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**

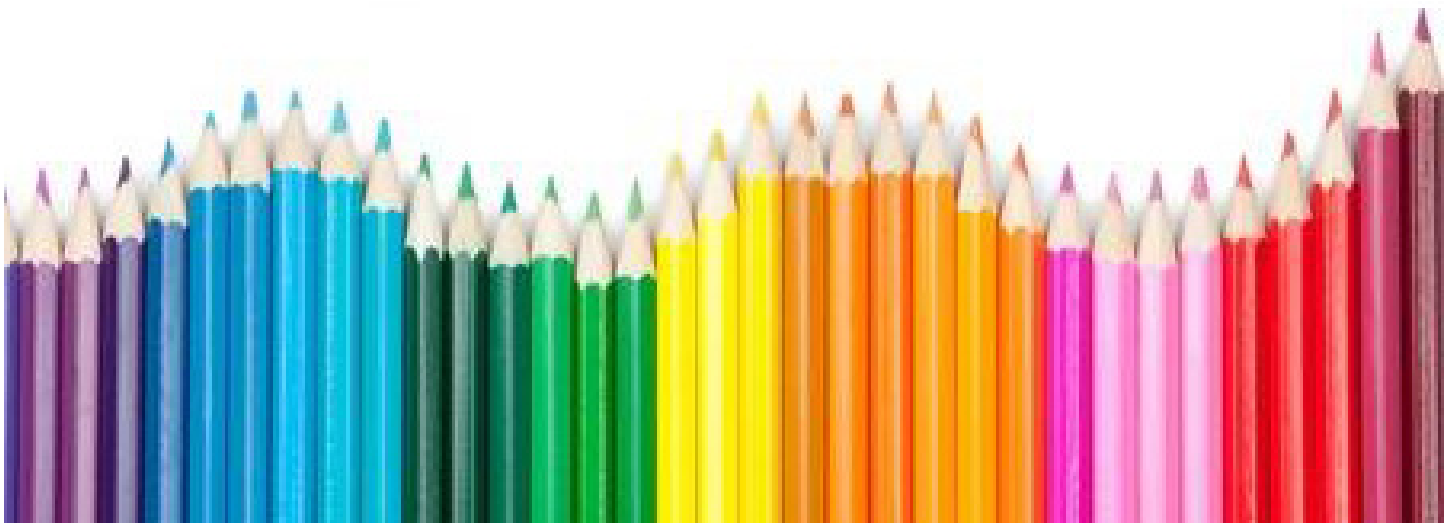
you will prepare polished, professional deliverables for the client using your creative concept. this will be done as a "book" just like in advertising campaigns. a more detailed specification will be handed out in class during the first two weeks.

## **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/](http://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.](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf)

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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## **Student recording of class**

“Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.”





**week**

**what we're doing/what's 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.**

