

BSE 3623 – CREATIVE STRATEGY

North Park University – School of Business and Nonprofit Management
Fall Semester: 2009
Mondays, 6:30 to 9:50

Instructor: Rick Yngve
Title: President
Company: Yngve & Associates
Office Phone: 773-576-4210
Email: ryngve@northpark.edu

Text:

- *Required:* Jewler & Drewniany, Creative Strategy In Advertising (Thomson Wadworth, 9th edition,2007)
- *Highly Recommended :* Ad Age; Promo; Ad columns in the Chicago Tribune and Chicago Sun Times

Course Description: This course is designed to provide students with an overview of the creative process as it relates to the development of an overall message, and the application of that message into creative executions. The course will look at the various processes that are used in the industry, how these processes apply to not only advertising but all other communication disciplines, and the understanding of what a true central idea is in the development of a creative marketing campaign

Course Objectives: The student who completes this course should be able to:

- Understand and apply the overall process of strategy development
- Understand the difference between an idea and a tactic
- Understand how to effectively develop a creative strategy statement
- Understand the role of research and emotional laddering relative to consumers
- Understand the concept of an integrated marketing communication plan and message strategy effects all the disciplines
- Understand and apply creative strategy and message development

Course Methodology: Students will be expected to read the pertinent materials and complete assignments prior to class. We will use real life examples to understand what a strategy is, how it is applied, and what is truly a big idea in today's world. *You should see the messages you receive from both a marketer's and consumer's perspective!*

Availability: I will be available before and after class. However, I ask that you set up an appointment prior so we can set a location.

Academic Honesty

In keeping with our Christian heritage and commitment, North Park University (NPU) and the SBNM are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

- Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using materials from the Internet.
- Copying another’s answers on an examination.
- Deliberately allowing another to copy one’s answers or work.
- Signing an attendance roster for another who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well. For further information on this subject you may refer to the Academic Dishonesty section of the University’s Catalog (available at www.northpark.edu). In conclusion, it is North Park’s mission to prepare you for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the SBNM program office (773-244-6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: <http://www.northpark.edu/ada>.

Use of APA Publication Manual

The School of Business and Nonprofit Management (SBNM) has adopted the Publication Manual of the American Psychological Association (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the APA Manual is to enhance student learning by:

- 1) Improving student’s writing skills.
- 2) Standardizing the required format of all written assignments in all SBNM courses.
- 3) Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
- 4) Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the APA Publication Manual, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed on the Student Resources section of the SBNM website. It is your responsibility to learn and ensure that all written work is formatted according to the standards of the APA Manual.

Course Grading: The assignments for this class are weighted as follows:

| <u>ELEMENT</u> | <u>%</u> | <u>POINTS</u> |
|------------------|----------|---------------|
| WEEKLY QUIZ/CASE | 30 | 300 |
| DRAFTS | 30 | 300 |
| PARTICIPATION | 10 | 100 |
| FINAL | 30 | 300 |

A total of 1,000 points is possible in the course. Final course grades will be determined by the total number of points earned on the assignments and quizzes. Letter grades will be assigned as follows:

| Grading | |
|----------------|---------------------|
| Points | Letter Grade |
| 930-1000 | A |
| 900-929 | A- |
| 870-899 | B+ |
| 830-869 | B |
| 800-829 | B- |
| 770-799 | C+ |
| 730-769 | C |
| 700-729 | C- |
| 670-699 | D+ |
| 630-669 | D |
| 600-629 | D- |
| < 600 | F |

Assignment Descriptions:

- *Quizzes:* Quizzes will be based upon the chapters assigned and what has been discussed in class. Quizzes will test your understanding of concepts and definitions so that class time can be spent on applying concepts to contemporary issues and projects.
- *Projects:* These are assigned throughout the term. They reflect application of what has been covered in class and in the readings.
- *Class Participation/Attitude:* Class attendance is a prerequisite to class participation. If you are not in class, you cannot participate. Students will also have their participation in group projects evaluated.

Final Project (See *Project Handout* for further detail)

- *Presentation* – Students will give a 10 minute group presentation on the assigned topic. Students will be expected to present to the class in professional business attire, and utilizing visuals (primarily through Powerpoint). Presentation will reflect a real life product and development of all the elements of a strategy presentation and the development of initial creative concepts in integrated communications (ads, pr, promotion)

Submission of work

Written assignments are expected to be turned in on time (at or before the start of class – 6:30 - on the date due). An unexcused late assignments will only be accepted within three days of the original due date, starting at grade lower (B vs. A). After three days, the work will not be accepted.

Work may also be submitted to ryngve@northpark.edu.

Criteria for assessing class participation

We have a lot to cover in a very short time, so attendance is expected and will be considered in assigning the class participation grade. On time attendance is the starting point for the participation grade but additionally, a subjective judgment of the quality of your inputs to each class discussion will be made by the professor after each class. I do, however, recognize that the exigencies of health and other emergencies occasionally preclude attendance and will make allowances for these if you explain them to me. I will begin classes on time and expect all students to be there ready to go to work. Those who are late will have their participation grade reduced accordingly.

- A/A- Contributes in a significant way to the classroom discussion by regularly adding own insight, integrating with or relating concepts to real-world applications, other topics in this and other business classes, and draws relevant and appropriate observations from readings and assignments.
- B/B- Active participation, may answer only when called on, but demonstrates good understanding of concepts and application of the material to real-world situations.
- C/C- Minimal participation. Answers only when called upon with little understanding of material.
- D/D- Present but does not involve oneself in class session. Answers with little more than “I don’t know.”
- F Absent

Criteria for grading written assignments

All written work is expected to be typed, double-spaced with 1” margins, and proofread.

Criteria for grading written assignment is as follows:

- A/A- Well written with very few errors (spelling, sentence fragments, unclear sentences, etc.). Excellent analysis and well-supported conclusions. Demonstrates complex understanding of topics and integrates concepts covered throughout the course. Answers are fully and clearly responsive to questions asked.
- B/B- Moderately well-written with few errors. Good analysis and well-supported conclusions. Demonstrates solid understanding of concepts and answers are responsive to questions asked.
- C/C- Content may show average/below average understanding of material or lack of effort in completing assignment. Inadequate support of conclusions. Answers may not fully address questions asked.
- D/D- Poor overall effort with respect to comprehension of material, analysis, grammatical errors, and responsiveness to questions asked.
- F Work not submitted or of extreme inferior quality.

BSE 3623 – CREATIVE MESSAGE STRATEGY

CLASS SCHEDULE

| <u>WEEK#</u> | <u>TOPIC/DUE</u> |
|---------------------|---|
| 1) 8/24 | Introduction – What Is Strategy and why do we care? What Is A Brand? The Background Phase |
| 2) 9/8 | From Background to Strategy Ch.2/3; Bendinger article Project #1 – Values and personality |
| NO CLASS 9/7 | Labor Day |
| 3) 9/15 | Strategy Development/Refinement Ch.4 Quiz – Wks 1 and 2 Project #2 – Strategy Worksheets |
| 4) 9/22 | Strategy to Brief Defining the big idea/problem solving Ch.5; handout Project #3: CTB statement; concept ads |
| 5) 9/29 | From Brief to Execution IMC Planning Project #4: Chiat Day brief on your product |
| 6) 10/6 | Extending To Executions The Value of a Central Idea to all disciplines Ch 8,9,10 Quiz – Weeks 3,4,5 |
| 7) 10/13 | Final Presentations What Does The Future hold? |