

SAINT LOUIS UNIVERSITY MADRID CAMPUS

CMM-3710-M01: ADVERTISING: writing & production

Juan Massana Del Castillo

3 Credits

Prerequisites: CMM-100, highly recommended.

Fall 2015

Calendar: MW from 14,30h. – 15,45h.

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Objectives: To understand the advertising procedures; from the marketing brief until the final advertising campaign evaluation, with special emphasis in creative writing and production.

The course includes complete overview of all concepts used in the marketing and advertising fields.

Structure: The course is split into two complementary parts: “Marketing and Advertising” shows what the role of advertising is in the company’s marketing strategy and how to make it operational in a global market.

The second part, “Advertising,” provides the core information about the communication players, the creative strategy, the media formats and research techniques, and the final creative campaign.

Practice and Field Activities: In order to develop the advertising creative skills required, the student will play the role of an advertising copy writer and producer.

All sections will be enriched with graphic and audiovisual material. The class will visit whenever possible, an Advertising Agency or a Central Media.

Assignments: During the Fall period, the student will complete 4 creative projects:

- Brand and Corporate Identity Project
- Advertising Statement Strategy
- Creativity: T.V. Copy writing. Above the line, Below the line.
- Communication/ Advertising Campaign. Creative proposal plus class presentation.

Grades: All assignments and exams will be graded on a 100-point scale: A: 94-100, A-: 90-93, B+: 87-89, B: 83-86, B-: 80-82, C+: 76-79, C: 70-75, C-: 66-69, D: 56-65 and F: 0-55.

Rubrics for the Final Grade:	Mid Term- 20%
	Final exam- 35%
	Creative Assignments/ final project - 35%
	Attendance and Class Participation- 10%

Course Outline

Date/Contents	Materials & Class Exercises
Company Communications	
Sept/2.- Introduction: Advertising within the Marketing Plan	“Market Plan” Mkt-communication relationship
Sept/7.- Brand and Image: Branding	<i>Brands on Wally Olins: selected readings</i>
International Advertising	
Sept/9.- Advertising Statement Strategy	Exercise on branding: Logo & Corporate Identity
Sept/14.- Briefing	
Sept/16.- Target	
Sept/21.- The Product & positioning	
Sept/23 Media Planning	Assignments: briefing Communication Campaign and A.S.S Exercise
Sept/ 28.- The brand book	
Sept/30.-The agency organization	
Oct/5.- Mid term	
Oct/7.- Strategy: Copy Strategy	“Blue Print for Strategy Makers”
Oct/14.-Creative Planning	
Oct/19.- Above and Below the Line	Advertising Mix
Oct21 & 26 Creative writing evaluation	Class workshops
Oct/28 & Nov. 2.- TV from the storyboard to the final shooting	TV copywriting
Nov/4.- Press.- Adv. On print	
Nov/11 Outdoor – Street Marketing – “Guerrilla Marketing”-	
Nov/12.- Below the Line: Promotion and Others	Class workshops
Nov/16 Digital Advertising Nov/18. “New trends on Digital Advertising”	
Nov/23.-Optional: Class or visit to an Advertising Agency	Media campaign
Nov/25.- Social Corporate responsibility	
Nov/30 & dec/2.- Presentation of Final Project	Global Communication Campaign. ATL & BTL
Dec/7 & 9.- Arens: advertising Plan brief	

FINAL EXAM: December the 17th from 15,30h to 18,30h

Academic Calendar

AUGUST

Friday	28	Permanent and Transfer students Arrival to Madrid and departure for their Welcome Weekend at 5 pm from SLU-Madrid
Sunday	30	Study Abroad students' Arrival and University Housing Move-In Date
Monday	31	Study Abroad students' Welcome Session and Class of 2019 Convocation

SEPTEMBER

Tuesday	1	Fall 2015 First Day of Classes
Friday	4	Monday Classes Meet Application Deadline for Fall Semester Degree Candidates
Monday	14	Last Day to Drop a Class Without a Grade of W and/or Add a Class Last Day to Choose Audit (AU) or Pass/No Pass (P/NP) Options

OCTOBER

Friday	2	Exams for MATH
Monday	12	<i>Nacional de España</i> Holiday (University Closed)
Thursday	15	Last Day to Submit Transfer Application for Spring Semester
Monday	19	Professors' Deadline to Submit Midterm Grades
Thursday	29	Last Day to Drop a Class and Receive a Grade of W

NOVEMBER

Wednesday	4	Registration for Spring 2016 Semester begins
Monday	9	<i>La Almudena</i> Holiday (University Closed)
Friday	20	Exams for MATH

DECEMBER

Tuesday	8	<i>Inmaculada Concepción</i> Holiday (University Closed)
Friday	11	Fall 2015 Final Day of Classes
Monday-Friday	14-18	Fall 2015 Final Exams
Thursday	17	Mid-Year Commencement
Sunday	20	Professors' Deadline to Submit Fall 2015 Final Grades Fall 2015 University Housing Move-Out Date

Recommended Texts:

Olins, Wally. *Wally Olins on Brand* by Wally Olins (Turner)

Dorrial, Guerilla Marketing (G.G.)

Other selected readings (handouts and on reserve in library)

Arens, *Advertising* (McGraw Hill)

García Uceda, *Las claves de la publicidad* (ESIC)

McCarthy, *Basic Marketing. A Global-Managerial Approach* (McGraw Hill)

Important Dates

- Tuesday, September 1 – First Day of Classes
Friday, September 4 – Monday classes meet
Monday, September 14 – Last Day to Drop a Class without a Grade of W and /or Add a Class
– Last Day to Choose Audit (AU) or Satisfactory/Unsatisfactory (S/U) Options
Thursday, October 29 – Last day to drop a class and receive a grade of W

Holidays

- Monday, October 12: *Nacional de España* (University Closed)
Monday, November 9: *La Almodena* Holiday (University Closed)
Tuesday, December 8: *Inmaculada Concepción* Holiday (University Closed)

Accommodation Statement

In recognition that people learn in a variety of ways and that learning is influenced by multiple factors (e.g., prior experience, study skills, learning disability), resources to support student success are available on campus. Students who think they might benefit from these resources can find out more about:

- Course-level support (e.g., faculty member, departmental resources, etc.) by asking your course instructor.
- University-level support (e.g., tutoring/writing services, Disability Services) by visiting the Academic Dean's Office (San Ignacio Hall) or by going to http://spain.slu.edu/academics/learning_resources.html.

Students who believe that, due to a disability, they could benefit from academic accommodations are encouraged to contact Disability Services at +34 915 54 58 58, ext. 204, send an e-mail to counselingcenter-madrid@slu.edu, or to visit the Counseling Office (San Ignacio Hall). Confidentiality will be observed in all inquiries. Course instructors support student accommodation requests when an approved letter from Disability Services has been received and when students discuss these accommodations with the instructor after receipt of the approved letter.

Academic Honesty and Plagiarism

The University is a community of learning, whose effectiveness requires an environment of mutual trust and integrity, such as would be expected at a Jesuit, Catholic institution. As members of this community, students, faculty, and staff members share the responsibility to maintain this environment. Academic dishonesty violates it. Although not all forms of academic dishonesty can be listed here, it can be said in general that soliciting, receiving, or providing any unauthorized assistance in the completion of any work submitted toward academic credit is dishonest. It not only violates the mutual trust necessary between faculty and students but also undermines the

validity of the University's evaluation of students and takes unfair advantage of fellow students. Further, it is the responsibility of any student who observes such dishonest conduct to call it to the attention of a faculty member or administrator.

Examples of academic dishonesty would be copying from another student, copying from a book or class notes during a closed-book exam, submitting materials authored by or editorially revised by another person but presented as the student's own work, copying a passage or text directly from a published source without appropriately citing or recognizing that source, taking a test or doing an assignment or other academic work for another student, tampering with another student's work, securing or supplying in advance a copy of an examination without the knowledge or consent of the instructor, and colluding with another student or students to engage in an act of academic dishonesty.

Where there is clear indication of such dishonesty, a faculty member or administrator has the responsibility to apply appropriate sanctions. Investigations of violations will be conducted in accord with standards and procedures of the school or college through which the course or research is offered. Recommendations of sanctions to be imposed will be made to the dean of the school or college in which the student is enrolled. Possible sanctions for a violation of academic integrity include, but are not limited to, disciplinary probation, suspension, and dismissal from the University. The complete SLU Academic Honesty Policy can be found at the following link: http://spain.slu.edu/academics/academic_advising/docs/Academic_integrity.pdf

General information regarding the collection of student work for assessment

Saint Louis University - Madrid Campus is committed to excellent and innovative educational practices. In order to maintain quality academic offerings and to conform to relevant accreditation requirements, we regularly assess our teaching, services, and programs for evidence of student learning outcomes achievement. For this purpose we keep on file anonymized representative examples of student work from all courses and programs such as: assignments, papers, exams, portfolios, and results from student surveys, focus groups, and reflective exercises. Thus, copies of your work for this course, including assignments, submitted papers and/or portfolios, may be kept on file for institutional research, assessment and accreditation purposes. If you prefer that Saint Louis University-Madrid Campus does not keep your work on file, you will need to communicate your decision in writing to your professor.