



MCOM 3823 Creation of Advertising Message

Fall 2021 | MW 9:00-10:20AM | FA D202

Instructor Contact Information:

Instructor: Dr. Eunji Cho

Office: Fain Fine Arts Center D205

Office hours:

- Mon & Wed: 11:00am- 12:00pm | 1:00pm -2:00pm
- Tue: & Thu: 12:30pm-2:00pm, and by appointment

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Course Description & Objectives

This class focuses on developing creative advertising strategies and executing them with real brands. You will gain knowledge of the fundamentals of creative strategies and the creative techniques required to create effective messages for an ad campaign. Course discussions combine many of the principles and methods you have learned in other advertising courses (e.g., Advertising, Integrated Marketing Communication). By the end of the semester, you should be able to:

1. understand the function of creativity as it relates to brand, consumers, and the market
2. use product/service information to translate product features into consumer benefits
3. implement creative tactics to develop persuasive messages across multiple media platforms
4. strategically present, critique, and defend advertising messages

Recommended Textbook & Materials

There is no required textbook for this class, but I highly recommend that you read the following recommended book.

- Advertising & IMC: Principles and Practice (11th Edition) by Sandra Moriarty, Nancy Mitchell, Charles Wood, & William D. Wells.
- Additional materials will be distributed through email, or posted to D2L.

Course Requirements

- **In-class activities** (individuals or small groups)
 - During the class, we will have various in-class activities including creating advertisement with various media platforms (e.g., TV, print, radio, social-media, games, etc.). The details and instructions will be provided in class.
- **Group projects:** students will develop ad campaigns for clients (first group project: a local client, the second group project: Red Bull)
 - The purpose of the group projects is to develop creative strategies for the specified clients.
 - Students are required to apply the creative tactics and strategies that they learned throughout the semester to each project.
 - Specific guidelines will be distributed later in class.
- **Quizzes:** students will take 5~7 quizzes.
 - The quiz questions will be from lecture notes and class activities.
- **Participation**
 - This class includes various class activities. The activities are designed to be interesting and to help you learn. Thus, your active participation will affect how much you learn and how well you do in the course.
 - If emergencies arise or your circumstances change, please communicate with me. This will help us work together to try to find a solution for your situation.
 - In class, please:
 - behave professionally
 - arrive on time
 - be prepared
 - pay attention
 - actively participate
 - treat others with courtesy and respect
 - use language thoughtfully
 - If you miss class, you miss the chance to participate in your education and the education of others in class. Your peers are counting on you to be in class and to participate.
- **Attendance**
 - Attendance will be taken at each class, and you will be allowed a total of three absences without penalty or question (i.e., unexcused absences). This does not apply to exam days or presentation days (see Tentative Class Schedule). After your third unexcused absence, however, you will lose points from your attendance grade, that day's participation grade, and credit for class activities for each additional class missed.
 - In case of excused absences, appropriate documentation (e.g., doctor's notes, obituaries) must be handed in to me within a week. If you arrive late or leave early for a class, you will not receive full credit for attendance on that day.

- Finally, if you miss class, it is your responsibility to find out what you missed and arrange with the instructor to make it up. As for missed assignments, if you have a legitimate explanation, alternate arrangements can be made at my discretion.

Grading

- Class activities = 30%
- Group project I = 20%
- Group project II = 25%
- Quizzes = 15%
- Participation = 10%
- Total = 100 %

Grading Criteria

The following scale will be used to determine the final grade:

- *A = 90-100%*
- *B = 80-89%*
- *C = 70-79%*
- *D = 60-69%*
- *F: Less than 60%*

Statements Related to the Current COVID-19 Situation

- Scientific data shows that being fully vaccinated is the most effective way to prevent and slow the spread of COVID-19 and has the greatest probability of avoiding serious illness if infected in all age groups. Although MSU Texas is not mandating vaccinations in compliance with Governor Abbott's executive orders, we highly encourage eligible members of our community to get a vaccination. If you have questions or concerns about the vaccine, please contact your primary care physician or health care professional.
- Given the recent rise in cases, individuals are also strongly encouraged to wear facial coverings when indoors among groups of people, regardless of vaccination status. Although MSU Texas is not currently requiring facial coverings, they have been an effective strategy in slowing the spread.
- Safety and health of all are our top considerations. If you feel sick, do not come to class. If you need to miss class, contact me as outlined under class procedures, and I will work with you.

Course Policies

1. Academic Dishonesty: Plagiarism is: (1) using someone else's source material (published or unpublished, including content from the Internet) without following accepted citation guidelines; or (2) submitting work that is not your own. The instructor will take appropriate disciplinary action for students if a student is caught cheating, plagiarizing or fabricating information. The MSU Student Honor Creed in your student handbook and the university catalog

reinforces this policy: “As an MSU student, I pledge not to lie, cheat, steal, or help anyone else to do so.” Please acknowledge that you have learned the meaning the term *academic dishonesty*. Students cannot use the excuse that they do not understand the concept of academic dishonesty.

2. **Disruptive Behavior:** Any student’s classroom behavior that interferes with either the instructor’s ability to conduct the class or other students’ ability to benefit from the instruction – or violates any other Standard of Conduct applicable to the classroom environment – will result in his/her removal from the class. (See MSU Student Handbook, “Standards of Student Conduct.”).
3. **Special Accommodations:** Any student with a disability who is registered with the MSU Office of Disability Support Services (940-397-4140, CSC Room 168) and needs specific accommodations, or requires other considerations because of a disability, should notify the instructor at the beginning of the semester to ensure that these accommodations are provided. Please note that all information provided to me remains confidential.
4. **Cell Phones and Other Recording Devices:** The use of cell phones and other recording or electronic devices is strictly prohibited during class. The instructor may permit, from time to time, the use of cell phones for legitimate class reasons. Recording the class is prohibited, unless it is part of a reasonable accommodation under ADA, or unless students have special permission from the instructor. Laptops may be used for the purpose of taking notes during class; however, their use must be limited to course-related activities.
5. **Limited Right:** The university requires faculty to provide this statement to all students: By enrolling in this course, the student expressly grants MSU a “limited right” in all intellectual property created by the student for the purpose of this course. The “limited right” shall include but shall not be limited to the right to reproduce the student’s work product in order to verify originality and authenticity, and educational purposes.
6. **FERPA:** As a result of the Family Educational Rights and Privacy Act, federal law bars the instructor from releasing information about students to parties outside the university – including parents/guardian - without the student’s signed consent. Thus, in almost all cases the instructor will not discuss your academic progress or other matters with your parents. The instructor will only discuss grades with students. If there are any grade issues, the instructor will discuss grades during office hours.
7. **Campus Carry:** Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective Aug. 1, 2016. Areas excluded from concealed carry are appropriately marked, in

accordance with state law. For more information regarding campus carry, please refer to the University's webpage at <https://mwsu.edu/campus-carry/rules-policies>. Please be advised that any violations of the law will be reported immediately.

8. Senior Portfolio: All mass communication majors are required to submit a portfolio as part of their internship course, which is a pre-requisite for Senior Production. This requirement is a part of MSU's reaccreditation with the Southern Association of Colleges and Schools and is non-negotiable. Through the portfolio, students are required to demonstrate communication competence through the written word and visual communication; two examples of each competency are required. As you go through this and other classes, you are responsible for saving course work that could be included in your senior portfolio. Please see your instructor, adviser, the department chair or any Mass Communication faculty member for handouts with more information ("Mass Communication Senior Portfolio Competencies" and "Mass Communication Senior Portfolio FAQ"). These handouts are also available on the department web page: <https://msutexas.edu/academics/finearts/masscomm/>)
9. Social justice: Social justice is one of Midwestern State University's core values, and I consider the classroom to be a place where students will be treated with respect as human beings, regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Moreover, diversity of thought is appreciated and encouraged. It is my expectation that ALL students be able to consider the classroom a safe environment.

Tentative Class Schedule

NOTE: The instructor reserves the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events (cancellations or guest speakers). You will be notified ahead of time of any changes to the schedule.

Week	Dates	Lecture / Discussion Topic
1	8/23	Course introduction
	8/25	Role of Creativity
2	8/30	Creative thinking (big idea)
	9/1	
3	9/6	no class (labor day)
	9/8	Creative Strategy
4	9/13	Creative Strategy
	9/15	Starting Group Project 1: review clients
5	9/20	Brand Communication Writing (print)
	9/22	
6	9/27	Brand Communication Writing (radio)
	9/29	
7	10/4	Brand Communication Writing (online)
	10/6	
8	10/11	Developing Group Project 1
	10/13	
9	10/18	Developing Group Project 1
	10/20	Group Project 1 Presentation
10	10/25	Visual Communication (TV)
	10/27	
11	11/1	Starting Group Project 2: review clients
	11/3	
12	11/8	Visual Communication (print)
	11/10	
13	11/15	Visual Communication (online)
	11/17	
14	11/22	Developing Group Project 2
	11/24	Thanksgiving Holidays
15	11/29	Developing Group Project 2
	12/1	
16	12/6	Group Project 2 Presentation
	12/8	