

J320, Principles of Creative Advertising

Course Information

Fall 2019

2:45 – 4 p.m. Tuesday/Thursday, Crestview 209

Professor: Ron Allman

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Office hours: Monday and Wednesday, 2:30 – 4 p.m.

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Course Objectives

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

Students with Special Needs

Students who have a disability that requires accommodations in the classroom should contact the Office of Disability Services by phone, 812-941-2243, or [email, mtspring@ius.edu](mailto:email.mtspring@ius.edu), early in the semester so that their learning needs may be appropriately met. The student will need to provide documentation of the disability and if further documentation is needed, recommendations can be provided from the Office of Disability Services. Additional information about the Office of Disability Services may be obtained at [this website: www.ius.edu/disability-services/](http://this.website:www.ius.edu/disability-services/).

Required Text

Creative Strategy in Advertising, 11th Edition, 2014, by Bonnie Drewniansy and Jerry Jewler, ISBN# 9781133307266.

Reading Assignments

All reading assignments will be read before class and you should be prepared to discuss the reading assignment in class. I reserve the right to quiz you on the readings if I feel the reading assignments are not being done.

Attendance, Punctuality and Deadlines

Class attendance is mandatory. You should plan to attend all class sessions, to participate in class and to stay for the entire class period. Attendance will be taken. Being late twice will be considered an absence. A total of three 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. All assignments are due at the beginning of class. Deadline extensions will only be given under special circumstances. Make up exams will not be given.

Class Interruptions (Smart Phones, Tablets, Laptops, Et Cetera)

Phones and other electronic devices 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. Texting is considered a class interruption.

Computer Rules

During class time, computers will be used only for class work. Checking email, Facebook, Twitter and YouTube is not acceptable and is a distraction to you and others. You will be asked to leave 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 50 percent of your final grade. Your homework will be organized, clear and concise. *Homework will be printed with the text double-spaced, where appropriate.*

Group Project

A group project will be presented at the end of the semester. The project will consist of an advertising campaign for an assigned product/client. The campaign will consist of a well-defined creative 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 50 percent of your final grade, 25 percent from the presentation and 25 percent from the written summary.

There will be no extra credit opportunities.

Class Schedule

Aug. 27 Introduction

For Next Class - Read chapter 1

Aug. 29 Creativity

Homework 1 due

For Next Class - Read chapter 3

Sept. 3 Target Audience

Sept. 5 Target Audience

Homework 2 due

For Next Class - Read chapter 4

Sept. 10 Research

Sept. 12 Research

Homework 3 due

For Next Class - Read chapter 5

Sept. 17 Strategy

Sept. 19 Strategy

Homework 4 due

For Next Class - Read chapter 6

Sept. 24 The Big Idea

Sept. 26 The Big Idea

Homework 5 due

For Next Class - Read chapter 7

Oct. 1 Print Ads

Oct. 3 Print Ads

Homework 6 due

For Next Class - Read chapter 8

Oct. 8 No Class

Oct. 10 No Class

Oct. 15 Design

Oct. 17 Design

Homework 7 due

For Next Class - Read chapter 9

Oct. 22 No Class

For Next Class - Read chapter 10

Oct. 24 No Class

Oct. 29 Radio

Oct. 31 Radio

Homework 8 due

For Next Class - Read chapter 11

Nov. 5 Television

Nov. 7 Television

Homework 9 due

For Next Class - Read chapter 12

Nov. 12 Internet

Nov. 14 Internet

Homework 10 due

For Next Class - Read chapters 2 & 13

Nov. 19 Branding and Guerilla Advertising

Nov. 21 Branding and Guerilla Advertising

Homework 11 due

Nov. 26 Group Meetings

Homework 12 due

Nov. 28 No Class

Dec. 3 Group Meetings

Dec. 5 Presentations

Attendance is mandatory

Diversity Statement

Diversity is the valuing and respecting of difference, including socio-economic status, race, religion, gender, gender identity, sexual orientation, disability, veteran status, cultural and international origin, and other groups traditionally underrepresented at the university and in society. We grow and evolve as a university through seeing equality and representation as a goal and human right for everybody. IU Southeast is committed to recruiting students from diverse populations and to making the climate and curriculum welcoming and equitable. Students will leave the university with a raised level of awareness of the history of equality and difference and attain international awareness, so that their understanding of academic disciplines, society, and the workplace will be enhanced, and they will be receptive to and promote valuing and respecting difference in their lives and in the workplace.

Policy for Religious Observances

Indiana University respects the right of all students to observe their religious holidays. Accordingly, instructors will make reasonable accommodation, upon request, for such

observances. As a student, it is your responsibility to request accommodations by the end of the second week of the semester using the Request for Religious Accommodations Form, which you can download [at http://www.ius.edu/diversity/files/religious-observances-request-for-accommodation.pdf](http://www.ius.edu/diversity/files/religious-observances-request-for-accommodation.pdf). More information on the religious observances policy is available [at http://www.ius.edu/diversity/resources/religious-observances.php](http://www.ius.edu/diversity/resources/religious-observances.php).

Student Code of Conduct

- [website: https://www.ius.edu/dean-of-students/code-of-conduct/index.php](https://www.ius.edu/dean-of-students/code-of-conduct/index.php)

Disability Services

- [website: https://www.ius.edu/disability-services/](https://www.ius.edu/disability-services/)

Weather Delay

- [website: https://www.ius.edu/about-southeast/emergency-preparedness/weather-policy.php](https://www.ius.edu/about-southeast/emergency-preparedness/weather-policy.php)