

COMM 3330

Creative Concepts

FH 200
Office Hours: M&W: 1-3pm;
Th: 3-5pm

FH 200A
Office Hours:
T&W: 2-4pm

COURSE DESCRIPTION: The purpose of this course will focus on planning, creating advertisements, marketing and managing public relations and advertising campaigns in five primary areas: government, non-profit, corporate, political, and product.

REQUIRED READING:

Kelleher, T. (2018). Public relations. New York: Oxford University Press.

REQUIRED SUPPLIES:

1. Email address that you check regularly (preferably your my.unt.edu account).
2. Access to a computer with Internet Access (you have this through any of the campus computer labs).
3. Your motivation, energy, excitement, curiosity, and hard work.

KNOWLEDGE OUTCOMES: By the end of this course, you should be able to:

1. Understand public relations event principles, functions, and techniques
2. Understand legal and ethical implications of public relations event coordination
3. Understand public relations event coordination as to how it relates to diverse populations
4. Understand effective client communication methods

OBJECTIVES: By the end of this course, you should be able to:

- To understand and effectively apply creative strategy to solve advertising problems
- To understand the value and application of creative briefs in the advertising industry
- To gain a deeper understanding of the creative side of the advertising industry
- To learn how to apply a strategic message across multiple types of media
- To gain experience generating creative ideas individually and as part of a team
- To develop creative presentation skills
- To recognize and understand specific design and layout principles
- To learn how to communicate to varying audiences, including multicultural and international consumers

- To constructively evaluate your own work as well as the work of your peers
- To learn about emerging technology in advertising and how to take advantage of it to execute a creative strategy
- To gain the skills required to brand yourself to kick off and sustain your future career

EXPECTATIONS: We all approach courses with certain expectations. The following are what I will expect of you during the course of this semester:

1. *Work hard* – learning requires constant read, research, think, discuss and work with me and your classmates to learn. Everyone has something important to contribute. My job is to present new information, and prepare a climate where you can contribute your own special knowledge. Your job is to be prepared and
2. *Participate* – you have to be an active part of the course to succeed. You will also have to give effort outside of class.
3. *Be there* – Attendance is vital, and is a part of my expectations and your evaluation.

Four absences are allowed. Any more than four absences will reduce your grade by five percentage points. See the current UNT Dallas catalog for the university's policy on student responsibility for missed classes and assignments. Be familiar with the university's drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the **second** class meeting. **If a student must be absent the day an exam is scheduled, he/she must notify the instructor at least a week before.**

Note regarding student absence due to religious observance: Students who anticipate being absent from class due to a religious observance are requested to inform the instructor by the second class meeting of such absences.

Student Absence for University-Sponsored Events and Activities: If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

4. *Have access to technology* – I will use Blackboard to communicate, post assignment sheets, present some feedback, and provide a space for you to

communicate with your classmates. I will also post any extra readings on Blackboard. You need to check Blackboard regularly.

5. *Be responsible* – practice academic integrity and accept responsibility for your actions and choices.

Academic misconduct – includes, but is not limited to, cheating, unattributed use of others' work (including test and paper 'banks'), disruption of class, and discourtesy to, or harassment of, other students or your instructor.

Academic Honesty Policy: Students will adhere to the highest standards of academic honesty. Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action. Plagiarism (the use of written and oral words or ideas of another person, including another student, without the expressed acknowledgment of the speaker's or writer's indebtedness to that person) will not be tolerated. This includes the use of papers or other materials previously submitted to instructors in other classes, as well as video and audio recordings. Students caught plagiarizing will fail this class and be subject to academic and disciplinary action.

6. *Be respectful* – treat others with respect and courtesy. Turn off all electronic devices including cell phones and MP3 players. No text messaging or checking your cell phone during class. Keep these devices in your back pack during class.

Do not use computers during class for reading/writing e-mail, surfing the Web, playing games, working on assignments for other classes, or writing letters. You may use a laptop computer only for taking class notes. If you use your laptop for any other purpose, I will require you to immediately close the computer.

RESOURCES: You need to take advantage of the different resources available to you at UNT Dallas:

- **Writing Center:** Take advantage of writing help. The UNT Dallas Writing Center provides professional writing tutoring for all students in all disciplines. If you wish to use the Writing Center, you should plan for a minimum of two hour-long tutorials per assignment: the first to provide an initial consultation and drafting plan, and the second to follow up. Be prepared to take an active role in your learning, as you will be asked to discuss your work during your tutorial. While Writing Center tutors are happy to provide constructive criticism and teach effective writing techniques, under no circumstances will they fix, repair, or operate on your paper. Location: DAL1 301. Appointments: 972.338.1755. For more information, please see <http://www.untDallas.edu/wc>.

- **Services for Students with Disabilities:** In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Services Office. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Services office in DAL2 204, or call (972) 338-1777. Additional information is available at <http://www.untDallas.edu/disability>.

UNIVERSITY POLICIES:

State-Mandated Course Drop Policy: Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the 12th day of class (See Schedule of Classes for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Registrar's Office and must be accompanied by documentation of the extenuating circumstance. Please contact the Registrar's Office if you have any questions.

Social Security and FERPA Statement: It is the policy of The University of North Texas at Dallas to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation: Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

Bad Weather Policy: On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campuses main voicemail number (972) 780-3600 or search postings on the campus website www.untdallas.edu. Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.

Diversity/Tolerance Policy: Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses, will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Office of Student Life as the instructor deems appropriate. This course is designed to be a safe open forum so that we may critically analyze and discuss crime theories. Thus, please adhere to the guidelines outlined in the Code of Student Conduct.

Students Rights and Responsibilities

You will find your Student Rights and Responsibilities including the Student Code of Conduct in the Academic Catalog. The link to the Academic Catalog is on the homepage at www.untDallas.edu. The direct link can be found here: <http://dallascatalog.unt.edu/content.php?catoid=7&navoid=145>

Course Withdrawal

The last date to withdraw from one or more classes with a Grade of W is:

Friday, November 3rd

The last day to withdrawal from ALL COURSES with a Grade of W is:

Wednesday, November 17th

GRADING POLICIES:

HOW CREATIVE WORK IS GRADED: Don't worry. Not everyone is interested in working in the creative side of advertising – I know that. However, it is important that you have a very good grasp on what goes into executing creative work. In this course,

your work will be graded based on many different factors, none of which require a tremendous amount of artistic ability. Some of those factors are:

RESEARCH: Do you have the requisite knowledge to speak credibly about the products and services you have chosen? Have you learned about the target market, what motivates them, and what doesn't?

STRATEGY: Do you have a good plan for positioning your product in the marketplace? How will you use media to get your message across? Should you use alternative media?

CONCEPT: Is your idea fresh? Extendible? Effective? Appropriate for a campaign or a stand-alone ad?

CRAFT: Is your layout well-designed? Is your body copy tight, memorable, and evocative? Do the layout and copy work well together? Is the material presentation of your work attractive? Does the typography work? Does your design and copy fit your target audience and the product? Is/are your visuals appropriate and arresting?

PRESENTATION: Were you professional, enthusiastic, thorough, clear, and compelling?

ORIGINALITY: Can you create a unique, interesting way of looking at the product or service, so that people actually want to hear what you have to say about it?

ASSIGNMENTS:

- A. Creative Assignments: (50 points each x 4) = 200 points
- B. Critiques/Class participation and activities (includes participation in any Blackboard discussions, etc.) = 200 points
- C. Brand Yourself Campaign = 200 points
- D. Fun Product Campaign = 200 points
- E. Final Campaign Project = 400 points

ASSIGNMENT DESCRIPTIONS

CREATIVE ASSIGNMENTS:

BRAND YOURSELF CAMPAIGN: This campaign is focused on branding yourself for potential real-world employers and clients. The campaign will consist of:

- An about me statement (20 pts)
- A personal logo (20 pts)
- A resume (20 pts)
- Your own personal website (40 pts)

FUN PRODUCT CAMPAIGN: This campaign is to get your creative juices flowing throughout the semester based on concepts and lessons from the lectures. At the beginning of the semester, you will choose a “fun product” from which you will create all four final deliverables. All four executions in this campaign will be based on the same product, so choose wisely – something for which you won’t run out of ideas. The campaign will consist of:

- A creative brief (50pts)
- Two print execution, one magazine & one billboard (50 pts)
- Four Scheduled Social Media Blasts via HootSuite, utilizing at least four different social media platforms (50 pts)
- One other creative execution of your choice (i.e. a jingle, TV Ad, a Radio Ad, a Mailer, a Brochure, etc.) (50 pts.)

TEAM/GROUP ASSIGNMENT: The Final Campaign Assignment will be a group effort in which the entire class will function as the UNTD Public Relations & Advertising Agency. Your faculty members will serve as President and Campaign Creative Officer. They will evaluate not only your work, but your work habits and professional demeanor. Students will have one of the following positions: account executive, research director, creative director, production/communication director, and production/schedule & budget director. Each position has certain primary responsibilities, ALL TEAM MEMBERS ARE REQUIRED TO WORK TOWARD THE COMPLETION OF EACH SECTION OF THE CAMPAIGN BOOK.

Job Descriptions:

Account Executive

- Coordinates with client and primary target publics
- Uses leadership skills to coordinate teamwork and resolve issues/problems among team members.
- Consults with team and reviews team research and, using this information, determines the team's goals and objectives and the strategies and tactics to reach these goals.
- Consults with professor as needed to make sure the team conducts its work within the guidelines set for the campaign project.

Research Director:

- Determines the basic research needs for the project.
- Oversees completion of research.
- Develops and guides secondary research on source materials.
- Creates the research book for the team, which organizes the research findings so that information may be found quickly and the sources for the information are clearly identified. The research book is uploaded to Blackboard by noon Monday, May 2, 2016.
- Supervises the team's research activities. Consults professor as needed.

Creative Director

Creative Director (Both Print/Graphics and Multimedia)

- Consults with team and professor to determine strategies and tactics to achieve campaign objectives – develops tone, themes/ slogans, and overall approach for tactics.
- Plans, prepares, and coordinates production of materials.
- May assign jobs to other team members for assistance to complete print/graphics and multimedia tools.

Creative Director – Print/Graphics

- Consults with team and professor to determine strategies and tactics to achieve campaign objectives – develops tone, themes/ slogans, and overall approach for tactics.
- Plans, prepares, and coordinates production of materials.
- May assign jobs to other team members for assistance to complete print/graphics tools.

Creative Director – Multimedia

- Consults with team and professor to determine strategies and tactics to achieve campaign objectives – develops tone, themes/ slogans, and overall approach for tactics.
- Plans, prepares, and coordinates production of materials.
- May assign jobs to other team members for assistance to complete multimedia tools.

Production/Communication Director

- Responsible for all copy for final Plans Book and all communication tools within or accompanying the Plans Book.
- Oversees all copy for oral presentation to client and judges.
- Works closely with Creative Director on media planning.
- Works closely with Creative Director to establish the production schedule and budget.
- Maintains time and resource budgets – makes sure team is on schedule and within budget
- Determines printer/production requirements for each print piece and communicates these requirements to team members.

- Consults with professor as needed.

ASSIGNMENT POLICY:

1. Assignments will be given throughout the semester. Students are responsible for all course materials, including, but not limited to, class lectures, handouts, workbook and textbook reading assignments.
2. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
3. Students must complete all assignments in order to pass the course. This does not mean that merely completing all assignments guarantees the student will pass the course.
4. Unless otherwise specified, assignments are due at the beginning of class.
5. ALL PAPERS MUST BE TYPED OR WORD-PROCESSED USING: **1" margins, 12pt Times-New Roman or Arial Font, double-spaced, APA citations.**
6. SPELLING, GRAMMAR, AND NEATNESS COUNT!
7. Multiple pages must be stapled or paper clipped together. It is your responsibility to see this is accomplished.
8. NOTE: I am more than happy to review papers BEFORE they are turned in. To get my review, you must send me the paper 48 hours or more before the assignment is due.
9. Due Dates: **DUE DATES ARE FIRM!**
10. Late Assignments: **LATE ASSIGNMENTS WILL NOT BE ACCEPTED.**
Assignments are due at the beginning of the class period on the date specified.
11. Incomplete Grades: Incompletes are given only in cases of severe illness, emergencies, or other significant or catastrophic events or circumstances.