Florida International University
School of Journalism and Mass Communications
Department of Advertising and Public Relations
ADV 6805 Creative Strategy – Spring 2016
Subject to Revisions by discretion of the Professor

Professor: Grizelle De Los Reyes
Office / Hours: AC II – 312 / Mon or Wed by appointment
Office phone: 305-919-4023
Email: gdelosre@fiu.edu (best way to contact or make an appointment)
Classroom: FIU BBC ACII 218
Class Hours: Scheduled for Mo-We-Fri 11:00am – 12:50pm (see signed contract agreement and class schedule)
Required Textbook: No Book needed. We will study the MAS Account Planning and Professor materials / presentations. It is of utmost importance that you get the material presented in the AP Bootcamp from the instructors, the Planners or Jerrod New.
Prerequisites: Full Admission to FIU – Miami Ad School Graduate Program – Creative Track

SPECIAL NOTE: I reserve the right to include any material that I find useful and not noted in this syllabus and to alter the order of the material presented. You will be notified accordingly and will be given the material so you can prepare and study.

COURSE DESCRIPTION:

The course is designed to familiarize students with the creative process and problem-solving techniques in the development of advertising creative strategy. The course emphasizes teamwork, brainstorming and idea generation to address specific communication goals. Students are taught to formulate strategies using strategic communication tools and to stimulate collaboration between creative professionals involved in the development of the creative strategy and the big idea: the account planner, the copywriter and the art director. This course covers a series of readings from the assigned textbook, in-class discussions, exercises and lectures to immerse creative students into the mind set of an account planner. This class is taught from an Account Planning perspective taking the creative professional through a deep understanding of the consumer audience, the business issues, the brand and discovering insights through research methods to lay the foundation for the development of an effective creative strategy.

A WORD FROM YOUR PROFESSOR

This course is designed specifically for Miami Ad School Creative students and taught from an Account Planner's perspective. This class is designed as a hands-on, skills-building, practical, strategic, professionally-based course within the field of advertising. I reserve the right to include any material that I find useful and not noted in this syllabus and to alter the order of the material presented. You will be notified accordingly and will be given the material so you can
prepare and study. In the Spring semester, the course is linked to the Account Planning Bootcamp taught at Miami Ad School. You will attend all Friday sessions from 4-7pm and will be required to attend one full weekend and teach the content in class. See assigned schedule.

COURSE OBJECTIVES

This course introduces the student to contemporary Account Planning and Global Strategic Communications (GSC) techniques. It stresses the interrelationship between advertising and the consumer – be the consumer an individual, a public, or the trade - and emphasizes the importance of consumer behavior. It is from this foundation that strategy formation and evaluation are discussed.

Account planners are the creative strategists within advertising agencies. They link client objectives, account management, the creative team, and other teams such as the media planners / media buyers / experience designers, etc. Account planners main job function is that of strategist—they are so immersed in the wants, thoughts, and emotions of particular consumers that they become their advocates throughout advertising message development. As such, account planners need to know how to obtain valid information from the consumers of communications. Most importantly they need to know how to obtain key insights in order to execute successful communications campaigns.

Many ad agencies and clients have misunderstood the role of the account planner. Many have not taken advantage of this line of thinking in their organizations. This course has the objective of teaching creative professionals the role and importance of account planners in the development of creative strategy in order to create a winning team.

LEARNING GOALS

By the end of the course, students should be better able to:

- Think critically, creatively and independently
- Work with a creative team to develop effective communication advertising messages
- Understand diversity of groups and the importance of cultural understanding in developing communications campaigns at the local, national and global level
- Understand the different principles and applied theories for effective communications
- Understand and apply elements of an integrated marketing communications strategy, especially as it applies to creative concepts
- Conduct segmentation research and apply those findings to creative strategies
- Prepare and present strategic communications presentations (as assigned) using written and visual communications in the styles appropriate to the advertising profession
STUDENT LEARNING OUTCOMES

By the end of the semester, students should be able to:

- Understand the role of an advertising account planner in the development of effective communications
- Understand the development of Creative Strategy
- Conduct a precise client driven situation analysis to understand the business issue at hand
- Identify and understand the correct audiences and publics to target
- Understand various research techniques to be used to evaluate the client’s business issue
- Ascertain and learn how to “read” the consumer insights derived from the research conducted
- Apply these consumer insights to develop a precise creative strategy as the foundation of effective advertising communications
- Explore traditional, new and emerging media alternatives and understand the basics of each medium, strengths and limitations
- Develop an effective creative brief based on the outcome and insights from the research conducted
- Develop critical and creative thinking, team work, and listening practices
- Apply tools and technologies appropriate for the advertising profession
- Develop creative, targeted, multimedia solutions to address the client’s business issue at hand
- Apply presentation delivery skills and the ability to critically evaluate creative work
- To master the ability to understand the roles and collaborate with other professionals involved in the creative process: account planners, copywriters and art directors

COURSE STRUCTURE AND PARTICIPATION:

Class Attendance

Attendance and active participation are an integral part of any case-based course. Both are particularly important in this course, given the nature of the topics discussed and the methodology employed. Class participation is divided between discussion of material required for class, in-class exercises / presentations, and Account Planning Bootcamp sessions. Attendance will form an important part of your class participation grade and attendance to other lectures, as requested by Professor. Absences will be excused ONLY in these situations:

1. Personal or family health conditions, certified by a physician or counselor.
2. Personal or family legal conditions, certified by an attorney or judge.
3. University business, certified by a University official.
TEAM ASSIGNMENT AND PERFORMANCE:

If you’re not present for a team project presentation you will not receive a grade, unless you bring appropriate documentation of why you missed the presentation. Because part of the work in this course involves working in a group, team participation and attitudes toward team members will be evaluated at the end of each project. A professional attitude means doing your share of the assignments on time, providing quality thought, care, and work, attending all scheduled meetings (or working out attendance problems with team mates and the instructor in advance), handling disagreements in a professional manner, and expressing collegiality. PEER REVIEWS WILL BE USED TO APPLY TO INDIVIDUAL TEAM PROJECT GRADES.

Some team members may have difficulty meeting outside of class due to work schedules, school or other obligations. It is the team members’ obligation to make themselves available and carry their responsibility for their team project. There should be no excuse for any team member not to be able to meet in person or virtually for every group meeting and complete the work.

TEACHING METHOD AND MATERIAL DISTRIBUTION: Professor will sign you for access to Dropbox

The course material will be presented in PowerPoint form (or other formats) for each topic and will consist of in-class lectures, discussions, movies/clips and exercises. PowerPoint lecture presentation will be uploaded to Dropbox. EVERYTHING DISCUSSED IN CLASS OR WITHIN THE CONTEXT OF THIS COURSE INCLUDING THE MATERIAL PRESENTED IN THE ACCOUNT PLANNING BOOTCAMP AT MIAMI AD SCHOOL AND IN ANY OF THE COMMUNICATED PLATFORMS, IS SUBJECT TO EXAMINATION.
## Grading

<table>
<thead>
<tr>
<th>Task</th>
<th>Total in Semester</th>
<th>Points Allocated</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exams of Course Material</td>
<td>2 Tests @ 25 points each</td>
<td>50 Points</td>
</tr>
<tr>
<td><strong>Individual</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendance, Class Engagement</td>
<td>Total days of class time, punctuality, class engagement, professor’s objective and subjective assessment for the 16 weeks</td>
<td>20 points</td>
</tr>
<tr>
<td><strong>Individual</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blogging Assignments</td>
<td>8x @ 5 points each</td>
<td>40 points</td>
</tr>
<tr>
<td><strong>AP Bootcamp Presentation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>50 Points</td>
<td>50 Points</td>
</tr>
<tr>
<td></td>
<td>20 Points (10 points for attending each day)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15 Points presenting the relevant material to creatives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10 Points for creative activity for engaging class with material</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 Points for presentation format</td>
<td></td>
</tr>
<tr>
<td><strong>Team</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BRANDREVIVE Branding Book / Style Guide</td>
<td>20 Points for Branding Book / Style Guide</td>
<td>20 Points</td>
</tr>
<tr>
<td><strong>Team</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Team Assignment with Peer reviews</td>
<td>BRANDREVIVE Final Project</td>
<td>50 points</td>
</tr>
<tr>
<td></td>
<td>10 Points: Secondary Research</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20 Points: Primary Research</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20 Points: Creative Strategy / Tactics</td>
<td></td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td></td>
<td>230 points</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grade</th>
<th>Minimum Points</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>216</td>
<td>94% or above</td>
</tr>
<tr>
<td>A-</td>
<td>207</td>
<td>90-93%</td>
</tr>
<tr>
<td>B+</td>
<td>200</td>
<td>87-89%</td>
</tr>
<tr>
<td>B</td>
<td>193</td>
<td>84-86%</td>
</tr>
<tr>
<td>B-</td>
<td>184</td>
<td>80-83%</td>
</tr>
<tr>
<td>C+</td>
<td>177</td>
<td>77-79%</td>
</tr>
<tr>
<td>C</td>
<td>165</td>
<td>72-76%</td>
</tr>
<tr>
<td>D</td>
<td>138</td>
<td>60-71%</td>
</tr>
<tr>
<td>F</td>
<td>137 or less</td>
<td>Below 60%</td>
</tr>
<tr>
<td>Incomplete</td>
<td>Incomplete</td>
<td>Incomplete</td>
</tr>
</tbody>
</table>
INCOMPLETES

Incompletes will be granted only under circumstances where a student experiences a major unanticipated event disrupting his/her studies, after satisfactorily completing at least half the term. A student requesting an incomplete must present a written explanation detailing the circumstances necessitating the request. If the incomplete is granted, the instructor will write or email the student stating the specific requirements for completion and the time frame in which the student is expected to complete them. Incompletes are not given to students as a way to avoid receiving a failing grade.

IMPORTANT DATES TO REMEMBER:
- January 19: Last day to add/drop courses or withdraw without a financial penalty
- February 5: Last day to withdraw with a 25% refund
- March 21: Last day to withdraw with a WI grade

ACADEMIC HONESTY

In meeting one of the major objectives of higher education, which is to develop self-reliance, it is expected that students will be responsible for the completion of their own academic work. The use of literature, notes, aids, or assistance from other sources should be clearly identified with respect to all course assignments and examinations. In addition, students are expected to use all resources, including books, journals, and computers only in legal and authorized ways. They should also refrain from falsification of records, attend class as required, and participate in the educational process without disrupting the orderly processes and functions of the University.

GRAMMAR POLICY

Good writing is vital to both advertising and public relations careers. Accordingly, all students will be held to a uniform writing standard. All papers, reports, blogs and tests written outside of the classroom – regardless of length – will first be graded for content. Following that, the submission will be reviewed for writing errors. Should a submission contain four or more errors, the work will automatically lose 10 points (based on 100). At the instructor’s discretion, more stringent grading may be applied.
WHAT IS AN ERROR?

Departmental writing policies for undergraduates, undergraduates enrolled in Campaigns, and graduates all specify point deductions for errors on writing projects. The following defines what an error is, and what it is not.

A writing error is:

- A misspelling of a word, as verified in any dictionary in general use
- A mistake of grammar or punctuation, as verified by any credible grammar and/or punctuation reference book. Commonly consulted references include: The Elements of Style by William Strunk Jr. and E.B. White; Random House Webster’s Grammar Usage and Punctuation by Laurie Rozaki
- An error of capitalization as verified by a dictionary and/or applicable style manual.
- An error of required style as verified by the applicable style book. For example, some forms of public relations writing, such as press releases, require the use of Associated Press (AP) style. This style is defined by The Associated Press Style Book and Briefing on Media Law. Also, for research reports some instructors may brief students on the basics of American Psychological Association (APA) style and require its use.
- Errors of fact: misspellings of names, errors in numbers, errors in addition of columns of numbers, etc.
- Errors of omission: omission of the student’s name from his/her writing assignment, omission of source references, etc.
- Packaging/production errors: misalignment of paragraphs, “bad paragraph breaks,” unintended multiple typefaces, non-sequential page numbering, etc.

A writing error is not necessarily:

- An error of sentence structure when used for creative reasons. Departures from commonly-accepted sentence structures, when employed for creative effect, are not in error. An example is the use of a one- or two-word sentence for creative effect in advertising copy. However, to communicate, writing must always be clear and make a point. Point deductions for awkward or unclear sentence structures will be made on a case-by-case basis.
- Similarly, a misuse of word, if done for creative effect, is not necessarily an error. The instructor reserves the right to judge the appropriateness of misused words.

LECTURE AND LESSON SCHEDULE (Next Page): Note from the Professor: The Professor reserves the right to revise schedule
<table>
<thead>
<tr>
<th>WK</th>
<th>DATE W/O</th>
<th>TOPIC</th>
<th>IN-CLASS ACTIVITY</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
</table>
| Wk 1 | Jan 11-17 (WILL TAKE PLACE AT MAS Jan 4 @12 noon) | INTRODUCTION ADV 6805 FALL 2015 | • Go over the syllabus  
• Go over MAS AP Bootcamp and requirements  
• @MAS on January 4, 2016 at 12 noon | • Review Syllabus  
• Attend Friday AP Bootcamp 4-7pm, report attendance to Jerrod.  
• ACCOUNT PLANNING BOOTCAMP AT MAS:  
  o Topic: Account Planning, an Overview  
  o All Attend Friday 1/8  
  o Week 1: 1/8 Fri-1/9 Sat covered by Briceno Geant, Alejandra Cristina |
| Wk 2 | Jan 18-24 | Week Topic: Understanding the Brand Issue | • Bootcamp @MAS | • Attend Friday AP Bootcamp 4-7pm, report attendance to Jerrod.  
• ACCOUNT PLANNING BOOTCAMP AT MAS:  
  o Topic: Understanding the Brand Issue  
  o All Attend Friday 1/15  
  o Week 2: 1/15 Fri-1/16 Sat covered by De Abreu, Christian Alejandro |
| Wk 3 | Jan 25-31 | Week Topic: Brief Writing and Briefing | • Bootcamp @MAS | • Attend Friday AP Bootcamp 4-7pm, report attendance to Jerrod.  
• ACCOUNT PLANNING BOOTCAMP AT MAS:  
  o Topic: Brief Writing and Briefing  
  o All Attend Friday 1/22  
  o Week 3: 1/22 Fri - 1/23 Sat covered by Fanjul Jr, Marta |
| Wk 4 | Feb 1-7 | Week Topic: Qualitative Research | • Bootcamp @MAS | • Attend Friday AP Bootcamp 4-7pm, report attendance to Jerrod.  
  • Blog #1 due next Wednesday by 11am  
• ACCOUNT PLANNING BOOTCAMP AT MAS:  
  o Topic: Qualitative Research  
  o All Attend Friday 1/29  
  o Week 4: 1/29 Fri - 1/30 Sat covered by Garcia, Claudia |
| Wk 5 | Feb 8-14 | Week Topic: Quantitative Research | • Bootcamp @MAS | • Attend Friday AP Bootcamp 4-7pm, report attendance to Jerrod.  
  • Blog #2 due next Wednesday by 11am  
• ACCOUNT PLANNING BOOTCAMP AT MAS:  
  o Topic: Quantitative Research  
  o All Attend Friday 2/5  
  o Week 5: 2/5 Fri - 2/6 Sat covered by Kawas, Michelle |
| Wk 6 | Feb 15-21 | **Week Topic:** Proof, Measuring Impact and AP Bootcamp Presentations  
|  |  | - Class @FIU  
|  |  | - BRANDREVIVE project discussion and teams assigned  
|  |  | - Brand Book / Style Guide assignment discussed  
|  |  | - Presentation #1: Briceno Geant, Alejandra Cristina  
|  |  | - Attend Friday AP Bootcamp 4-7pm, report attendance to Jerrod.  
|  |  | - Blog #3 due next Wednesday by 11am  
|  |  |  
| ACCOUNT PLANNING BOOTCAMP AT MAS:  
|  |  | - Topic: Proof, Measuring Impact  
|  |  | - All Attend Friday 2/12  
|  |  | - Week 6: 2/12 Fri - 2/13 Sat covered by Ponce, Maria Andreina  
| Wk 7 | Feb 22-28 | **Week Topic:** Pitching New Business and AP Bootcamp Presentations  
|  |  | - Class @FIU  
|  |  | - Presentation #2: De Abreu, Christian Alejandro  
|  |  | - Blog #4 due next Wednesday by 11am  
|  |  |  
| ACCOUNT PLANNING BOOTCAMP AT MAS:  
|  |  | - Topic: Pitching New Business  
|  |  | - All Attend Friday 2/19  
|  |  | - Week 7: 2/19 Fri - 2/20 Sat covered by Rodriguez, Maria Carolina  
| Wk 8 | Feb 29 - Mar 6 | **Week Topic:** Social, Content and Media Planning and AP Bootcamp Presentations  
|  |  | - Class @FIU  
|  |  | - Presentation #3 and #4: Fanjul Jr, Marta Garcia, Claudia  
|  |  | - Blog #5 due next Wednesday by 11am  
|  |  |  
| ACCOUNT PLANNING BOOTCAMP AT MAS:  
|  |  | - Topic: Social, Content and Media Planning  
|  |  | - All Attend Friday 2/26  
|  |  | - Week 8: 2/26 Fri - 2/27 Sat covered by Shepherd, Nevaldo  
| Wk 9 | Mar 7 -13 | **Week Topic:** Landscape is Changing and AP Bootcamp Presentations  
|  |  | - Class @FIU  
|  |  | - Presentation #5 and #6: Kawas, Michelle Ponce, Maria A.  
|  |  | - Blog #6 due next Wednesday by 11am  
|  |  |  
| ACCOUNT PLANNING BOOTCAMP AT MAS:  
|  |  | - Topic: Landscape is Changing  
|  |  | - All Attend Friday 2/26  
|  |  | - Week 9: 3/4 Fri - 3/5 Sat covered by Zegarra, Juan Carlos  
| Wk 10 | Mar 14 -20 | **FIU SPRING BREAK**  
|  |  | **FIU SPRING BREAK**  
|  |  | - Blog #7 due next Wednesday by 11am  
|  |  | - Mid-Term Exam #1 next week (study guide will be provided on all material covered)  
| Wk 11 | Mar 21-25 | **Mid-Term Exam #1**  
|  |  | - Class @FIU  
|  |  | **Mid-Term Exam #1**  
|  |  | - Work on BRANDREVIVE and Brand Book / Style Guide final project  
| Wk 12 | Mar 28 - Apr 3 | **Week Topic AP Bootcamp Presentations**  
|  |  | - Class @FIU  
|  |  | - Presentation #7 and #8: Rodriguez, Maria C Shepherd, Nevaldo  
|  |  | - Work on BRANDREVIVE and Brand Book / Style Guide final project  
|  |  | - Study provided material for next class  
|  |  | - Listen to podcast Episode #18 Imran Khan Google’s creative lead and fill the
| Wk 13 | Apr 4-10 | **Week Topic: Use of Big Data to find the relevant brand story, audience and online conversations**<br>• Class @FIU | • Lecture plus In-class discussion on course material<br>• Discussion Podcast Episode #18 Imran Khan Google’s creative lead | • Work on BRANDREVIVE and Brand Book/Style Guide final project<br>• Study provided material for next class |
| Wk 14 | Apr 11-17 | **Week Topic TBA**<br>• Class @FIU | • Lecture plus In-class discussion on course material | • Work on BRANDREVIVE and Brand Book/Style Guide final project<br>• Study provided material for next class |
| Wk 15 | Apr 18-24 | **Mid-Term Exam #2**<br>• Class @FIU | • **Mid-Term Exam #2**<br>• Lecture plus In-class discussion on course material | • Work on BRANDREVIVE and Brand Book/Style Guide final project due next week<br>• Blog #8 due next Wednesday by 11am |
| Wk 16 | Apr 25 - May 1 | BRANDREVIVE / Brand Book<br>FINAL PRESENTATIONS | • Class presentations | • Last class |
ADV 6805 CREATIVE STRATEGY 2016 ACCOUNT PLANNING BOOTCAMP RESPONSIBILITIES:

- ALL creative masters’ students taking ADV 6805 Creative Strategy with me have to attend the Account Planning Bootcamp taking place at MAS for 9 weeks.
- Below is the schedule for each creative student’s responsibility and NO SUBSTITUTIONS are allowed. Plan on covering the weekend you are assigned.
- You are also enrolled in MMC 5306 SAT 10:00AM-1PM @BBC with Professor Alex de Carvalho, and he is aware you will be excused on your assigned Saturday.
- EVERYONE HAS TO ATTEND THE FRIDAY SESSIONS FROM 4-7pm, NO EXCEPTIONS.
- For the first two weeks, please see Jerrod who will be taking attendance. I am out of the country teaching but will resume in week 3 of the Bootcamp. If your name is not on the list he forwards me, you will be counted absent.
- You will be sent a separate email to meet or have a conference call next week (sometime w/o 1/5) to substitute for first week of FIU class.
- Attendance and your key learnings presentation are part of your grade.

SCHEDULE:

- Week 1: 1/8 Fri-1/9 Sat covered by Briceno Geant, Alejandra Cristina
- Week 2: 1/15 Fri- 1/16 Sat covered by De Abreu, Christian Alejandro
- Week 3: 1/22 Fri - 1/23 Sat covered by Fanjul Jr, Marta
- Week 4: 1/29 Fri - 1/30 Sat covered by Garcia, Claudia
- Week 5: 2/5 Fri - 2/6 Sat covered by Kawas Canales, Michelle Ivonne
- Week 6: 2/12 Fri -2/13 Sat covered by Ponce, Maria Andreina
- Week 7: 2/19 Fri - 2/20 Sat covered by Rodriguez, Maria Carolina
- Week 8: 2/26 Fri -2/27 Sat covered by Shepherd, Nevaldo
- Week 9: 3/4 Fri -3/5 Sat covered by Zegarra, Juan Carlos

WHAT YOU ARE SUPPOSED TO DO ON YOUR ASSIGNED WEEKEND:

- Attend all weekend, Fri-Sat-Sun (unless Sunday is reserved for one on ones between the AP and presenters)
- Make sure you get the speaker’s PPT, PDF and materials presented. The speakers usually have a Dropbox which will require your emails. If in doubt, see Jerrod.
- Take notes and make sure that you present the Account Planning material from the perspective of what will help a creative understand the creative process better.
- Condense the key learnings in one PPT or PDF to present in class. Your key learnings are those presented in the sessions and what is specifically relevant to know for creatives. Make sure to make it relevant to creatives.
- Your scheduled date will be in the syllabus.
- Bring at least one creative exercise and 5 questions to engagement the class in discussion about your weekend’s topic.
- If you have any questions, please ask.
GRADING CRITERIA:

TOTAL POINTS: 50 Points

- 20 Points or 10 points for material presented each day
- 15 Points presenting the relevant material to creatives
- 10 Points for creative activity for engaging class with material
- 5 Points for presentation format
WORDPRESS BLOG: Professor will sign you for access to Wordpress Blog

Participation in the class specific Blog is expected and part of the grade. Blog submissions are due by Wednesday 11am of deadline week.

All submissions must be written correctly and submitted on the dates specified and at the beginning of the session at which they are due. There will be NO exceptions unless discussed in advance with Prof. De Los Reyes. Each class-day an assignment is late will result in a reduction of a letter grade. Accuracy, spelling, grammar, punctuation and composition will all be considered in determining grades. Please consult the section included here titled “What is an Error?”

How to activate your Wordpress Account:

- You will receive an email from SJMC Media Site with the subject “Activate [username]. Open that email.
- Within the email you will find an activation link. Click that activation link.
- This activation link will take you to a new page. This page will give you your username and password. Please keep these usernames and passwords safe, as you will need them to log in for future assignments.
- To log into your account, go to http://sjmc-med.fiu.edu/gsc/wp-admin/ and enter the username and password you’ve been assigned. Click Log In. This will bring you to the WordPress dashboard.

Blog Tips and What to Include:

General Instructions:
- Each Blog post has to include a video or an image relevant to the topic
- Blog posts will be evaluated for publishing
- Blog Post has to be well written, informative but fun and engaging
- Think of something you would like to read

Copy Tips:
- Make sure that you research keywords for effective blog post SEO
- Educate readers about what you’ve learned, and what you’ve tried that worked
- The title has to be catchy and attention grabbing
- Keep in mind you can also write about what NOT to do. In fact, if you use a catchy “what not to do” title, your how-to might get more reads
- Lists are easy reads and get much traffic
  - Examples are Top 10s
  - Titles are super important to get attention. Here are some examples:
    - How to Succeed in _________ While You’re Still Young
    - 9 _________ Tips and Tricks You May Not Know About
    - The Beginner’s Guide to _________
    - 8 Lesser-Known Strategies to Get More Out of __________
<table>
<thead>
<tr>
<th>DUE DATE</th>
<th>BLOG TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/10 – Blog #1</td>
<td>Introduce yourself and write your personal creative manifesto.</td>
</tr>
<tr>
<td>2/17 – Blog #2</td>
<td>If you were going to create a product that did not exist, what would it be and why. Watch Simon Sinek Ted Talks video on YouTube: “How great leaders inspire action” apply the Golden Circle how you communicate this concept: Why, How and What, in that order. Why is it necessary, how will it work and what does it do?</td>
</tr>
<tr>
<td>2/24 – Blog #3</td>
<td>What inspires you, or what makes you crazy (no rants).</td>
</tr>
<tr>
<td>3/2 – Blog #4</td>
<td>Write about one Account Planning concept you learned about and how will you incorporate into your future work.</td>
</tr>
<tr>
<td>3/9 – Blog #5</td>
<td>Write about one Account Planning concept you learned about and how will you incorporate into your future work.</td>
</tr>
<tr>
<td>3/16 – Blog #6</td>
<td>A “How-to” post on anything that has to do with a creative skill: Tips, tricks, cheat sheets, or tutorials on anything you are good at. Help the reader solve a problem and/or save them time.</td>
</tr>
<tr>
<td>3/23 – Blog #7</td>
<td>Share Amazon-type review of your own work. Pick one of your creative pieces that you are particularly proud of; it could be one of your creative submissions to the application to this program.</td>
</tr>
<tr>
<td>4/27 – Blog #8</td>
<td>Discuss your BRANDREVIVE copywriting, art direction, and creative strategy from your creative perspective. Example, If you were the art director, explain your design (use of color, graphic design, images). Talk to your team members so you don’t duplicate the angle being discussed.</td>
</tr>
</tbody>
</table>