

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

GMMD 365– Issues in Contemporary Advertising Design

Prepared By: Seth Nixon

**CANINO SCHOOL OF ENGINEERING TECHNOLOGY
February 2020**

- A. **TITLE:** Issues in Contemporary Advertising Design
- B. **COURSE NUMBER:** GMMD 365
- C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

Credit Hours: 3
 # Lecture Hours: per week
 # Lab Hours: per week
 Other: per week

Course Length: 15 Weeks

- D. **WRITING INTENSIVE COURSE:** Yes No

- E. **GER CATEGORY:** None: Yes: GER
If course satisfies more than one: GER

- F. **SEMESTER(S) OFFERED:** Fall Spring Fall & Spring

G. **COURSE DESCRIPTION:**

Students are introduced to advertising and explore the development of copy, from the basic elements of advertising to honing a message and developing brand narrative to overarching campaign concept development. Students review successful advertising campaigns to learn to break down messaging to its core elements. Students also create and develop copy for campaigns in multiple media, including print, web, interactive, social media, radio, TV, video, point-of-sale and “guerilla” marketing. Using the Workshop methodology developed at the University of Iowa, students share their work with fellow students for discussion and analysis. As a course capstone, students develop their own advertising campaign and create the corresponding advertising and copy in multiple media forms. Three hours of lecture per week.

- H. **PRE-REQUISITES:** None Yes **If yes, list below:**

a. Pre-requisite(s): GMMD 101 and GMMD 240

CO-REQUISITES: None Yes **If yes, list below:**

- I. **STUDENT LEARNING OUTCOMES:** (*see key below*)

<u>Course Student Learning Outcome</u> [SLO]	<u>Program Student Learning Outcome</u> [PSLO]	<u>GER</u> [If Applicable]	<u>ISLO & SUBSETS</u>

Explain the basic elements and purpose of advertising and marketing messaging.	Design Process		2-Crit. Thinking [PS]	
Analyze the brand narrative of marketing campaigns through case studies and the work of other students.	Design Critique		5-Ind, Prof, Disc, Know Skills	
Explore and <i>develop</i> brand concepts and messaging.	Design Critique		5-Ind, Prof, Disc, Know Skills	
Apply various copywriting techniques through the creation of copy in multiple media forms.	Professional Detail		5-Ind, Prof, Disc, Know Skills	

KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. **APPLIED LEARNING COMPONENT:** Yes No

If YES, select one or more of the following categories:

- Classroom/Lab
- Internship
- Clinical Placement
- Practicum
- Service Learning
- Community Service
- Civic Engagement
- Creative Works/Senior Project
- Research
- Entrepreneurship (program, class, project)

K. TEXTS:
(Representative texts; texts chosen by instructor)

Ogilvy, David. *Ogilvy on Advertising*. New York: Crown, 1983. Print.

Sugarman, Joseph. *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters*. Chichester: J. Wiley, 2007. Print.

Taylor, Alice Kavounas. *Strategic Thinking for Advertising Creatives*. N.p.: n.p., n.d. Print.

L. REFERENCES:

Baaren, Rick. *Hidden Persuasion : 33 Psychological Influences Techniques in Advertising*. Bis B.V., Uitgeverij(BIS), 2014. Print.

Barry, Pete. *The Advertising Concept Book: Think Now, Design Later : A Complete Guide to Creative Ideas, Strategies and Campaigns*. New York: Thames & Hudson, 2008. Print.

Bly, Robert W. *The Copywriter's Handbook, Third Edition a Step-by-step Guide to Writing Copy That Sells*. New York: Henry Holt, 2013. Print.\

Berger, Jonah. *Contagious Why Things Catch on*. New York: Simon & Schuster, 2014. Print.

Felton, George. *Advertising: Concept and Copy*. 2nd ed. New York: W.W. Norton, 2006. Print.

Hopkins, Claude C. *Scientific Advertising*. Waiheke Island: Floating, 2008. Print.

Shaw, Mark. *Copywriting: Successful Writing for Design, Advertising, and Marketing*. Second ed. Print.

M. EQUIPMENT: Software: Adobe Creative Suite, Microsoft Office

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS:

- Portfolio
- Participation

P. DETAILED COURSE OUTLINE: (must use the outline format listed below)

- I. Elements of Advertising
 - A. Copy
 - B. Design
 - C. Strategy
 - D. Concept
 - E. Brand
- II. Campaign Development

- A. Create a Strategy
- B. Create a Concept
- C. Develop Message

III. Advertising Workshop

A. Create Copy/ Advertising

- i. Print
- ii. Audio
- iii. Video
- iv. Social Media
- v. Web
- vi. Interactive
- vii. Guerilla

B. Group/ Individual Analysis

Q. **LABORATORY OUTLINE:** None