

**J320, Principles of Creative Advertising (Section #12526)**  
**First Summer Session, 2011**  
**3:30 p.m. to 5:30 p.m. Monday/Tuesday/Thursday, Crestview 210**

Professor: Ron Allman  
Office: Crestview 117  
Phone: 941-2381  
e-mail: rallman@ius.edu  
Office hours: Monday, Tuesday and Thursday, 2:30 p.m. to 3:30 p.m. and by appointment

**Course Objectives:** This course will teach you how to generate creative advertising campaigns and strategies for all major media.

**Students with Special Needs:** If you require any special assistance in meeting the class requirements due to a certified disability, please see me after class or during office hours within the first week of the session. Special accommodations or alternative-format materials will be made available. Students with disabilities may want to contact the Office of Services for Students with Disabilities.

**Required Texts:** “Creative Strategy in Advertising,” 10<sup>th</sup> Edition, by Bonnie Drewniansy and Jerry Jewler; “Bang! : Getting Your Message Heard in a Noisy World” by Linda Kaplan Thaler and Robin Koval

**Reading/Homework Assignments:** All reading assignments will be read before class and you should be prepared to discuss the reading assignment in class. All homework assignments are to be completed before class. Homework assignments will be used as the basis for class discussions. Participation in class discussions is part of your grade.

**Attendance, Punctuality and Deadlines:** You should plan to attend all class sessions, to participate in class and to stay for the entire class period. It is university policy that attendance is mandatory. Excessive absences will result in a grade of “F.” Medical appointments, job interviews and part-time or full-time jobs are not considered valid excuses for absence. Make-up work is strongly discouraged and will only be granted in special circumstances. All assignments are due at the beginning of class on the day they are due. *No late assignments will be accepted.*

**Class Interruptions (Laptops, Cellular Phones, Pagers, Et Cetera):** Laptops will not be used during class time. You can check Facebook after class. Cellular phones and pagers will be turned off during the class time. Please inform those who might wish to contact you during class time that your devices will be turned off. Those creating these interruptions will be asked to leave the class and will be considered absent.

**Grading:**

*Homework and Class Participation:* You will have 12 homework assignments to turn in that will be used as the basis for class discussions. These homework assignments will be *printed* and turned in at the end of class after the discussions. These assignments will be graded on a pass/fail basis. If you satisfactorily complete the assignment, you get credit for the assignment. If you do not do the assignment or do not adequately complete the assignment, you will not get credit. Part of your overall grade will be determined from your participation in class discussions. Since class discussion is closely tied to the homework assignments, no additional preparation should be needed to participate. Homework assignments and class participation will make up 40 percent of your final grade.

*Book Report:* You will write a report based on “Bang!” This report will be five to 10 pages in length. It will answer the following question: What specific lessons should a creative advertising firm take from this book? Why? The report is worth 20 percent of your final grade.

*Group Project:* A group project will be presented at the end of the session. The project will consist of an advertising campaign for an assigned product. The campaign will consist of a well-defined strategy aimed at a particular target audience. The strategy will be developed around a central theme, slogan or “big idea.” The presentation will include three actual advertisement prototypes for media of your group’s choosing. The presentation will be based on research your group will conduct. The group project will make up 40 percent of your final grade.

There will be no extra credit opportunities. Your writing will be graded on content as well as form. Papers should be free of grammatical errors. Papers will be organized, clear and concise. Papers will be printed with the text double-spaced.

### *Class Schedule*

<b>May 10</b> For Next Class	<b>Introduction / What is “creativity”?</b> <ul style="list-style-type: none"><li>• Read chapter 1</li><li>• Homework Assignment 1</li></ul>
<b>May 12</b> In Class For Next Class	<b>Creativity</b> <ul style="list-style-type: none"><li>• <i>Homework Assignment 1 due</i></li><li>• Read chapter 3</li><li>• Homework Assignment 2</li></ul>
<b>May 16</b> In Class For Next Class	<b>Target Audiences and Diversity</b> <ul style="list-style-type: none"><li>• <i>Homework Assignment 2 due</i></li><li>• Read chapter 4</li><li>• Homework Assignment 3</li></ul>
<b>May 17</b> In Class For Next Class	<b>Research</b> <ul style="list-style-type: none"><li>• <i>Homework Assignment 3 due</i></li><li>• Read chapter 5</li><li>• Homework Assignment 4</li></ul>
<b>May 19</b> In Class For Next Class	<b>Strategy</b> <ul style="list-style-type: none"><li>• <i>Homework Assignment 4 due</i></li><li>• Read chapter 6</li><li>• Homework Assignment 5</li></ul>
<b>May 23</b> In Class For Next Class	<b>The Big Idea</b> <ul style="list-style-type: none"><li>• <i>Homework Assignment 5 due</i></li><li>• Read chapter 7</li><li>• Homework Assignment 6</li></ul>
<b>May 24</b> In Class For Next Class	<b>Print Ads</b> <ul style="list-style-type: none"><li>• <i>Homework Assignment 6 due</i></li><li>• Read chapter 8</li><li>• Homework Assignment 7</li></ul>
<b>May 26</b> In Class For Next Class	<b>Design</b> <ul style="list-style-type: none"><li>• <i>Homework Assignment 7 due</i></li><li>• Read chapter 9</li><li>• Homework Assignment 8</li></ul>
<b>May 30</b>	<b>No Class</b>
<b>May 31</b> In Class For Next Class	<b>Radio Ads</b> <ul style="list-style-type: none"><li>• <i>Homework Assignment 8 due</i></li><li>• Read chapter 10</li><li>• Homework Assignment 9</li></ul>
<b>June 2</b> In Class	<b>Television Ads</b> <ul style="list-style-type: none"><li>• <i>Homework Assignment 9 due</i></li><li>• <i>Book Report due</i></li></ul>

- For Next Class
  - Read chapter 11
  - Homework Assignment 10
  
- June 6**
  - In Class
- Group Assignments/In-Class Work Day**
  - Group memberships, ad products and presentation requirements will be assigned
  - Groups will work on group presentation
  
- June 7**
  - In Class
  - For Next Class
- Direct Marketing**
  - *Homework Assignment 10 due*
  - Read Chapter 12
  - Homework Assignment 11
  
- June 9**
  - In Class
  - For Next Class
- Internet Ads**
  - *Homework Assignment 11 due*
  - Read Chapter 13
  - Homework Assignment 12
  
- June 13**
  - In Class
  - For Next Class
- Retail Ads**
  - *Homework Assignment 12 due*
  - Read Chapter 14
  
- June 14**
  - In Class
- In-Class Work Day**
  - Groups will work on group presentation
  
- June 16**
  - In Class
- In-Class Work Day**
  - Groups will work on group presentation
  
- June 20**
  - In Class
- In-Class Work Day**
  - Groups will work on group presentation
  
- June 21**
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- Group Presentations**