

Cover Sheet: Request 13078

ADV 2XXX Advertising Writing

Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Thomas Kelleher tkell@ufl.edu
Created	9/21/2018 10:28:14 AM
Updated	9/21/2018 10:55:45 AM
Description of request	ADV 2XXX (preferably ADV 2100), Advertising Writing, is proposed as a new course for advertising majors.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Thomas Kelleher		9/21/2018
No document changes					
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		9/21/2018
ADV2XXXAdvertisingSyllabusExampleSep21.docx					9/21/2018
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			9/21/2018
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 13078

Info

Request: ADV 2XXX Advertising Writing

Description of request: ADV 2XXX (preferably ADV 2100), Advertising Writing, is proposed as a new course for advertising majors.

Submitter: Thomas Kelleher tkell@ufl.edu

Created: 9/21/2018 10:52:45 AM

Form version: 2

Responses

Recommended Prefix

Enter the three letter code indicating placement of course within the discipline (e.g., POS, ATR, ENC). Note that for new course proposals, the State Common Numbering System (SCNS) may assign a different prefix.

Response:

ADV

Course Level

Select the one digit code preceding the course number that indicates the course level at which the course is taught (e.g., 1=freshman, 2=sophomore, etc.).

Response:

2

Number

Enter the three digit code indicating the specific content of the course based on the SCNS taxonomy and course equivalency profiles. For new course requests, this may be XXX until SCNS assigns an appropriate number.

Response:

XXX

Category of Instruction

Indicate whether the course is introductory, intermediate or advanced. Introductory courses are those that require no prerequisites and are general in nature. Intermediate courses require some prior preparation in a related area. Advanced courses require specific competencies or knowledge relevant to the topic prior to enrollment.

Response:

Introductory

- 1000 and 2000 level = Introductory undergraduate
- 3000 level = Intermediate undergraduate
- 4000 level = Advanced undergraduate
- 5000 level = Introductory graduate
- 6000 level = Intermediate graduate
- 7000 level = Advanced graduate

4000/5000 and 4000/6000 levels = Joint undergraduate/graduate (these must be approved by the UCC and the Graduate Council)

Lab Code

Enter the lab code to indicate whether the course is lecture only (None), lab only (L), or a combined lecture and lab (C).

Response:

C

Course Title

Enter the title of the course as it should appear in the Academic Catalog.

Response:

Advertising Writing

Transcript Title

Enter the title that will appear in the transcript and the schedule of courses. Note that this must be limited to 21 characters (including spaces and punctuation).

Response:

Advertising Writing

Degree Type

Select the type of degree program for which this course is intended.

Response:

Baccalaureate

Delivery Method(s)

Indicate all platforms through which the course is currently planned to be delivered.

Response:

On-Campus

Co-Listing

Will this course be jointly taught to undergraduate, graduate, and/or professional students?

Response:

No

Co-Listing Explanation

Please detail how coursework differs for undergraduate, graduate, and/or professional students. Additionally, please upload a copy of both the undergraduate and graduate syllabus to the request in .pdf format.

Response:

No co-listing required.

Effective Term

Select the requested term that the course will first be offered. Selecting "Earliest" will allow the course to be active in the earliest term after SCNS approval. If a specific term and year are selected, this should reflect the department's best projection. Courses cannot be implemented retroactively, and therefore the actual effective term cannot be prior to SCNS approval, which must be obtained prior to the first day of classes for the effective term. SCNS approval typically requires 2 to 6 weeks after approval of the course at UF.

Response:
Earliest Available

Effective Year

Select the requested year that the course will first be offered. See preceding item for further information.

Response:
Earliest Available

Rotating Topic?

Select "Yes" if the course can have rotating (varying) topics. These course titles can vary by topic in the Schedule of Courses.

Response:
No

Repeatable Credit?

Select "Yes" if the course may be repeated for credit. If the course will also have rotating topics, be sure to indicate this in the question above.

Response:
No

Amount of Credit

Select the number of credits awarded to the student upon successful completion, or select "Variable" if the course will be offered with variable credit and then indicate the minimum and maximum credits per section. Note that credit hours are regulated by Rule 6A-10.033, FAC. If you select "Variable" for the amount of credit, additional fields will appear in which to indicate the minimum and maximum number of total credits.

Response:
3

S/U Only?

Select "Yes" if all students should be graded as S/U in the course. Note that each course must be entered into the UF curriculum inventory as either letter-graded or S/U. A course may not have both options. However, letter-graded courses allow students to take the course S/U with instructor permission.

Response:
No

Contact Type

Select the best option to describe course contact type. This selection determines whether base hours or headcount hours will be used to determine the total contact hours per credit hour. Note that the headcount hour options are for courses that involve contact between the student and the professor on an individual basis.

Response:

Regularly Scheduled

- Regularly Scheduled [base hr]
- Thesis/Dissertation Supervision [1.0 headcount hr]
- Directed Individual Studies [0.5 headcount hr]
- Supervision of Student Interns [0.8 headcount hr]
- Supervision of Teaching/Research [0.5 headcount hr]
- Supervision of Cooperative Education [0.8 headcount hr]

Contact the Office of Institutional Planning and Research (352-392-0456) with questions regarding contact type.

Weekly Contact Hours

Indicate the number of hours instructors will have contact with students each week on average throughout the duration of the course.

Response:

3

Course Description

Provide a brief narrative description of the course content. This description will be published in the Academic Catalog and is limited to 50 words or fewer. See course description guidelines.

Response:

Instruction and practice in writing for advertising. Emphasis on various types of writing in the field including creative briefs, copy and headlines.

Prerequisites

Indicate all requirements that must be satisfied prior to enrollment in the course. Prerequisites will be automatically checked for each student attempting to register for the course. The prerequisite will be published in the Academic Catalog and must be formulated so that it can be enforced in the registration system. Please note that upper division courses (i.e., intermediate or advanced level of instruction) must have proper prerequisites to target the appropriate audience for the course.

Response:

ADV major

Completing Prerequisites on UCC forms:

- Use "&" and "or" to conjoin multiple requirements; do not use commas, semicolons, etc.
- Use parentheses to specify groupings in multiple requirements.
- Specifying a course prerequisite (without specifying a grade) assumes the required passing grade is D-. In order to specify a different grade, include the grade in parentheses immediately after the course number. For example, "MAC 2311(B)" indicates that students are required to obtain a grade of B in Calculus I. MAC2311 by itself would only require a grade of D-.
- Specify all majors or minors included (if all majors in a college are acceptable the college code is sufficient).
- "Permission of department" is always an option so it should not be included in any prerequisite or co-requisite.

Example: A grade of C in HSC 3502, passing grades in HSC 3057 or HSC 4558, and major/minor in PPHP should be written as follows:

Response:

Aug. 23 Introductions, Syllabus, course structure and requirements
Aug. 28/30 Consumer profiles/consumer behavior
Sept. 4/6 Creative strategy – consumer profiles to briefs
Sept. 11/13 Creative strategy – briefs to body copy + social media executions
Sept. 18/20 Concepts to body copy and headlines + social media executions
Sept. 25/27 Concepts to headlines, subheads, body copy and slogans for print
Oct. 2/4 Social media caption writing and headlines + interactive
Oct. 9/11

Script writing + YouTube

Oct. 16/18 Websites + email marketing
Oct. 23/25 Content marketing/branded content 1
Oct. 30/Nov. 1 Content marketing/branded content 2
Nov. 6/8 Content marketing/branded content 3
Nov. 13/15 Cause Marketing
Nov. 20 Thanksgiving week/individual work/no class meeting
Nov. 27/29 Personal branding 1
Dec. 4 Personal branding 2

Links and Policies

*Consult the syllabus policy page for a list of required and recommended links to add to the syllabus. Please list the links and any additional policies that will be added to the course syllabus.
Please see: syllabus.ufl.edu for more information*

Response:

Attendance

Requirements for attendance at scheduled times, make-up work, assignments, and other work in this course are consistent with university policies that can be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

University Policy on Academic Conduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at
<http://www.dso.ufl.edu/students.php>

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

Support Services

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is in room 001 in Reid Hall or you can contact them by phone at 352-392-8565. (<http://www.dso.ufl.edu/drc/>)

UF Counseling and Wellness Center
3190 Radio Road

<http://www.counsel.ufl.edu/>
352-392-1575

Course Evaluation

Please provide feedback on the quality of instruction in this course. Evaluations automatically generate toward the end of the semester - the last two or three weeks of class. You will receive an email with a link in it to access the online forms, which are also available at <https://evaluations.ufl.edu>. Summary results of these assessments are also available at <https://evaluations.ufl.edu/results>.

Grading Scheme

List the types of assessments, assignments and other activities that will be used to determine the course grade, and the percentage contribution from each. This list should have sufficient detail to evaluate the course rigor and grade integrity. Include details about the grading rubric and percentage breakdowns for determining grades.

Response:
Grading

Learning journals/individual work 25%
Concept/idea presentations/creative reviews 25%
Workshop Writing Assignments 50%

Grading Scale

100 - 90 A
89 - 80 B
79 - 70 C
69 - 60 D
59 and below F

Instructor(s)

Enter the name of the planned instructor or instructors, or "to be determined" if instructors are not yet identified.

Response:
Kelly Kelly (provided sample syllabus and piloted the course as ADV 4930). Others to be determined.

ADV 2XXX: Advertising Writing

Instructor: Kelly Kelly
Section: XXXX
When: Tuesdays 3:00 – 4:55 p.m. (periods 8-9)
Thursdays 4:05 – 4:55 p.m.
Where: Weimer 3028
Class Dates: First class Aug. 23 and last class is Dec. 4
[UF Fall 2018 Dates and Deadlines](#)
Office: G036 Weimer
Phone: 904-254-3002 mobile
Email: klkelly@ufl.edu
Office Hours: Tuesdays after class and by appointment

About

This is an introductory writing course for advertising majors. Each week we explore a different type of ad writing, work on exercises that reinforce styles, grammar and conciseness and then develop body copy and headlines from concept to final draft. We begin by developing the foundation from which ad writing flows – creative strategy and briefs, conceptualizations, the why behind the buy. Tuesdays are primarily workshop-styled days. Thursdays are individual study, exercises, practice and assessments largely accessed in Canvas.

Course Objectives

This course is designed to help you -

- write tight copy and headlines that are aligned to strategy and concept
- practice writing techniques to make messages relevant, relatable, easy to retain and digest
- apply writing skills necessary to communicate clearly, concisely and effectively with stakeholders inside and outside of the advertising industry

Course Structure and Content

The course is a writing workshop. We will meet for two hours on Tuesdays and open with a mini-lecture or alternative introduction to one topic, strategy or technique in copywriting. We will segue into collaborative exercises to get our hands wet and our brains thinking about the topic. We will discuss and brainstorm, and then turn our attention to concept, idea development, presenting, pitching, and crafting copy. We will share concepts, storyboards and final executions with the group for creative reviews and feedback.

Thursdays are reserved for reading, thinking, talking and writing about topics in articles and videos from leading journals and publications and working on writing exercises aimed at specific styles, grammar and conciseness. They may also include time for short assessments on the assigned material. Students will access most of the material for these classes in Canvas.

Grading

Learning journals/individual work	25%
Concept/idea presentations/creative reviews	25%
Workshop Writing Assignments	50%

Grading Scale

100 - 90	A
89 - 80	B
79 - 70	C
69 - 60	D
59 and below	F

Teaching Philosophy

My sole ambition for a class, workshop or semester-long course is to help you create great work, learn a lot and move forward – equipped with new knowledge, skills, understanding and competency – in the direction of your dreams.

I believe we are agents of our own learning. And, to get the most from any educational endeavor it must have personal relevance and meaning. It must correspond to something we want, or are interested in learning about, to fully engage us. For this reason, I try to be flexible with the curriculum and give you the opportunity to approach the material in a way that resonates with you.

But, it takes more than flexibility to create meaningful exchanges where new knowledge and understanding can take root and grow.

At its best, I believe a classroom or workshop is a collaborative environment where diversity of thought, experience, culture and background is not only respected, but valued and exchanged, thereby becoming a catalyst for learning in equal weight and measure to the guidance offered by me.

This speaks to the environment I strive to create. And it is, to me, the best way to spend time together and to prepare you for the beautiful world of communication that awaits.

Required Texts and Materials

There are no required text books for this class. I will provide links in Canvas to current articles in leading journals, as well as videos throughout the semester for students to read and watch. I will also distribute excerpts from printed reading material to supplement our class discussions.

We meet in a computer lab, so technically you do not need your own computer. You will need access to a computer with internet access outside of class, however. I recommend using a cloud method to back up your work, and as students at UF you have access to Microsoft Office 365 with 1TB of cloud storage. GatorCloud is the cloud-based service provided to UF students. The link is [here](#).

Attendance

As this is a live workshop styled class, your attendance on Tuesday is critical for success. It takes a team to brainstorm, collaborate, discuss, develop, critique, review and improve. That being said I know life happens, and this class is not the only thing you have going on. So, if you are unable to attend due to a pressing conflict, please communicate as soon as possible so we can make an alternate plan due to your absence. If you are sick or have a personal emergency, please phone, text or email me as early as possible, so I know you will be out. Again, I will work with you to make up the missed material as best I can.

Requirements for attendance at scheduled times, make-up work, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

For extenuating circumstances, such as a major personal or medical issue, the PATH office is available to advise you on the withdrawal or drop process, and its associate director, Judy Hunter, is awesome. Also, the Dean of Students Office (<https://www.dso.ufl.edu/care/medical-withdrawal-process/>) is available for information on medical withdrawals. Although, I certainly hope no one has to cross that bridge this semester or any other.

Course Schedule

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Sept. 18/20	Concepts to body copy and headlines + social media executions
Sept. 25/27	Concepts to headlines, subheads, body copy and slogans for print
Oct. 2/4	Social media caption writing and headlines + interactive
Oct. 9/11	Script writing + YouTube
Oct. 16/18	Websites + email marketing
Oct. 23/25	Content marketing/branded content 1
Oct. 30/Nov. 1	Content marketing/branded content 2
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Dec. 4	Personal branding 2

Sample Syllabus

Disclaimer

This syllabus represents my current plans and objectives. As we go through the semester, these plans may change based on student progress or feedback or due to a new opportunity that would enhance the opportunity for learning. Any changes will be communicated timely and clearly. Please expect this to occur, more likely than not, over the course of the semester.

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That's all. And remember . . .

"Be ambitious but not for yourself -
be ambitious for your work, your project,
your organization"

- *Dean Diane McFarlin*

to the 2017 Ph.D. cohort

Sample Syllabus