SELECTED TOPICS IN ADVERTISING

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Course Overview:

The course describes briefly the strategic aspects of advertising and focuses mostly on creativity in advertising. Creativity plays a central role in the activities underlying ad campaign. The creation stage of advertising encompasses the idea generation process, the generation of written copy (copywriting), artwork of various kinds (illustrating), and a preliminary or comprehensive version of the advertisement (layout). Experts view the initial phase of idea generation as the "heart" or "key" of the creativity process. This is the process that was chosen to teach in order to find out how to come up with ideas for creative advertisements.

The course will be devoted primarily to an approach partly conceptualized and mainly tested at the Hebrew University and taught worldwide – the approach of creativity templates in advertising. Why is this method important in advertising creativity education?

Creativity in advertising is a highly complex process, which is difficult to formalize and control. Creative teams often seek ways to become more productive as they progress from one creativity task to another. Common patterns relevant to different domains are sometimes identified. Such patterns will be more stable and less transient than the abundance of random ideas that emerge in the process of associative thinking. They may also help in "organizing" the creative process by promoting routes that have been proven to lead to productive ideas and avoiding those that do not. It is posited that certain patterns are identifiable, objectively verifiable, and generalizable across categories. It is suggested that these patterns, termed creativity templates, underlie the generation of quality ads because they facilitate focused creativity, and lead to more effective outcomes.

During the course we will focus on the various advertising templates, learn their procedure, analyze examples, and practice the generation of template ideas.

Content:

The course consists of lectures, guest speakers, class exercises, home assignments, and a final group project.
**Final Project:**

A major activity of this course is the group project. After a presentation and brief, teams (of 2 students) will generate a creative (and feasible) ad idea. Teams will also define an implementation of an advertising campaign launched around ad idea and the accompanying strategy.

In the final classes, teams will present their projects. The teaching team will grade the projects to comprise a simulated ad campaign assessment. Written project reports will be submitted at the end of the course.

It is recommended for teams to meet with me and Ayelet for several meetings as they work on the project during the third hour of the course.

**Assignments:**

There will be three types of assignments.

1. To prepare for classes, you will read from the course book and additional assigned articles. Although you are not required to hand in any report, you are expected to read and understand the material. You will implement that knowledge in the class exercises.

2. Attending class is obligatory, you must attend at least 75% of the classes, and all the 3 class assignment in particular.

3. You will be given 3 in-class assignments: You will apply a creativity template to generate new ad ideas. In teams of 2-3 students you will create an ad idea in team discussion and present it briefly to the class, and send a short copy of the idea the next day to Ayelet by mail.

4. The second assignment is the final course project. You are expected to work on the project throughout the entire course. In the tutorial sessions, we will discuss your progress on your topic and me and Ayelet will give you some feedback. I encourage you to try to apply some of the concepts and methods covered in the course for your projects. Please don’t be afraid to propose original and/or “crazy” ideas at the tutorials. We will explore those ideas together, and you will not be judged. There will be no “performance” evaluation of the tutorials; their only purpose is to help you and to make sure that you are on the right track. You will present the project in the last week of the course. A final written project report is due two weeks after the last class on May 20th.

**Important dates:**

March 10th – submitting team members and proposed topic.
Meetings concerning the progress after each class
Class exercises: March 18th, April 8th, and April 22nd.
The session on April 29th will be devoted to finalizing the project. Final Submission of the Presentations - May 5th 13:00 to the mail: Ayeletb@tapuz.co.il. Presentation of project - May 5th and 6th.

**Grading:**

- Class participation: 20%
- Class assignments: 30%
- Project: 50%

**Readings:**

There will be two types of readings.

Required reading. The course textbook is “Cracking the ad code”. You are expected to closely read the assigned chapters and be prepared to discuss them in class. Additional articles are:


Additional readings may be assigned during the course.

**Course Structure**

Each class will be composed of 2 class hours of teaching and course progress, and the 3rd hour will be devoted to project sessions.

The meetings will focus to a small extent on general issues in advertising, including the consumer reaction to advertising and strategic issues. The majority of classes will focus more directly on creativity templates in advertising.