ADV 3200 – B51 & B52
CREATIVE CONCEPTS I – SPRING 2016
WEDNESDAY 1:00 – 3:45 p.m.
OR 5:00 – 7:40 p.m.

INSTRUCTOR: MARGO BERMAN OFFICE HOURS:
OFFICE: AC II 325 MON 12:00 – 1:00 P.M.
PHONE: 305-919-5520 WED 4:00 – 4:30 P.M.
E-MAIL bermanm@fiu.edu OTHER TIMES BY APPOINTMENT

IMPORTANT DATES
Jan. 10: Last day for returning students to pay tuition and fees to avoid cancellation of enrollment.
Jan. 10: Last day for returning students to register without incurring a $100.00 late registration fee.
Jan. 19: Last day to drop courses or withdraw from the University without a financial penalty.
Feb. 5: Last day to withdraw from the University with a 25% refund of tuition.
March 21: Last day to drop a course with a DR grade/last day to withdraw from the University with a WI grade.

COURSE DESCRIPTION:
The course will familiarize students with the creative process and creative problem-solving techniques. It will focus on group work, brainstorming and idea generation. In addition, it will formulate strategies using all communication tools.

COURSE OBJECTIVES:
Students will implement creative strategizing and problem solving as it applies to integrated communications. They will also learn how to:
- Approach a communications problem creatively
- Generate alternative ideas
- Develop target-specific, multimedia solutions
- Evaluate effectiveness and relevance of each solution
- Present creative ideas

In addition, students will be introduced to these and other various idea-generating techniques:
- Five-step creative problem solving
- Headline and slogan concepting
- Brainstorming sessions
- Word association

This course is the foundation for all other creative courses. Therefore, in order to take other courses in the creative track, you will need a “B” in this course.

LEARNING OBJECTIVES:
1. Understand problem-solving process by using the five creative stages.
3. Comprehend the effectiveness of creative ideas by examining on-strategy campaigns that spin out.
4. Strengthen critical-thinking skills by participating in integrated marketing campaign critiques.
5. Evaluate the relevance of a communication message by determining if it is on target.
REQUIRED TEXTS:


REQUIRED - FREE APPS:

RECOMMENDED TEXTS (EBOOKS):

COURSE REQUIREMENTS: Grades for this course are given on the following basis:

1. Homework assignments 25% group assignment (1st assignment)

2. Blog 30% group assignment (2nd assignment) 15% group assignment

3. Quizzes 30% (Equal weight to all quizzes)

ATTENDANCE:
You will meet in class every other week. Attendance is REQUIRED. For each unexcused absence beyond the first, 2 points will be deducted from your final grade. For each time you are late after the first tardy, you will receive a 1-point deduction off your final grade.

REMINDER – MARK YOUR CALENDARS:
This class meets every other week on campus (on-site). All odd-numbered Modules are meeting weeks: Modules 1, 3, 5, 7, 9, 11, 13 and 15.

On all even-numbered weeks, students will work on homework assignments. The homework weeks are Modules 2, 4, 6, 8, 10, 12 and 14.

EXCUSED ABSENCES:
Excused absences, which must be approved by the instructor, are only given in these 3 situations:
1. Personal or family health conditions, certified by a physician or counselor
2. Personal or family legal conditions, warranting your attention during class time and certified by an attorney or judge
3. University business, certified by a university official
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GRADING: Grades for this course are determined as follows:

A  92–100   C  72–76
A– 90–91    C– 70–71
B+ 87–89    D+ 67–69
B  82–86    D  62–66
B– 80–81    D– 60–61
C+ 77–79    F  59 minus

INCOMPLETES: Incompletes will be granted only under circumstances where a student experiences a major unanticipated event disruptive to his/her continuing in this course after having satisfactorily completed at least half the term. A student requesting an incomplete must present a written explanation detailing the circumstances that necessitate that request as well as an explanation as to how he/she will eventually complete the course requirements. Incompletes are not given to students as a way to avoid receiving a failing grade.

COURSE STANDARDS:

1. MAKE–UP & LATE ASSIGNMENTS. All assignments are due at the beginning of class. Late assignments will receive one letter grade reduction and must be turned no later than 1 week from the assigned date to receive any credit.

2. ASSIGNMENTS. Advertising and public relations are image-oriented industries. Although great ideas and concepts are critically important, presentation must not be overlooked. All copy must be typed in required format: double spaced, with one-inch margins on all sides. Papers should be edited for typos and spelling errors before they are submitted. Layouts must be free of excess glue, stray marks and visible corrections. All assignments must fit on one 8.5” x 11” sheet of paper.

DEPARTMENTAL WRITING POLICY:
Good writing is vital in every career field. Accordingly, all students will be held to a uniform writing standard. All assignments, proposals and presentations will first be graded for content. Following that, the assignment will be reviewed for writing. Should an assignment contain six or more errors, the work will automatically lose 10 points (based on 100). At the instructor’s discretion, more stringent grading may be applied.

This professor reserves the right to reduce your grade by one full letter grade on any assignment with 3 or more typographical errors. Papers should be edited for typos and spelling errors before they are submitted.

DUE DATES:

HOMEWORK ASSIGNMENTS – WORK IN TEAMS:
1. M&M’S: Partial Creative Brief and slogan – due February 24
2. LEGO: Full Creative Brief, ad campaign and presentation – due April 13

ONLINE ASSIGNMENTS - WORK IN TEAMS:

WORK INDIVIDUALLY:
4. Quizzes (five) – Feb. 3, Feb. 17, March 9, March 23 and April 6
3. **CONTENT OF ASSIGNMENTS.** All course work must be appropriate for the classroom and will be free of pornographic images or sexual explicitness. Student work may be shown to the class at any time.

4. **LEVEL OF PERFORMANCE.** At the end of the course, you will understand the role of the creative advertising person. You will also develop some of the basic skills needed to create and execute concepts. Since this is not an art course, you will be judged more on your overall creativity than your artistic ability. However, neatness and orderliness in your layouts are very important to any solid presentation.

5. **IN–CLASS CONDUCT.**
   **ALL PHONES MUST BE TURNED OFF.** No text messaging during class. If the phone rings accidentally, the student will leave class, handle the call and *return quietly*. 

6. **CREATIVE-STRETCHING EXERCISES**
Each class you will be involved in right-brain training exercises. These are designed to free up the creative side of your brain and develop your problem-solving skills.

7. **LAST ASSIGNMENT PRESENTATIONS.** You are required to present your last assignment in person in class on the assigned day. You are required to sit through all other presentations as part of the learning experience. If you are late or leave early on the day of presentations, you will automatically receive a “C” for your assignment. If you have an unexcused absence, you will receive an “F.”

**Academic Honesty**
In meeting one of the major objectives of higher education, which is to develop self-reliance, it is expected that students will be responsible for the completion of their own academic work. The use of literature, notes, aids, or assistance from other sources should be clearly identified with respect to all course assignments and examinations. In addition, students are expected to use all resources, including books, journals, and computers only in legal and authorized ways. They should also refrain from falsification of records, attend class as required, and participate in the educational process without disrupting the orderly processes and functions of the University.

**COURSE OUTLINE**
A great deal of time will be dedicated to idea generation, presentation and peer evaluation. This process is designed to develop your creative, presentation and judgment skills. In class, you will be involved in the creative process from an agency/client perspective.

**Text code for reading assignments:** Ch. = chapter, p. = page(s)

**REMINDER:**
This class meets every other week on campus (on-site). All odd-numbered Modules are meeting weeks: Modules 1, 3, 5, 7, 9, 11, 13 and 15. They are underlined for fast reference.

On the even-numbered weeks, students will work on homework assignments. The homework weeks are Modules 2, 4, 6, 8, 10, 12 and 14.
Module 1: (Jan. 13) Creative Strategy Statement (CSS) and Audience (VALS) – **IN CLASS** (ON-SITE)  
**Reading:** Street-Smart – Ch. 1, Brains – Ch. 1, Toolkit – Ch. 1

Module 2: (Jan. 20) Creative Strategy Statement and VALS – TEAM HOMEWORK (OFF-SITE)  
**Refer to these pages:** 1) Toolkit, Ch. 1, pages 4, 6-10, 2) Brains – Ch. 1, pages 6-7

Module 3: (Jan. 27) Creative Brief – **IN CLASS**  
**Reading:** Street-Smart – Ch. 6, Brains, Ch. 4, Toolkit – Ch. 2  
Write a **Creative Strategy Statement and identify a VALS category** for a mountain-climbing vacation  
**Review these pages:** 1) Toolkit, chapter 1: pages 5-6 and 7-10  
2) Street-Smart pages 98-101

Module 4: (Feb. 3) Examine Slogans and Interactive Campaigns – TEAM HOMEWORK (OFF-SITE)  
**Assignment #1:** Partial Creative Brief and slogan M&M’S **(Due Feb. 24)**  
**WRITE A PARTIAL BRIEF.** State question and answer in a few words. Use short phrases, not complete sentences. **Include the following:**

1. Creative Strategy Statement  
2. Explain the audience:  
   a. Demographics (Age, gender, income, education, profession)  
   b. Psychographics (with VALS)  
   c. Geographics (Urban, suburban, rural)  
3. List the competitors to M&M’S  
4. Answer what consumers currently think about M&M’S.  
5. State what you want them to think about M&M’S. Must match the benefit in the Creative Strategy Statement.  
6. Answer: “Why buy?” (The features in M&M’S. Must match support statement in the Creative Strategy Statement.)  
7. **Create a slogan (#7: big message)**

**QUIZ #1:** Toolkit, Ch. 1 and Street-Smart, Ch. 6

Module 5: (Feb. 10) Campaign Strategies and Audience Needs – **IN CLASS**  
**Reading:** Street-Smart – Ch. 6, Brains – Ch. 6, Toolkit – Ch. 2  
**Assignment #1:** Partial Creative Brief and slogan for M&M’S **(Due Feb. 24)**
Module 6: (Feb. 17) Work on Assignment #1: M&M’S – TEAM HOMEWORK (OFF-SITE)
Start to work on Blog – due March 9 – TEAM HOMEWORK

Blog (Due March 6)
1. Find five examples of campaigns that use innovative and interactive media such as apps, mobile messages, virtual reality messages, augmented reality promotions, gaming, etc.

2. Create a chart to list the 10 brand (advertiser), 2) campaign name and 3) media used.

For ex:

<table>
<thead>
<tr>
<th>BRAND</th>
<th>CAMPAIGN NAME</th>
<th>MEDIA USED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coke</td>
<td>Drinkable Coke</td>
<td>“Drinkable” app, print ads, billboards, flyers, TV commercials, radio spots, Twitter and sports screens</td>
</tr>
</tbody>
</table>

QUIZ #2: Toolkit, Ch. 2 and Brains, Ch. 6

Module 7: (Feb. 24) Campaign Cohesiveness and Message Clarity – IN CLASS
Reading: Street-Smart – Ch. 9, Toolkit – Ch. 4
DUE: Assignment #1: Creative Brief and ad for M&M’S (Details are in Module 4.)

Module 8: (March 2) Work on Blog (due March 9)– GROUP HOMEWORK (OFF-SITE)
Reading: Street-Smart – Ch. 5, Brains – Ch. 5 Toolkit – Ch. 8

Module 9: (March 9) Messaging in Traditional and Digital Platforms – IN CLASS
DUE: Blog (GROUP HOMEWORK)
Reading: Street-Smart – Ch. 9, Brains – Ch. 7 Toolkit – Ch. 4

QUIZ #3: Street-Smart, Ch. 5 and Brains, Ch. 5

SPRING BREAK March 16

Module 10: (March 23) LEGO assignment #2 – TEAM HOMEWORK (OFF-SITE)
Assignment #2 Brief, Campaign and Presentation: (DUE April 13)
1. WRITE A BRIEF. Be sure to list exciting, interactive and traditional media in #12 (tactics)
2. Create an ad (headline, tagline, layout with visual)
3. Develop a related, interactive component (audience engagement) for LEGO
   a. Be sure audience understands why they should buy LEGO.
   b. What’s the benefit and unique selling proposition?
4. Deliver a presentation. (See module 15 for details.)
   (Check The Copywriter’s Toolkit, Ch. 7, 8 and 13 for creative ideas. – Use Index for pages.)

Reading: Street-Smart – Ch. 9, Brains – Ch. 7, Toolkit – Ch. 9

QUIZ #4: Toolkit, Ch. 9, Street-Smart, Ch. 9
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Module 11: (March 30) Review homework. Interactivity in Multi-platform Campaigns – IN CLASS

Module 12: (April 6) Campaign Creation – HOMEWORK (OFF-SITE)
Reading: Street-Smart – Ch. 10, Brains – Ch. 8, Toolkit – Ch. 12

QUIZ #5: Toolkit, Ch. 12, Brains, Ch. 8

Module 13: (April 13) Campaign Presentation & Student Critiques – IN CLASS
DUE: Assignment #2 and Presentation: LEGO
- Assignment details are in Module 10.
- Presentation details are after Module 15.

Module 14: (April 20) Campaign Critique – ADOBE CONNECT SESSION (LOG-ON VIA COMPUTER)

Module 15: (April 27) Creative Concept Review

PRESENTATION INSTRUCTIONS

Be ready to do a full presentation. Explain:

1. What you'll cover:
   - Summarized Creative Brief
   - Campaign message
   - Tactics:
     • Website (content, visuals, how to manage it)
     • Social media (Facebook, etc.)

2. Be prepared to present in an organized manner.
   - Choose your "presenter(s)."

3. Create an outline of what you'll cover.

4. Wrap up at the end by reviewing your key points and/or suggestions.

5. Make a great impression.