

# Advertising Copywriting

ADVR 3321-001

Spring 2022

Class Meeting: T 5:30-8:30 p.m., MJ Building Room 206

## Prof. Brandon Davis

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## COURSE REQUIREMENTS

### Catalog description

A detailed look at copywriting as a career path. We will learn the different types of copywriters and the roles they play in marketing. The course will have a strong focus on the practice of copywriting — how to write for customers across different types of media, how to format a copy document, how to write engaging content, and how to prepare a portfolio for a professional career.

### Prerequisites

None

### Textbooks, Software and Required Materials

*Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content* by Ann Handley.

### Classroom format

This class will be presented in the lecture and workshop format. Class lectures will cover different aspects of copywriting. Each week, students will be expected to have writing assignments prepared to share and critique with the class in a workshop format. At the end of the semester, students will be expected to create copy for an integrated campaign across multiple media.

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. Select ADVR-3321-001 for Spring Term 2022

### Course Requirements

Read the required text book prior to class, come to class on time and stay the whole time, participate in discussions, ask questions, do your assignments, and provide constructive feedback during workshop time.

### Grading

Assignment categories and points or percentage weights.

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%

B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%  
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%  
D+ = 66.5-69.4%; D = 59.5-66.4%  
F = 0-59.4%

A combination of weekly assignments, class participation, two tests, and your final project will be used to evaluate your progress in the course. Your required class attendance has an impact on your grade, so be in class and on time. Grades are on the plus/minus system.

Extra Credit may be made available throughout the semester.

## Assignments

- This is a writing course. We will explore different styles of copywriting, but close attention to grammar and spelling is a requirement. If a style calls for incorrect grammar, you must be able to defend it.
- Your name should be at the top of the first page. You don't need a cover sheet.
- Assignments will vary in length based on the media focused on. Some may be as short as a few sentences while others will require more extensive time.
- All assignments **MUST** be uploaded to the course website before 5:30 p.m. on the day of class when they are due. Late work will receive an immediate 50% drop in score—assignment completion is necessary for the workshop portion of the course.
- Bring a printout of your assignment to class so you can reference it for discussion.

## COURSE SCHEDULE

*Week 1, August 23, INTRODUCTION/WHAT IS COPYWRITING?/LEARNING ABOUT CREATIVE BRIEFS*

Expectations: Show up, be cool, be curious, you'll do great

Readings: Part I before next class

*Week 2, August 30, LECTURE: WRITING BETTER/GENERATING IDEAS/THINKING LIKE A DESIGNER*

Readings: Part II before next class

Assignments: Generate concepts based on creative brief. Due 9/6 by 5:30 p.m.

*Week 3, September 6, LECTURE: WHEN DOES GRAMMAR COUNT?/WRITING FOR PRINT*

*Workshop: Review CONCEPTS*

Assignments: 3 Print Ads based on creative brief. Due 9/13 by 5:30 p.m.

*Week 4, September 13, WRITING FOR EMAIL AND SOCIAL MEDIA*

*Workshop: Review PRINT ADS*

Assignments: Study for your test! Reference Parts I-III and class slides

*Week 5, September 20, TEST*

Readings: Part V (p. 225-248) before next class

Assignments: Emails based on creative brief. Due 9/27 by 5:30 p.m.

*Week 6, September 27, LECTURE: WRITING FOR WEB*

*Workshop: Review Emails*

Assignments: Write Home Page, About Page, and Service page based on creative brief. Due 10/11 by 5:30 p.m.

*Week 7, October 4, FALL BREAK*

*Week 8, October 11, LECTURE: WRITING LONG-FORM INFORMATIONAL CONTENT*

*Workshop: Review Web Content*

Assignments: Write brochure copy based on creative brief. Due 10/18

*Week 9, October 18, LECTURE: ORGANIZING INFORMATION*

*Workshop: Review Brochures*

Assignments: Organize and strategize content based on creative brief. Due 10/25

*Week 10, October 25, LECTURE: WRITING FOR VIDEO*

*Workshop: Review organized content.*

Assignments: Write videos based on creative brief. Due 11/1

*Week 11, November 1, WRITING FOR VIDEO 2*

*Workshop: Review organized content.*

Assignments: Write videos based on creative brief. Due 11/1

*Week 12, November 8 LECTURE: PUTTING IT ALL TOGETHER/KICKOFF FINAL PROJECT*

*Workshop: Review video content.*

*Week 13, November 15, LECTURE: BUILDING A PORTFOLIO AND GETTING A JOB*

*Workshop: Use this time to work on final.*

*Week 14, November 22, WORK ON FINAL*

*Week 15, November 29, PRESENT FINAL PROJECT*

## **ASSESSMENT AND OUTCOMES**

### **Professional Values and Competencies in ADVR 3321**

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.

- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work.

### How professional values and competencies will be met

#### *Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)*

- Describe the function of a copywriter in an advertising agency.
- Understand the skills and qualification needed to become a copy writer.
- Demonstrate how to write advertisements that grab attention and accomplish goals.

#### *Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)*

- Evaluate current advertisements, “reverse engineer” the message strategy and determine the effectiveness of creative message.
- Analyze the audience needs of identified companies and create messaging strategies to reach those audiences.
- Develop copy for TV commercials, print ads, billboards, and online/social media executions.

### How assessment of student learning will be met

#### *Awareness*

- Recognize what a copywriter needs to know about messaging and graphic design.
- Understand the value and application of creative briefs in the advertising industry.

#### *Understanding*

- Understand how to apply a strategic message across multiple types of media.

#### *Application*

- Creating initial concepts, develop final copy and present prepared copy for mid-year and final projects.

## JOURNALISM AND STRATEGIC MEDIA POLICIES

### Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student’s work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and

professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

## Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

## Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

## Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

## Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

### **Academic integrity**

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

### **Online SETEs**

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

### **AP Style and grammar**

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

### **Disability and accommodations**

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **Diversity and inclusivity**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

### **Weather policy**

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

### **Student support**

Students who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

### **COVID-19 protocols**

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu) and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.