

University of Florida
ADV6503
Advertising Creative Strategy and Research
Spring 2015

Instructor: Dr. Cynthia Morton
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appointment
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Course Description

The objectives Advertising Creative Strategy and Research course is to familiarize students with: (1) the theoretical foundations of creative strategy in advertising and marketing communications; (2) the research methods utilized in gathering data for developing and evaluating strategy; and (3) the process of developing strategy. The course will include lectures and discussions, as well as learning techniques that are meant to facilitate the exploration of creative strategy and research in advertising. These techniques include guest speakers when possible, case studies, exams, individual assignments, and a team project. Participation is essential.

Course Objectives:

The objectives of the course are as follows:

- ❖ To analyze advertising strategies demonstrated in successful advertising campaigns
- ❖ To expose students to the issues and concerns in creative strategy and research.
- ❖ To examine the process of creative strategy and research, including relevant criteria associated with understanding advertising and promotion planning decisions.

Course Materials

Required Textbooks:

- Legorburu, Gaston & McCall, Darren. 2014). *Storyscaping: Stop Creating Ads, Start Creating Worlds*. New Jersey: Wiley.

Recommended reference:

- *Strategic Thinking for Advertising Creatives* by Alice Kavounas Taylor (copyright 2013).

Selected readings from the following accessible via UF course reserves:

- Fallon, Pat and Senn, Fred 2006. *Juicing the Orange: How to Turn Creativity into a Powerful Business Advantage*. Harvard Business Press School: Boston, Mass.
- Rapaille, Clotaire. 2006. The Culture Code: An Ingenious Way To Understand Why People around the World Live and Buy as They Do. New York: Broadway Books.

Evaluation Criteria:

The criteria applied to student evaluation and point totals assessed by item will be as follows:

Essay Exams (2 x 60pts)	120
Individual Assignments (3 x 25pts)	75
Class term project	30
In-Class Participation	25
Team Project	100
<hr/> TOTAL	<hr/> 350

General Policies

I. Office Hours and Individual Meetings

Generally, office hours will be managed in-person or by appointment via Skype when necessary. I also will be available to accommodate appointment requests before our class meeting, but can not ensure similar availability when class is ended. While it is my preference that we interact in person me when students have questions, concerns, or difficulties relating to course materials or any assignments, email also can be an alternative means for handling questions that require basic clarification. Please note, I am happy to work with you individually or in small groups by appointment.

II. University of Florida Honor Code

An Honor Code that specifies conduct expected of UF students governs University of Florida graduate students. Though many graduate students will have few problems with the ethical decisions involved in maintaining integrity in their work, others may not see the issues so clearly. Please be aware of the information contained in the Graduate Student Handbook's policy regarding the various activities that constitute academic dishonesty. Academic honesty is an important issue at the University of Florida and the violations of the Honor Code are taken very seriously. All students are expected to observe the university's student honor code. Plagiarism or the misrepresentation of work or sources may result in severe penalties. Each student is responsible for visiting the website listed below and becoming aware of the 12 listed violations and sanctions provided in Rule 6C1-4.041, F.A.C., <http://regulations.ufl.edu/chapter4/4041-2008.pdf>.

Tentative Course Schedule (abbreviated)

Module 1: Advertising and Campaign Strategies that Make a Difference

Topic A: Brands and the Power of Why

Topic B: The Importance of "Context" to Developing Branded Creative Strategy

Topic C: Understanding the Consumer as more than just a consumer

Module 2: Discovering Creative Strategy Through a Lens of Culture

Topic D: Planning for and Managing the Creative Strategy Process

Topic E: Storybranding Worlds that Sell

Topic F: The Importance of Research to Developing Creative Strategy (Positioning)

Module 3: Creative Strategy and Research in Practice: Team Project Phase

Topic G: Project coaching (in class) and implementation
Class project presentation and submission