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The instructor reserves the right to make changes to this syllabus at any time. A new copy will be emailed to you when the syllabus is revised.

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Group Project Addendum:

The instructor, after consulting with the other group members, absolutely reserves the right to unilaterally remove **any** group member who:

- **Doesn't reach out to the other group members**
- **Rarely or never responds to meeting requests from other group members**
- **Doesn't contribute meaningfully by doing their share of the work as assigned by the group**
- **Doesn't show up for even one (1) of the three (3) checkpoint group meetings. These are listed on the syllabus.**
- **Implicitly or explicitly attempts to intimidate/threaten the other group members. Or me. (Yes, this has happened.)**

If I remove a member from a group, that person will fail the class. The group project is 50% of your final grade. Someone I remove from a group will NOT be given another project as an alternative.

He/she/they can complete the other discussions/assignments if they wish, but they will be unable to accumulate more than 50 of the total 100 points.

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Assignments, page 13:

- Please review each homework assignment and discussion prompt carefully. Contact the instructor with questions.
- Assignments must be submitted via eLearning (email submissions receive a grade of zero).
- **Late work will NOT be accepted and will receive a grade of zero (0).**
- It is your responsibility to ensure you have Internet access in order to submit assignments by the scheduled due dates. Late submissions are not accepted based on your not having Internet access.
- It is your responsibility to ensure that submitted documents have been uploaded properly and are available to the instructor,
- Do not submit documents a few minutes before the deadline; instead, allow yourself enough time in case there is an issue with your system, Internet, or document.
- The **ONLY** acceptable files for submitting assignments are .doc, .docx, .pdf, MP3, MP4. I cannot grade what I cannot open.
- Points will be deducted from assignments for noncompliance or not following the instructions. The point deductions can grow quickly, so check your work before submission. Everyone is busy, particularly with non-academic activities (e.g., work, conferences, family events, etc.). However, that is not a justification for not

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- completing an assignment properly. **Every typo, misspelled word, or grammar error will cost you 15 points each.**
- With the exception of the introductions forum in the first two weeks of the class, **there is NO extra credit in this class. None.**

The term “Assignments” includes the weekly homework threaded discussions.

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***Get your adult writing
pants on and prepare for
the criticism — because
it's coming.***

David Villalava



INSTANT INSPIRATION
FOR
COPYWRITERS

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MKT 4338.501

Marketing Content Creation Spring 2024

Pre-requisite: MKT 3300

This is an in-person class.

Attendance is counted towards your grade.

You cannot attend remotely.

The mandatory skill that you must bring to the class is a fluent ability to write and speak English, having the facility to play with the language.

This is not negotiable.

Classroom: JSOM 2.102

Class Meetings: Monday- 5:30 PM-6:45 PM (1730-1845 HRS)

Wednesday-5:30 PM-6:45 PM (1730-1845 HRS)

Instructor: Keith H. Dickinson
keith.dickinson@utdallas.edu

Office Phone: 972-883-5091— these are the

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**ONLY two methods you
can use to contact me:
email or phone call.**

Office: JSOM 13.315

Office Hours: By appointment on TEAMS.

COURSE LEARNING OBJECTIVES

- 1** Being able to communicate with multiple audiences in all marketing avenues, including social networks, online advertising and all digital engagements.
- 2** Being able to write clearly, concisely, and persuasively.
- 3** Building a portfolio of work samples to help in your job search.

Course Description

MKT 4338 - Marketing Content Creation (3 semester credit hours) This course is a hands-on course that will prepare the student for the various jobs in which marketing content is created and disseminated in today's marketing and advertising communities. This includes everything from blogging and vlogging (video blogging), to creating content for social networks, online advertising, and other digital platforms. Prerequisite: [MKT 3300](#).

If a student or team submission is determined to be plagiarized, the individual or team members will receive a ZERO—"0"—for that assignment or submission.

1) Attendance will be taken based on physically showing up in class.

2) Regular participation/attendance is mandatory for success in this class. You may miss up to **FOUR (4)** classes without needing to provide an excuse.

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3) You may miss four (4) classes without penalty. Each missing class after four (4) will be penalized at minus 5 points (-5) each. At the end of the semester, I will deduct the total penalty from your final GPA.

Class Materials

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course. However, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

You must be able to speak and write colloquial, idiomatic American English to succeed in this class. No exceptions. Assignments must be submitted in English.

Misspelled words, typographic errors, and grammar errors will be penalized at ten (10) points each in ALL submitted assignments, including weekly discussion posts, homework assignments, and the final team submission. I strongly urge you to add the free Grammarly tool to your Chrome and/or Firefox browser. The free one is all you need; you don't have to pay for the upgrade. SpellCheck is not enough. Get Grammarly for FREE here:



We are pleased to announce that the **Grammarly** tool is now available to enrolled JSOM students, faculty, and staff, free of charge. This tool improves communication skills and provides real-time writing feedback.

You may **activate your Grammarly account**, by using **ONLY** your NetID@utdallas.edu

(no alias) and password just like logging into the eLearning

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Assignments and Discussion Posts

- Please review each homework assignment and discussion prompts carefully. Contact the instructor with any questions.
- Assignments and discussion posts must be submitted via eLearning (emailed submissions receive a grade of zero).
- **Late work will NOT be accepted and receives a grade of zero.**
- It is your responsibility to ensure you have Internet access in order to submit assignments by the scheduled due dates. Late submissions are not accepted based on your not having Internet accessibility.
- It is your responsibility to ensure that submitted documents have been uploaded properly and are available to the instructor,
- Do not submit documents a few minutes before the deadline, instead, allow yourself enough time in case there is an issue with your system, Internet, or document.
- The ONLY acceptable files for submitting assignments are .doc, .docx, .pdf, MP3, and MP4. I cannot grade what I cannot open.
- Points will be deducted from assignments for noncompliance or not following the instructions. The point deduction can grow quickly, so check your work before submission. Everyone is busy, particularly with non-academic activities (e.g., work, conferences, family events, etc.). However, that is not a justification for not completing an assignment properly.
- **You will lose fifteen (15) points for every typo, grammatical error, or misspelled word.**



Instructor Experience and Expertise

Keith H. Dickinson has been a copywriter and creative director at two of the world's largest advertising agencies: Young & Rubicam and McCann WorldGroup (formerly McCann-Erickson). Other agencies include Grey Advertising and TM Advertising here in Dallas. Assignments included jobs in New York, San Francisco, Los Angeles/Orange County, Zurich, Frankfurt, and Milan. His work has been recognized at the Clios, the London Advertising Festival, Addy Awards, ABA, Target Direct Response Awards, and the Caddys (Creative Advertising Club of Detroit). He also served for 18 years in the United States Army Reserve and the Michigan Army National Guard.

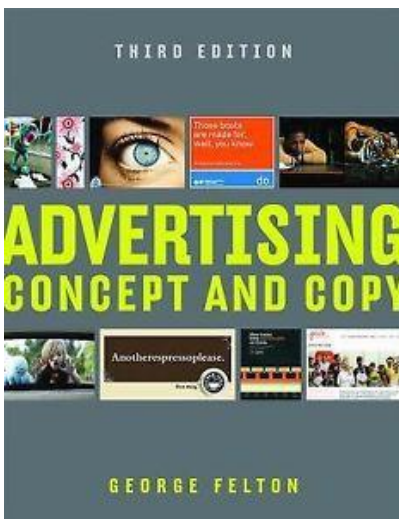
Students in this class are exposed to coursework that introduces them to the various types of communication.

Course topics include:

- Layout and design
- Human behavior and language
- Use of AI (ChatGPT) to aid in creativity
- Communication studies
- Advertising
- Professional writing
- Multimedia writing
- Rhetoric, culture, and persuasion
- Professional writing style and grammar
- Publishing and editing copy
- Typography and design

WHAT YOU WILL NEED FOR THIS CLASS

Course Textbook **This is available as an e-book or softcover text.**



Felton: ADVERTISING CONCEPT AND COPY (Third Edition)

**ISBN-13: 978-0393733860 ISBN-10: 0393733866 Available
as an e-book.**

Buy New: \$42.91 (prices vary by retailer)

Rent: \$13.24 and up

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COURSE COMPONENTS AND WEIGHTING	PERCENTAGE
Final Project Creative Work--Word doc or PDF	11
Project Peer Evaluation	10
Final Project Video Presentation	20
Project Checkpoint Reviews (total of three)	09
Weekly Homework Discussions (best 10 out of 12)	14
Assignments (total of three @ 12% each)	36
TOTAL	100%

Class Methodology and Work: The class will be set up as a seminar and workshop on creativity and creative communication, using advertising copywriting as its methodology. Classes will consist of a weekly in-depth exploration into excellence in advertising, viewing award-winning advertising forms, followed by analysis, questions, and discussion. Readings on creativity and innovation, as well as change in the advertising industry influenced by a new era of communication, will be part of weekly lectures and interactive discussion

There is neither a midterm nor a final exam. The focus of the class will be a creativity workshop where students will be assigned to a team for the semester to create their advertising portfolio. Each week, student work will be critiqued by the instructor from a creative director's perspective.

You will have teammates who will be dependent on your weekly participation to create your team project presentation, which will be **50% of your grade (when all components are combined)**.

In this class, students will create a copywriter portfolio for an assigned client that they can use in a job search in ad agencies or other firms and organizations.

Learning Goals and Required Skills:

1. ***The mandatory skill that you must bring to the class is a fluent ability to write and speak English, having the facility to play with the language.***

This is not negotiable.

2. Learn to recognize marketing strategy and focus it laser-sharp for creative strategy.

3. Learn to write with consciousness, clarity, artistry, rhythm, and spare amounts of words to infuse the language with power, emotion, humor, and depth.

4. Learn to write to convince, advocate, and sell.

5. Learn how to play with language so that it conveys multiple meanings on different levels and between the lines.

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6. Learn to create advertising concepts and ideas, write for print ads, brochures, direct mail, television and radio commercials, and selected online communication and social media, including blogs.
7. Learn a level of excellence leading to the judgment of what is effective creativity in the advertising industry.
8. Learn how to think strategically and conceptually in a focused manner to create effective communications in all media
9. Learn how to work with a visually oriented teammate, brainstorming, leading to idea generation.

Assignments and Grading

Project Checkpoint Reviews: 9% of your final grade

The instructor will meet three (3) times with each project group on TEAMS for ten-minute sessions. Dates are on the syllabus. Attendance is mandatory. You will earn three GPA points for each session that you attend. The full group must participate; I will not meet with incomplete teams.

Final Portfolio Work: 14% of your final grade

Your final project will be your and your teammates' creation of an advertising campaign for a product, service, or idea to be randomly assigned

You will be required to create a marketing strategy document and a creative strategy, with "legs." You will learn the concept of "legs" and how a creative strategy must have them move in multiple directions for many different kinds of media.

Personae Board --A visual profile of target customer/customers. What does he/she/they look like? What do they do? What do they do for work...for fun?

2 Videos, both of which should be designed for YouTube or digital distribution. Length: Between 30 seconds and two (2) minutes. These could also run on streaming television (Hulu, Pluto, etc.).

One audio commercial (60 seconds-120 seconds) suitable for podcast sponsorships or YouTube audio

Two poster/print ad/banner ads

One infographic

And your choice of two (2) Internet/social media forms of communication.

This is the MINIMUM deliverable list. If you want a grade that's above the minimum, your team should deliver more than the minimum.

At the end of the course, each group must upload an electronic file (PDF or Word) containing the following in APA format:

Title Page

Executive Summary (no more than one page in length)

All creative elements (storyboards, scripts, ads, etc.)

References page in APA format. You must have at least three (3) outside references, which can include interviews. But no Wikipedia.

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**12 PT, Times New Roman, double-spaced---anything that isn't a creative element.
Proofread your work. Typos/misspellings/grammatical errors will affect the final grades of team members.**

Final Project Teammate Evaluation 10% of your grade

Using a provided electronic form, you will evaluate the success of your team, both from your viewpoint and the contributions of your teammates. Every single student in this class must submit this item. Please read the directions, and follow them carefully. When the form asks you to divide \$1,000 among the team members, that does NOT mean that everyone gets \$1,000. It means that you have a TOTAL of \$1,000. You must pay everyone on your team, including you. How you divide the \$1,000 is up to you. Evaluations MUST be submitted only through the eLearning assignment when it is posted. You must also evaluate each of your team members and indicate if you would work with each one again. Why or why not? You will lose points if this is not included.

Video presentation of the final project: 20% of the grade. The oral presentation will need to reflect the creative theories you have studied in class, the great creative thinkers you have read, and the discussions we have had. How you set up your final oral presentation itself with a concept and an innovative, creative approach that will frame the delivery of your advertising campaign will determine this portion of your grade. **There is no set length for the presentation—but in the past, the longest presentations have been the lowest in quality. This is submitted as a video or working YouTube link through the eLearning course assignment.**

The Maruchan presentation available on the eLearning Home Page is the gold standard for how a video presentation should be. It is the best one that I have ever seen.

Attendance will be taken based on showing up in class. Regular participation/attendance is mandatory for success in this class. You may miss up to **FOUR (4)** classes without needing to provide an excuse.

You may miss four (4) classes without penalty. Each missing class after four (4) will be penalized at minus 5 points (-5) each. These will be recorded in the Grade Book as Absence Penalty.

Online Discussions 14% of your final grade

The Online Discussion requires your substantive participation and will be graded on both the **frequency** of participation and the **quality** of the posts.

Each student is required to post to each Online Discussion activity A MINIMUM OF TWO times during the week ON TWO DIFFERENT DAYS. TO RECEIVE MAX POINTS, Post early. Post often.

Why TWO different days? The Threaded Discussion Homework assignments are meant to be dialogues, not monologues. You are to engage and to be engaged by the other posts I make and those of other students and to respond in kind.

RUBRIC FOR GRADING THE ONLINE THREADED DISCUSSIONS:

Down and Dirty Discussion Rubric

<u>90-100</u>	You made two (2) added-value prompts that accurately responded to the weekly prompt on two (2) different days.
<u>80-89</u>	One or more spelling/grammar errors. Other errors.
<u>70-79</u>	Made both posts on the same day. Didn't respond to the prompt. Other errors.
<u>60-69</u>	Both posts were substandard. Multiple errors, including grammar and spelling. Ignored prompt
<u>59 and below</u>	<u>You made only ONE post. Multiple egregious errors as listed above.</u>

The maximum number of available points for each discussion is 100.
If you make only one (1) post, you automatically drop to 50.

Grading of the Online Discussion will be according to the following guidelines:

At the high end of the spectrum, to get an "A", (90 or above) there must be at least two or more substantive

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contributions. By "substantive," I mean postings that add something more to the discussion than has already been posted. This could be an elaboration on a previous comment, an explanation to help a fellow student or a point of debate. You can agree or disagree with whatever has been already said in the discussion, as long as you back up your statement. "A" students are those who are providing leadership in the discussion throughout the week. They are also students who provide outside materials that reinforce and enrich the discussion, either in the form of links or in properly cited quotations from respected sources.

At the low end of the spectrum, no **participation** means an "F". **I can't grade what I can't see, so if you're not there, and don't post anything, I cannot grade you with anything but a "0."** Being out of town is not an acceptable excuse for not posting. There are very few places on this planet that do not offer Internet access. If your plans include visiting one of them, then you should ensure that your posts are complete before that trip to Pyongyang.

If you make only ONE (1) post, you will automatically receive a 50, subject to further deductions for spelling, grammar, or ignoring the prompt.

Moving up the scale, a "D" means, "meets minimum standards." You earn 60-69 in the discussion by just showing up and making minimal comments like "I agree" or "Good point," without adding any new thought to the discussion. At least, I know you're there and reading what's being discussed.

A "C" represents minimally adequate participation. If you are in the Online Discussion and say something new that adds to the discussion, you'll get a grade somewhere in the 70-79 range.

When you start making value-added comments during the week, then I can see you're getting the material and contributing to the class. That's worth a "B", or a grade in the 80-89 range.

Each previous week's topic will close @ 11:59 PM/2359 HRS every Sunday.

Remember: full participation means that in addition to posting a response to the topics presented, you will also respond to comments of the instructor and other students.

Each previous week's topic will close @ 11:59PM/2359 HRS every Sunday.

Quality Posting Habits

If you are responding to a reading, your post should...	Summarise what you saw as the main point , and explain what you thought of that main point and why.
If you incorporate research from the Internet, you should...	explain the search strategy used and why you think the link will be helpful for the group to look at
If you are responding to a classmate's post, you should...	Summarise what the other person you are responding to has said; Follow the summary with a reaction .
If you are following up on a classmate's posts, you can extend the discussion through one of the following open-ended prompts:	What you wrote made me think of/about... What I agree with is...because What I disagree with is...because I'm not sure I understand ...

Once again, please note that Online Discussion grades will be based on: the **Quality** of your response, and the **Frequency** of your participation during the week. You can do more than two posts per topic, of course, and doing so can improve your chances of a higher grade.

EACH PREVIOUS WEEK'S DISCUSSION TOPIC CLOSSES AT 11:59 PM/2359 HRS EVERY SUNDAY.

I WILL POST NEW TOPICS NO LATER THAN THE SATURDAY PRIOR TO THE FOLLOWING WEEK'S CLASSES.

(Yes, the previous and new topics will overlap, allowing you to get a jump on the next week or catch up on the current week.)

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Three individual assignments worth 12% each or a total of 36% of your final grade. These are individual assignments that have nothing to do with your group project.

Three Checkpoint Reviews of your team's project at key points throughout the term.

9% of your grade. You will have been receiving consistent monthly reviews of your team concepts and writings. This grade will be based on whether or not you are achieving the expected excellence based on the critiques. You will receive feedback and are expected to revise and resubmit. **Each meeting is worth 3 points or 3% of your final grade.**

90-100	A
80-89	B
70-79	C
60-69	D
<59	F
I never round up grades. Please don't ask.	

The only acceptable excuse is your personal hospitalization and/or a doctor's note stating that your medical condition did not permit you to attend class. The note should not state what your condition is—that's HIPAA protected—only that you could not safely come to class or participate in online discussions.

The only acceptable excuse for not participating in a discussion or the class is your own documented hospitalization. If you can't participate regularly, you should drop this course.

You will find all external videos in the TED talks/video file in eLearning. Lecture videos are in the Online Videos folder.

Week	Textbook Reading	Graded Assignments	Milestones and Key Events
<p>1</p> <p>Monday 15 JAN</p> <p>Wednesday 17 JAN</p>	<p>NO CLASS—Dr. Martin Luther King, Jr.'s Birthday</p> <p>Syllabus Review PPTs: First Night</p> <p>Video by Marisol Ciovacco: Why Do You Create? (in eLearning TED Talks/Video File) and video links</p> <p>Video: How great leaders inspire action (Start with Why) by Simon Sinek https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action</p>	<p>Online Threaded Discussion</p>	<p>First Classes</p>

<p>2</p> <p>Mon 22 JAN</p> <p>Wed 24</p>	<p>PPT: Strategy v. Tactics -Read Chapter 1: Creating an Advertising Strategy PPT Chapter 1</p> <p>PPT: Nobody wants to read your sh*t</p> <p>--Chapter 2: Researching Your Client's Product/PPT</p> <p>PPT: Sainsbury's Olive Presentation <u>Videos</u>: Fundamentals of Design Beginning Design: Hierarchy, Layout & Composition Hierarchy-Design Principles Beginners' Guide to Composition</p>	<p>Threaded Discussion</p>	
<p>3</p> <p>Mon- 29 JAN</p> <p>Wed 31 JAN</p>	<p>Chapter 3: Understanding Consumer Behavior /PPT</p> <p>Using AI/Chat GPT in creativity (PPT: The Ultimate AI Prompt Worksheet)</p> <p><u>Videos</u>: Typography Typography Manual How to Choose the Right Typeface</p> <p>Creative Brief Supplement PPT review—each team will submit a brief during the first Checkpoint session.</p>	<p>Threaded Discussion</p>	<p>Assignment #1 posted. Due Friday, 16 FEB, 1159 PM/2359 HRS—submitted only through eLearning. NO EMAILS</p>
<p>4</p> <p>Mon 05 FEB</p> <p>Wed, 07 FEB</p>	<p>Chapter 4: Analyzing the Marketplace/PPT</p> <p><u>Videos</u>: Leading (Line Spacing) in Word Leading, Kerning, Tracking in Photoshop</p> <p>Beginning Graphic Design-Color</p>	<p>Threaded Discussion</p>	<p>Project Team Assignments Finalized on Monday, 05 FEB</p>

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<p>5 Mon 12 FEB Wed, 14 FEB</p>	<p>PPTs for both chapters 5 & 16 Chapter 5: Defining Strategic Approaches Chapter 16: How to Write a Headline</p>	<p>Threaded Discussion</p>	<p>Assignment 1 Due @ 1159 PM/2359 HRS, Friday, 16 FEB. Submit online only through eLearning.</p> <p>NO EMAILS. NO LATE ASSIGNMENTS ARE ACCEPTED FOR ANY REASON--TECHNICAL OR OTHERWISE.</p>
<p>6 Mon 19 FEB SEP Wed 21 FEB</p>	<p>Week 6: How to Write Body Copy PPT</p> <p><u>YouTube Videos</u>: Effective Ad Copywriting In 5 Steps (How To Write Copy for Facebook Ads, Landing Pages, & More) https://www.youtube.com/watch?v=y4apjJDT070</p> <p>The Art of Copywriting and Advertising with David Ogilvy: https://www.youtube.com/watch?v=qHfJan6GOCM</p> <p>9 Copywriting Exercises You Can Do Right Now: https://www.youtube.com/watch?v=9sxINAQ25PY</p> <p>Images-Design Tips with Matthew Encina</p>	<p>Threaded Discussion</p>	

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	<p>https://www.youtube.com/watch?v=z4HjItaEV2E&t=24s</p> <p>The Rule of Thirds https://www.youtube.com/watch?v=z4HjItaEV2E&t=24s</p> <p>The Golden Ratio vs. The Rule of Thirds https://www.youtube.com/watch?v=9Ci3SU4Ik0</p>		
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<p>7</p> <p>Mon 26 FEB Wed 28 FEB</p>	<p>First Team Checkpoint with Instructor—Schedule TBA.</p>	<p>Threaded Discussion</p>	<p>Each project group must present its creative brief in the TEAMS session</p> <p>Assignment #1 Do-Over due 1159 PM/2359 HRS, 01 MAR. Submit electronically only. NO EMAILS.</p>
<p>8</p> <p>Monday 04 MAR</p> <p>Wed 06 MAR</p>	<p>Chapter 7—Execution: Telling Stories</p> <p>Textbook Chapter 7-pg. 68</p> <p>Chapter 7 PPT (available in eLearning Home Page)</p> <p>Telling Stories Video: https://web.microsoftstream.com/video/8cdebb6c-8dd8-438d-965f-915a3b298fad</p> <p>Spencer Cotton’s example of the Man vs. Himself plotline: https://youtu.be/6Wm_8y0vSHg</p> <p>Ira Glass on Storytelling https://www.youtube.com/watch?v=5pFI9UuC_fc&t=19s</p> <p>https://www.youtube.com/watch?v=dx2cl-2FJRs</p> <p>https://www.youtube.com/watch?v=X2wLP0izeJE</p> <p>https://www.youtube.com/watch?v=sp_8pwkg_R8</p> <p>Storytelling for content marketers https://www.youtube.com/watch?v=0RoZHfg7uiE</p>	<p>Threaded Discussion</p>	

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<p>9</p> <p>Mon, 11 MAR</p> <p>Wed. 13 MAR</p>	<p>NO CLASSES— SPRING BREAK</p>		
<p>10 Mon 18 MAR</p> <p>Wed 20 MAR</p>	<p>Chapter 17: Television, Video & YouTube</p> <p>Supplement—Writing Scripts for Video and Audio</p> <p>Chapter 18: Radio (Audio Marketing)</p> <p>What groups should submit for the final presentation</p> <p>The Origins of Pleasure: Paul Bloom TED video</p> <p>https://www.ted.com/talks/paul_bloom_the_origins_of_pleasure</p>	<p>Threaded Discussion</p>	<p>Assignment #2 is due Friday, 29 MAR 1159 PM/2359 HRS.</p> <p>Submit through eLearning only.</p> <p>NO EMAILS</p>

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<p>11 Mon 25 MAR Wed 27 MAR</p>	<p>Chapter 14 Out-of-Home/Environmental Advertising</p> <p>OOH PPT</p> <p>OOH advertising is uniquely creative: https://www.youtube.com/watch?v=UFelasUDh70&ab_channel=LamarAdvertisingCompany</p> <p>Review—what to submit for the final project submissions</p>	<p>Threaded Discussion</p>	
<p>12 Mon 01 APR Wed 03 APR</p>	<p>Second Team Check-in/Checkpoint with Instructor—schedule to be announced</p>	<p>Threaded Discussion</p>	<p>MEETING TO BE HELD ON TEAMS—schedule TBA</p> <p>Assignment #2 Do-Over. Due Friday, 12 APR, 1159 PM/2359 HRS. Submit through eLearning only. NO EMAILS</p>
<p>13 Mon 08 APR Wed, 10 APR</p>	<p>Chapter 10- Writing Well II Chapter 24 Post-Modern Advertising (Post-Modern PPT supplement)</p>	<p>Threaded Discussion</p>	
<p>14 Monday -15 APR Wed., 17 APR</p>	<p>Chapter 17: How to Create Slogans, Themelines and Names Chapter 19: Other Media & Genres</p>		<p>Individual Assignment # 3 Posted.</p> <p>DUE FRI, 03 MAY 1159 PM/2359 HRS</p>

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			There is no do-over for Assignment #3.
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15 Mon 22 APR Wed 24 APR	Third Team Check- in/Checkpoint with instructor		
16 Mon—29 APR Wed—01 MAY	NO CLASS—WORK ON YOUR PROJECTS		

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<p>FINAL WEEK</p>	<p>Final Group</p>		
<p>Monday, 06 MAY</p>	<p>Video Presentations</p>		
<p>Tuesday, 07 MAY</p>	<p>by 1159 PM/2359</p>		
	<p>Monday, 06 MAY –each group must submit an MP4 file or FUNCTIONING YouTube link) of its presentation of the required elements) through the eLearning assignment.</p>		
	<p>Tuesday, 07 MAY 1159 PM/2359 HRS</p>		
	<p>All Team Peer Evaluations are due by the above deadline <u>And</u> an electronic copy in Word doc (.doc or .docx) of the required elements including the executive summary and research topline.</p>		

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One final note: *Technical problems are NOT acceptable excuses for late assignments in this class.*

Completing your assignments well in advance of their due dates will ensure that last -minute technical problems (power outages, computer crashes) don't derail your success. Please back up your work in several places: your system, a memory stick/flash drive, email the file to yourself at another e-mail account, etc. There is nothing worse than losing your hard work to a computer crash, and such issues will not constitute valid excuses for late work in this class. I expect you to take the necessary steps to ensure the timeliness of your work.

Play it safe! Back up your work.



Student Conduct in Class

Students are expected to conduct themselves professionally in class and online, just as in any business meeting.

Any activity that disrupts the learning environment in the discussions or on TEAMS can and will result in the instructor requesting that the student(s) causing the disruption leave the virtual room for the duration of the class or banned from the discussion.

Individuals requiring special accommodation should contact the professor.. Please let me know if I can help in this regard. I cannot provide reasonable accommodations, if I'm not aware of the situation, and I am more than happy to do anything to reasonably accommodate you per the requirements above.

UTD Dallas Syllabus Policies and Procedures

The information below constitutes the University's policies and procedures segment of course syllabi and may be referenced by faculty members in their course syllabi.

Please go here for the most policy information regarding Title IX reporting, student grievances, and other important information: <https://go.utdallas.edu/syllabus-policies>

CONTACT WITH INSTRUCTOR:

My contact information is on the front page of the Syllabus. You may call me any day, any time before 9 pm (2100 hrs). (Email any time, of course). If you phone, please identify yourself by first and last name and the name of the class. I can help you faster if I can place you. Please do not apologise for calling me. You are never interrupting my work—you are the reason for my work.

Office hours: Contact me to meet on TEAMS. I'll send you an Outlook invitation.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the instructor.



QUESTIONS? Just ask. I'll answer (almost) anything.
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