



**FALL 2023 MWF 9:20AM – 10:10AM**

## **OVERVIEW**

This course will teach you to be a better writer, with a focus on the art of copywriting. Through a series of short lessons, in-class exercises, and creativity-building assignments, you'll be challenged to improve your writing skills.

You'll also gain an understanding on how to solve problems creatively, an essential skill for whatever field of work you pursue.

In this class, you will learn by doing. While there will be no written tests, every class will test your thinking, creativity, and writing skills.

# YOU WILL LEARN:

- How to be a strategically creative thinker and a better writer.
- How to craft words and phrases for taglines, headlines, body copy, and more.
- How to write across multiple media platforms.
- How to approach problems creatively from a multitude of angles.
- How to raise the creative bar, think on your feet, and present your ideas.
- How to take – and give – creative feedback.
- How to write ads worthy of your portfolio (and how to identify ads that aren't).

# ABOUT ME

I'm an advertising agency veteran, originally a copywriter and most recently an Executive Vice President and Group Creative Director at FCB Chicago. Throughout my career, I've been the creative lead on accounts including Coors Light, Miller Lite, KFC, Kraft Foods, Cadbury Beverages, Blue Cross & Blue Shield and SC Johnson. Over the years, my work has been recognized by the One Show, Cannes Lions, Radio Mercury, Clio, Addy Gold, D&AD, Art Directors Club and International Film & TV Festival.

**INSTRUCTOR: Chuck Rudnick**

**PHONE: 312.286.1734**

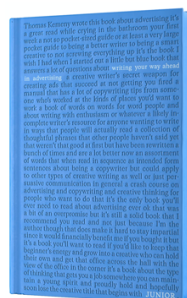
**EMAIL: [crudnick@luc.edu](mailto:crudnick@luc.edu)**

**OFFICE: Lewis Towers, 907**

**OFFICE HOURS: Wednesday, 12:30 – 1:30, or by appointment**

# NO TEXTBOOK, BUT...

You should be a student of advertising, and you should be reading books about the creative process, studying advertising award books, and keeping up to date on the best creative of the day. While there is no textbook for this course, I encourage you, in your pursuit of a career in advertising, to read one or both of these excellent books: “The Idea Writers” by Teresa Iezzi and “Junior: Writing Your Way Ahead In Advertising” by Thomas Kemeny.



# COURSE SCHEDULE

This schedule is subject to change. Do not do assignments from it. Detailed homework and project instructions will be announced during class and posted on Sakai.

## WEEK #1 August 28, 30, September 1

**Monday:** Course overview

**Wednesday:** Copywriting guidelines

**Friday:** Copywriting triggers

## WEEK #2 September 4, 6, 8

**Monday:** NO CLASS – Labor Day

**Wednesday:** Headlines

**Friday:** Writing is a process

Homework: Headline writing

## WEEK #3 September 11, 13, 15

**Monday:** Students present headline homework

**Wednesday:** David Ogilvy copywriting lessons

**Friday:** Long headlines

Homework: Storytelling headlines

## WEEK #4 September 18, 20, 22

**Monday:** Know your target audience

**Wednesday:** From brief to idea

**Friday:** Work on “voice” copy

Homework: Voice writing

## WEEK #5 September 25, 27, 29

**Monday:** Students present voice homework

**Wednesday:** Persuasive writing

**Friday:** Work on persuasive headlines

Homework: Persuasion

## WEEK #6 October 2, 4, 6

**Monday:** Rewriting

**Wednesday:** Make your copy “sticky”

**Friday:** Work on writing “sticky” lines

Homework: Sticky writing

## WEEK #7 October 9, 11, 13

**Monday:** NO CLASS – Mid-Semester Break

**Wednesday:** Taglines

**Friday:** Figures of speech

**WEEK #8 October 16, 18, 20**

**Monday:** Words matter

**Wednesday:** Body copy

**Friday:** Work on writing body copy

Homework: Body copy

**WEEK #9 October 23, 25, 27**

**Monday:** Writing serious copy

**Wednesday:** Manifestos

**Friday:** Work on manifesto writing

Homework: Manifesto

**WEEK #10 October 30, November 1, 3**

**Monday:** Students present manifestos

**Wednesday:** Writing for TV

**Friday:** Work on TV writing

Homework: TV script

**WEEK #11 November 6, 8, 10**

**Monday:** Students present TV scripts

**Wednesday:** OOH writing

**Friday:** Visually-driven ads

**WEEK #12 November 13, 15, 17**

**Monday:** Guest speaker

**Wednesday:** Kickoff - Copywriting Project

**Friday:** Work on radio scripts

Homework: Radio writing

**WEEK #13 November 20, 22, 24**

**Monday:** Social media writing

**Wednesday:** NO CLASS – Thanksgiving Break

**Friday:** NO CLASS – Thanksgiving Break

**WEEK #14 November 27, 29, December 1**

**Monday:** Portfolio examples

**Wednesday:** Final assignment details

**Friday:** Work on Copywriting Project

**WEEK #15 December 4, 6, 8**

**Monday, Wednesday, Friday:** Students present Copywriting Projects

**FINALS WEEK**

Final assignment due by 3:00 p.m. on Saturday, December 16

## **HOW TO SUCCEED IN THIS CLASS**

Work hard. Dig deep. Show up. Show up on time. Show initiative. Do your work on time. Do work that's original, unexpected and inspiring. Exhibit professionalism. Have a good attitude. Be attentive. Be enthusiastic. Read and follow assignment instructions carefully. Strive to be your best and demonstrate progress in your writing. Put forth an evident effort.

## **HOMEWORK**

Based on various creative briefs, in-class lessons, and in-class exercises, you will have various homework assignments. All assignments and due dates will be posted on Sakai. Submit all work on Sakai before the posted deadline. Late assignments will not be accepted.

## **COPYWRITING PROJECT & FINAL ASSIGNMENT**

For the copywriting project, each student will give an individual presentation based on the lessons taught in this class. Each student will also work individually on a final written assignment that will challenge your copywriting skills. Details will be given in class and posted on Sakai.

## **ATTENDANCE & PARTICIPATION**

In great part, what you will learn from this class is the result of participating in class discussions and tackling in-class exercises. Your attendance is crucial. Missed classes will hurt you and your participation score, and will lower your course grade. If you have to miss a class due to a legitimate excuse, such as a major illness or family emergency, it's your responsibility to contact me as soon as possible. Completing any missed work will be discussed at that time.

## **GRADING**

Grading will emphasize homework writing assignments, a copywriting project, a final written assignment, and your contributions during class. You will be graded on your understanding of the lessons taught in class, the strength and the quality of your written assignments, and the effort you put into them.

Grading scale:

A: 100-95, A-: 94-90,

B+: 89-87 B: 86-83, B-: 82-80

C+: 79-77, C: 76-73, C-: 72-70,

D+: 69-67, D: 66-64, D-: 63-60,

F: Less than 60.

## GRADE WEIGHTS

### 40% HOMEWORK

This will include all written work for multiple assignments. The emphasis will not be on the quantity of pages, but on the quality of the content, the creativity demonstrated in the work, and the evident effort put forth.

### 20% ATTENDANCE & PARTICIPATION

Participate in class. Contribute ideas. Ask questions. Answer questions. Present your written work with passion and conviction. Make yourself known. Use every class as an opportunity to contribute to our collective learning. Missed classes (unexcused absences) will hurt your participation score and will lower your course grade.

### 30% COPYWRITING PROJECT

There will be a copywriting project that each student will complete and present to the class.

### 10% FINAL ASSIGNMENT

There will be a final writing assignment that will challenge your copywriting skills.

## ACADEMIC INTEGRITY

A basic mission of a university is to search for and to communicate the truth, as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating and plagiarism.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher
- Providing information to another student during an examination

- Obtaining information from another student or any other person during an examination
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor
- Attempting to change answers after the examination has been submitted
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process

Students who commit an act of plagiarism, whether deliberately or accidentally, will still be held responsible. Ignorance of academic rules, or failure to fact check work, sources and citations, is not an acceptable defense against the charge of plagiarism. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes the following:

- Submitting as one's own material copied from a published source, such as print, Internet, CD-ROM, audio, video, etc.
- Submitting as one's own another person's unpublished work or examination material
- Allowing another or paying another to write or research a paper for one's own benefit
- Purchasing, acquiring, and using for course credit a pre-written paper

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty; any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at:

<http://luc.edu/english/writing.shtml#source>

In addition, a student may not submit the same paper or other work for credit in two or more classes without the expressed prior permission of all instructors. A student who submits the same work for credit in two or more classes without the expressed prior permission of all instructors will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the chairperson of the department involved, and to the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

[http://www.luc.edu/academics/catalog/undergrad/reg\\_academicgrievance.shtml](http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml)

## **USE OF ARTIFICIAL INTELLIGENCE**

Students are not to use AI assisted technology in the classroom unless they are specifically authorized to do so by their faculty for an assignment, a test, a quiz, or any deliverable that will be graded.