



COMM266

ADVERTISING COPYWRITING

Here's a shocker. The majority of work in an ad agency isn't coming up with ideas. It's crafting the words and art around other people's ideas. For sure, ideas are what will get you further up the career ladder. But no matter the size of those ideas, you're going to have to write to get them out of the agency and in front of a client. Trust me, at some point, your hand will hurt from writing.

This course will teach you how to be the writer you're going to need to be to survive in an agency. To make you a better advertising copywriter. Actually, a better writer, period. Through in-class exercises, homework assignments and the occasional guest speaker, you'll learn to create great ads with an emphasis on awesome writing.

The only way you're going to achieve that is to write and write a lot. You'll have plenty of in-class time to explore and polish and then present and critique. To that last point, I'll be expecting you to speak up and express your points of view about not just your work but the work of your classmates. You'll learn from it and hopefully they will too.

YOU'LL LEARN:

How to craft headlines and body copy.

Write across multiple media and platforms.

Approach problems creatively from a multitude of angles.

Think on your feet and present your ideas with aplomb.

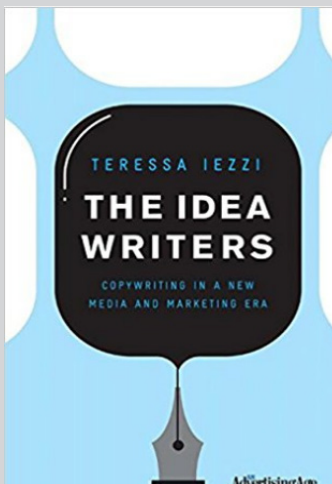
Build ads that start to form the basis of an advertising portfolio.

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**OFFICE HOURS: On Zoom
or cell by Appointment**



TEXT BOOK

There isn't one. But I would strongly, *strongly* encourage you, in the course of this class, to read "The Idea Writers" by Teressa Iezzi. It's a primer for what is expected of a copywriter in today's modern advertising agency. If you're at all interested in being a writer in this business, it's essential reading.



Additionally, here's another great book on copywriting that just came out. "Writing Your Way Ahead in Advertising." As the title suggests, it's not just about writing but gives great nuggets for how to get ahead with your writing. I highly recommend you buy a copy. I'll be tapping into it throughout the course.

COURSE SCHEDULE*

Week #1

Intro to the class
In-class writing exercise

Week #2

In-class writing exercise
Headline homework

Week #3

Review homework
In-class writing exercise
Guest speaker
Finding well-written ads homework
Tom's of Maine headline
homework

Week #4

A study in headlines
In-class writing exercise
Chicago Police homework

Week #5

Review homework
In-class writing exercise
Hans Brinker Hotel ads homework

Week #5

Review homework
in-class writing exercise
Rain-X Campaign Homework

Week #6

Review homework
In-class writing exercise
Tagline homework

Week #7

Review homework
In-class writing exercise
Social posts
Social Media homework

Week #8

Review homework
In-class writing exercise
Mophie homework

Week #9

Review homework
In-class writing exercise
Campaign homework

Week #10

Review homework
In-class writing exercise
Manifesto homework

Week #11

Review homework
In-class writing exercise
Ireland homework

Week #12

Review homework
In-class writing exercise
Ireland :30 and :15 tv
homework

Week #13

Review homework
Final Term Project assigned

Week #14

No classes

Week #15

Polish, polish, polish for
your final presentation

***A CAVEAT: THIS SCHEDULE IS A GUIDE. IT'S NOT SET IN STONE. ANY NUMBER OF THINGS COULD ALTER IT, LIKE ME GETTING A BETTER IDEA FOR A LESSON IN THE SHOWER. BUT WE'LL STICK TO IT AS BEST WE CAN.**

HOW TO SUCCEED IN THIS CLASS

First and foremost, attend class. Miss one and you've missed something important.

Be an active participant. Don't wait to be called on – speak up. You're the judge and jury in this class, not just me. Comment, question, build on ideas. Make yourself known and heard.

Read and follow assignment instructions carefully. The ones I give will be very explicit and should leave no margin for error.

Finally, dig deep. Your 100th headline will be better than your 99th.



MORE IMPORTANT STUFF

PROMPTITUDE

See, I made that word up. That's what ad copywriters do. You should be online with your mic and camera tested and ready to go when class starts.

ABSENCES

Think of it this way: if you don't show up for a job in the real world, you'll get fired. Okay, you may not get fired from this class for not showing up, but it will affect your grade. And since you're working with a partner, it'll affect them as well.

If you have to miss a class due to a legitimate excuse, such as a major illness or true family emergency, it's your responsibility to contact me as soon as possible with written substantiation. Completing any missed work will be discussed at that time.

Any assignments given during any missed class must be turned in by the due date assigned. It's your responsibility to obtain information on any missed assignments.



PAPERLESS CLASS

You'll post your assignments on Sakai. In class we'll project them, you'll present them, and your colleagues will critique them. All work must be posted on Sakai by the due date, or they won't be presented in class. All lessons and homework assignments will be posted on Sakai as well.

LATE WORK

In the real world, if you turn in work late, the agency loses a client. In this class, you get a goose egg.

GRADING

Grading will emphasize presentations and contributions during class, along with writing exercises of varying length. It will also emphasize weekly outside written assignments of varying lengths and the presentation of a term project.

Specifically, coursework will include individually-written papers, multiple in-class and outside-of-class exercises. You will be graded on the lessons you absorb and apply to your work through your writings and ideas, the demonstration of your understanding of the lessons taught in class, and the overall progress you make, as well as the quality of your ideas and the effort you put into them. Reading the assignment instructions carefully and following them fully will go a long way toward helping you get a good grade in this class.

Grading scale: A: 100-95, A-: 94-90, B+: 89-87 B: 86-83, B-: 82-80 C+: 79-77, C: 76-73, C-: 72-70, D+: 69-67, D: 66-64, D-: 63-60, F: Less than 60.

GRADE WEIGHTS



40%

Homework. This will include all the written work which will include several one-page assignments and several longer assignments. As in the real world, the emphasis will not be on the number of pages but the quality of the content and the presentation of it.

20%

Classroom Contributions: This would include what you say and how often you contribute in class. Raise your hand. Ask questions. Answer my questions. Ask our guests questions. Use every class as an opportunity to contribute to our collective learning

40%

Your final. This will be what you think is your best campaign of the semester but you'll be expected to substantially improve it.

THE FINE PRINT

Recording of Classes

In this class, software will be used to record live class discussions. As a student in this class, your participation in live class discussions will be recorded. These recordings will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. All recordings will become unavailable to students in the class when the Sakai course is unpublished (i.e. shortly after the course ends, per the Sakai administrative schedule). Students who prefer to participate via audio only will be allowed to disable their video camera so only audio will be captured. Please discuss this option with your instructor. The use of all video recordings will be in keeping with the University Privacy Statement shown below:

Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

Cheating, plagiarism and other things you don't want to do.

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or

SEXUAL HARASSMENT AND DISCRIMINATION POLICY

Loyola University Chicago is committed to maintaining an environment which respects the dignity of all individuals. Accordingly, Loyola University will not tolerate sexual harassment by or of its students, faculty, or employees. To the extent practicable, Loyola University will attempt to protect the Loyola community from sexual harassment by vendors, consultants, and other third parties who interact with the Loyola community. Loyola University is promulgating this policy to reaffirm its opposition to sexual harassment and to emphasize that learning opportunities and employment opportunities must not be interfered with by sexual harassment. deal with individuals found to have engaged in harassment, discrimination and/or retaliation in violation of this policy. For more information on this policy please visit:http://www.luc.edu/hr/policies/policy_sexualharassment.shtml



ONE LAST WORD.

Wear your creative pencil down to the nub.
Truly, it's the secret to great writing and great creative work.