INSTRUCTOR: MARGO BERMAN  
OFFICE: AC II 325  
PHONE: 305-919-5520  
OFFICE HOURS: WED Noon – 1:00 p.m.  
OTHER TIMES BY APPOINTMENT  
E-MAIL: bermanm@fiu.edu

IMPORTANT DATES
Jan. 7: Last day to register without incurring a $100.00 late registration fee.
Jan. 15: Last day to drop courses or withdraw from the University without a financial penalty.
Feb. 2: Last day to withdraw from the University with a 25% refund of tuition.
Feb. 2: Last day apply for SPRING 2018 graduation
March 19: Last day to drop a course with a DR grade/last day to withdraw from the University with a WI grade

COURSE DESCRIPTION
Concentration will be directed at the theory and practice of producing advertisements for radio, TV, social media, digital interaction, as well as other media and platforms. Includes production techniques for radio and TV commercials. Focus will also be directed on building creative portfolio pieces for multiplatform campaigns that include broadcast. A great deal of time will be dedicated to analysis of on-target and on-strategy messaging to develop critical thinking skills, In class, you will be part of an interactive workshop and may be engaged in real-world, client experiences.

Course prerequisites: MMC 3104C (with a “C” or better), ADV 3000 and ADV 3200 (with a grade of “B” or better) and full admission into upper division program.

COURSE OBJECTIVES
The course examines the strategies behind effective multimedia, multiplatform and broadcast advertising. This course will enable students to build portfolio pieces for real-world clients.

Lectures and assignments emphasize the ability to:
• Apply the basic principles and strategies to broadcast and multimedia advertising
• Utilize radio and television formats and storyboards
• Identify and apply various strategies and techniques for all media
• Create portfolio-worthy work

LEARNING OBJECTIVES
1. Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
2. Understand concepts and apply theories in the use and presentation of images and information.
3. Think critically, creatively and independently.
4. Demonstrate mastery of target-specific, relevant communication.
5. Identify and develop multiplatform campaigns.
6. Understand and create materials that are on-strategy and on-target.
RESEARCH
There may be assignments to collect data or media examples to guide your creative solutions. Other research may be part of client work or portfolio pieces. These assignments are designed to sharpen your advertising judgment.

REQUIRED TEXTS – THREE BOOKS:


REQUIRED - FREE APPS:
   App Store: [https://tinyurl.com/hbouvrf](https://tinyurl.com/hbouvrf)
   Google Play: [http://tinyurl.com/q7ml8ys](http://tinyurl.com/q7ml8ys)

RECOMMENDED EBOOKS:

COURSE REQUIREMENTS: Grades for this course are given on the following basis:
Projects: Client and/or homework all of equal weight. As follows:
   Three projects + presentations @ 33.3% each = 100%

   NOTE: Assignments are subject to change to include client projects.
   Clients assign all deadlines.

ATTENDANCE:
Attendance is REQUIRED. Client meetings are mandatory. You must be on time and present for all client presentations. All students are excused from class on religious holidays. You are given one free late. After that, you will receive a one-point deduction off your final grade for every tardy and two points off your final grade for every unexcused absence.
EXCUSED ABSENCES:
Excused absences, which must be approved by the instructor, are only given in these three 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
4. Religious holidays.

GRADING: Grades for this course are determined as follows: \textit{BELOW 59 IS AN F}.

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>92-100</td>
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<td>B+</td>
<td>87-89</td>
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<td>B</td>
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<td>B</td>
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<tr>
<td>D</td>
<td>62-69</td>
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Grades for assignments are as follows: 94 A, 90 A-, 88 B+, 84 B, 80 B-, 78 C+, 74 C, 70 C-, 68 D+, 64 D, 60 D- 59 and below F

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. LATE PAPERS. All assignments are due on the specified dates.

2. ASSIGNMENTS. Advertising is an image business. Although great ideas and concepts are critically important, presentation must not be overlooked. All work should be edited for typos and spelling errors before they are submitted. There should be no mistakes in the brand’s name, including hyphens, apostrophes, etc. Each assignment should be considered work destined for your portfolio.

Portfolio pieces: Your portfolio is your sales tool. Ask yourself: Would you hire you?

Client work: Pretend you own this company. Did you do your best work for this account? How could you improve it? Would your campaign drive you to make a purchase? If not, fix it.

COURSE REQUIREMENTS: Grades for this course are given on the following basis:
Homework assignments (equal weight: 4 @25 each =100%) \textbf{ALL DUE DATES: TBA}
- Three client projects (OR two client projects and a self-promotion)
- One self-reflective video, 2-3 minutes long: Discuss what you learned in the course.

In addition: One group video, combining all the individual videos.

How your client project work is graded: (ALSO SEE PAGE 8.)
1. Did the app, website, logo, graphics and social media campaign effectively solve the problem?
2. Was the campaign on-target and on-strategy?
3. Was it conceptually, verbally and visually creative?
4. Was it executed on a professional level?
5. Was it usable by the client?
6. Was it portfolio-worthy?
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. Assignments should be edited for typos and spelling errors before they are submitted.

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 writer, art director, talent, producer, and engineer. You also will develop the skills needed to create and execute broadcast commercials. In addition, your conceptual skills will be honed and fine-tuned.

Plagiarism will cause a student to automatically fail the course and may lead to disciplinary action.

5. FIELD TRIPS
If you choose not to attend a field trip, you will be required to write an additional paper, and/or radio and TV commercial. Turn in your signed release form for field trips.

6. PROJECT PRESENTATIONS. You are required to present all client projects in person in class on the assigned day. You are required to sit through all other presentations. If you are late or leave early on the day of client project presentations, you will automatically receive a “C-” (worth 70 points) or your completed Final Project. If you are absent, you will receive an "F" (worth 0 points).

7. IN–CLASS CONDUCT
a. ALL PHONES MUST BE TURNED OFF. If the phone or beeper rings accidentally, the student will leave class, handle the call or beep.

b. STUDENTS ARE TO REMAIN OFF THE COMPUTERS UNLESS THEY ARE ON AN IN–CLASS ASSIGNMENT. Students will be received 1 point off your final grade if they are wandering on the Internet or doing non–assigned work while the professor is lecturing.

c. ABOUT THE COMPUTER LAB
Students are expected to treat all hardware and software in the labs with care. You will be removed from the course, given a failing grade and face possible university disciplinary action and criminal prosecution if you:
• Intentionally damage the equipment
• Knowingly infect a computer with a virus
• Destroy or tamper with the lab computer programming
• Duplicate software in a lab

The SJMC considers graphics software a tool, which is learned by repeated practice. The programs are available for student use in the SJMC Student Resource Center on the third floor.
A great deal of time will be dedicated to analysis of broadcast techniques to develop your creative and judgment skills and help prepare you to function as a professional in the advertising arena. In class, you will experience the creative process with hands-on projects from a real-world perspective.

Reading Abbreviations:
1) “Street” = Street-Smart Advertising,
2) “Brains” = The Brains Behind Great Ad Campaigns,
3) “Toolkit” = The Copywriter’s Toolkit,
4) “Blueprint” = The Blueprint for Strategic Advertising
5) “Copy tactikPAK” = Copywriting tactikPAK™ app
6) “Adv. tactikPAK = Advertising tactikPAK™ app or ebook

NOTE: BE SURE TO REVIEW "TERMINOLOGY" WORDS THROUGHOUT THE COURSE.

Jan. 8 ANALYSIS OF STRATEGIC THINKING

Read: Street – Foreword, Intro, Ch. 1 and Toolkit – Ch. 1 and Blueprint – Ch. 1
APPS: Copywriting and Advertising tactikPAK™ – Ch. 1

Jan. 15 NO CLASS – MARTIN LUTHER KING DAY

Jan. 22 CLIENT MEETING: (TBA) - AUDIENCE VALS AND ON-TARGET STRATEGIES

In-Class Assignment: Work on client project

Read: Brains – Ch. 1, Toolkit – Ch. 2 and Blueprint – Ch. 2
APPS: Copy tactikPAK™ – Ch. 2 and Review: Adv. tactikPAK app – Ch. 3

Jan. 29 CLIENT MEETING: TBA - DEVELOPING THE CORE CAMPAIGN IDEA

Read: Brains – Ch. 2, Toolkit – Ch. 3 and Blueprint – Ch. 3 & 4
APPS: Copy tactikPAK™ – Ch. 3 and Adv. tactikPAK – Ch. 2

TEAMS: Work on client projects – TBA (Clients set deadlines.)

Feb. 5 CLIENT MEETING: TBA - ESTABLISHING A BRAND IDENTITY AND VOICE

Read: Street – Ch. 5, Toolkit – Ch. 5 and Blueprint – Ch. 6
APPS: Copy tactikPAK™ – Ch. 5 and Adv. tactikPAK™ – Ch. 5

Assignment #1: CLIENT PROJECT: TBA (Clients set deadlines.)
Feb. 12  COHESIVE CAMPAIGN DEVELOPMENT

Read: Street – Ch. 6, Brains – Ch. 3, Toolkit – Ch. 4 and Blueprint – Ch. 7
APPs: Copy tactikPAK™ – Ch. 4 and Adv. tactikPAK™ – Ch. 5

TEAMS: Work on client projects – TBA (Clients set deadlines.)

Feb. 19  RESEARCH: WORK IN TEAMS ON CLIENT PROJECT TBA (Clients set deadlines.)

Assignment: #2 FOR A GRADE: CLIENT PROJECT: TBA (Clients set deadlines)

Feb. 26  STRATEGIC, ON-TARGET MESSAGING

Read: Street – Ch. 10, Toolkit – Ch. 6 & 7 and Blueprint – Ch. 5
APP: Copy tactikPAK™ – Ch. 6 & 7

TEAMS: Work on client projects – TBA (Clients set deadlines.)

March 5  BRAND AND AUDIENCE ENGAGEMENT: INTERACTIVITY

Read: Street – Ch. 6, Toolkit – Ch. 12, Copy tactikPAK™ app Ch. – 12

Assignment: #3 FOR A GRADE: CLIENT PROJECT – TBA (Clients set deadlines.)

March 12  SPRING BREAK

March 19  MULTIMEDIA AND MULTIPLATFORMS

Read: Street – Ch. 7, Brains – Ch. 7, Toolkit – Ch. 13 and Blueprint – Ch. 8
APP: Copy tactikPAK™ – Ch. 13

March 26  COHESIVE CAMPAIGN TECHNIQUES

Read: Street – Ch. 12, Brains – Ch. 10 and Blueprint – Ch. 9
APP: Adv. tactikPAK™ – Ch. 8

TEAMS: Work on client projects – TBA (Clients set deadlines.)

April 2  CAUSE-RELATED CAMPAIGNS - REVISE CLIENT PROJECTS

COMPLETE team client project(s), videos and individual self-promotions

Read: Street – Ch. 11 and Blueprint – Ch. 10

April 9  FINAL PRESENTATIONS OF CLIENT PROJECTS

April 16  REVISE CLIENT PROJECTS (PREPARE FOR VIP PROJECT SHOWCASE)

April 23  ONE-ON-ONE MEETINGS WITH PROFESSOR + TBA: VIP PROJECT SHOWCASE
HOMEWORK ASSIGNMENT GRADING POLICY - ADV 4101

All graded assignments will be judged on the following criteria.
(#1 = 25 points, #2 = 15 points each, #3 - #7 = 12 points)

1. **Concept** - message relevance and continuity (one big idea that can spin out) – **25 POINTS**
   Overall strength and memorability of message

2. **Multiplatform use** - demonstration of innovative media choices, if relevant – **15 POINTS**
   a. digital   b. social media   c. overall strategy

3. **Audience(s)** – specific target – **12 POINTS**

4. **Audience benefits** (What's in it for me?) and brand features (Why buy?) – clear descriptions – **12 POINTS**

5. **Copywriting** – clarity and strategy of message expressed using – **12 POINTS**

6. **Layout** - effectiveness in communicating message – **12 POINTS**
   a. Use of typography - strong choice of fonts, sizes and placement in all media
   b. Use of visuals - attention getting and appropriateness
   c. Use of space - balance and composition

7. **Positioning** - uniqueness, distinctive impression in audience’s mind – **12 POINTS**

CLIENT PROJECT GRADING POLICY - ADV 4101

How your project work is graded

1. Did the app, website, logo, graphics and social media campaign effectively solve the problem?
2. Was the campaign on-target and on-strategy?
3. Was it conceptually, verbally and visually creative?
4. Was it executed on a professional level?
5. Was it usable by the client?
6. Was it portfolio-worthy?