

August 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	Class intro 22	23	24
25	26	Week 1: Strategy 27	28	29	30	31

NOTICE

Make sure you are on the class Facebook page.

Reading

Chapters 1-6 by Sept. 3

September 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 Week 2: Meet the client	4	5	6	7
8	9	10 3: Creative brief	11	12	13	14
15	16	17 4: Story telling	18	19	20	21
22	23	24 5: Execution	25	26 Quiz 1: class notes and Ch. 1- 14, Felton	27	28
29	30					

NOTICE

Quiz 1
Thursday, 9/26

Reading
Chapters 4-14 by 9/26

October 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Week 6: Brainstorming	2	3	4	5
6	7	8 Week 7: Copywriting	9	10	11	12
13	14	15 Week 8: Creative toolbox	16	24 Quiz 2; Notes and Ch 15-26	18	19
20	21	22 Week 9: Layouts	23		25	26
27	28	29 Week 10: TV	30	31		

NOTICE

Quiz 2

Over class notes and Chapters 15-26,
10/24

Reading

Finish Chapters 15-26 by date for Quiz
2, 10/24

November 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 Week 11: Radio & non-traditional	6	7 Optional Quiz 3	8	9
10	11	12 Week 12: Campaigns	13	14 Presentations: Roughs	15	16
17	18	19 Week 13: Advertising to other cultures	20	21 Presentations: Best Ideas	22	23
24	25	26 Week 14: Team meeting day	27	28 Happy Thanksgiving!	29	30

December 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 Final presentations	4	5	6 Last day of classes	7
8	9	10 All 4101 work must be online for grading by noon	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOTICE

Final presentation

Present final campaigns to client 12/3

Turn in all work

By noon, 12/10