

**COMM421 Spring 2019**

# **The International Language of Creativity**



This is a semester-long course taught by Bob Akers, former executive creative director at Leo Burnett and a current instructor for creative advertising at Loyola Chicago. Students will be exposed to an array of creative international advertising in all media and will have the opportunity to visit several ad agencies for spring break in London as well as cultural and historical sites.

The intention of the course is for students to gain an awareness of the differences and similarities in advertising across global cultures. They will gain this from readings, a research project and the week-long trip in London.

## Learning Objectives

Develop deeper sensitivities and understanding of advertising across different cultures, not only in England but the rest of the world.

Develop knowledge of current issues and opportunities practitioners face when involved in developing local and global strategic communication.

Learn to apply real-life experiences when solving communication tasks in another country.

## Prerequisite

Graduate and upper-level undergraduate student standings.

## Required Reading

FCB INFERNO



SAATCHI & SAATCHI



PUBLICIS GROUPE

## Guest Speakers

In addition to agency visits, we will have guest speakers via Skype. They will include Sarah Kaminsky, Account Director, Leo Burnett Chicago, Mick McCabe, Global Strategist for Publicis, Michael Conrad, President of the Berlin Creative Management School and former Chief Creative Officer for Leo Burnett, Worldwide. These speakers will be presenting via Skype from Chicago, New York and Tenerife, Canary Islands. Therefore, class time on those days will be adjusted to fit the schedule and time zone of the speaker. In most cases, that will be in the afternoon rather than the morning. Students will be advised the day before of the specific time and place for the Skype call.

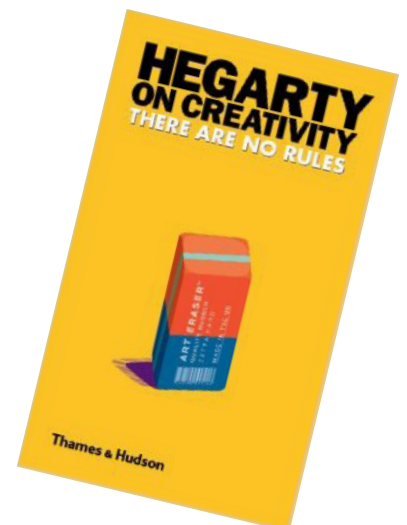


## Course Projects

There will not be daily homework but there will be two projects due at the end of the two weeks which should be submitted on Sakai before the deadline posted.

One will be a report on the book I've asked you to buy and read, "Hagerty on Creativity." It should be 5 pages, double spaced, on your assessment of his points of view, what ideas or points that he makes that particularly enlightened you and why and how you think his vision of creativity would affect advertising if applied more generally.

The second part of your project will be a 5-page, double-spaced paper on your observations from our class presentations, our Skype calls and our agency visits. This should not just be a



regurgitation of all that we did and saw. Rather, it should be your viewpoint of the difference between US creative advertising and that intended for other countries. How is it different? How is it similar? What are your observations from the course on how creative can be tailored to span cultures and countries? What have you learned through taking this course that could apply to considerations for future creative for a global market?

## **Grading**

Your grades will be comprised of attendance/participation, which will account for 40% of your grade and the two final projects which will account for the remaining 60%. The report on the book, Hagerty on Creativity will count for 20% and the other report on the overall course will account for 40%.

Grading will be as follows:

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

## **Attendance & Participation**

For the days that we'll meet in the classroom, unless notified otherwise, plan on starting at 9 am. Any of you who have been my students know that I value promptness. So please don't be late. I won't wait for you. And since class participation will be a very large part of your grade for this course, you don't want to miss time and opportunity to participate.

It is equally important that you arrive at agencies that we'll be visiting on time. Likely, we'll be traveling to those destinations as a group but for any reason someone isn't, please be respectful to those who are being kind enough to accommodate us by being on time. You will likely not be familiar with the Tube schedule and stations. I'll provide you each day with a map for each agency destination. It's incumbent upon you to allow plenty of time getting to the agency from wherever you are. Lateness will count against your grade for attendance, so please be on time.

My plan is to meet in our classroom each morning from 9 to 12. We can then all take a bit of time to go back to our rooms, check email, whatever is necessary, break for lunch and then tour sites in the city for the remainder of the day.

For the days we'll be visiting agencies or have Skype calls in the afternoon, we will not meet in the classroom in the morning. Rather, we'll use the morning to tour sites in London and then either go to an agency or go back to the University of London for our Skype call.