

SCHC 472C(spring 2012)
The Super Bowl of Advertising

Professor Bonnie Drewniany (pronounced “Drew-knee-annie”)
Office: Coliseum, room 3013 Phone: 777-6093 e-mail: drewniany@sc.edu
Office hours: Tuesday and Wednesday 10:00-12:00

Course overview:

The Super Bowl is the most watched, most anticipated, most expensive and most influential arena for advertising. Now you can be a part of this phenomenon. This course explores how Super Bowl commercials reflect our society. Topics include the way different groups are portrayed, the strategy behind the commercials and how creative tactics have evolved over time.

What makes this course so super?

You’ll participate in Cockey’s Super Ad Poll on Super Bowl Sunday and select the commercial that is the most persuasive, most likable and has the strongest brand message. You’ll meet the advertising team that created the commercial we deem to be the best. The ad team will be invited to come to campus to receive the Cockey Award for Best Super Bowl Commercial and share stories of how the commercial evolved from the idea stage to the finished ad.

What you’ll learn:

1. We’ll analyze Super Bowl commercials from more than two decades and you’ll discover that the ads are a time capsule of American society. You’ll learn that the ads capture the spirit of the nation when we are at peace and at war. They mirror the economic climate during bull and bear markets. They showcase society’s evolving sense of humor. They reflect changes in the way minorities, men and women are portrayed. They chronicle new product introductions and new advertising campaigns. They reflect what’s in and what’s not.
2. You’ll learn the basics of creating a commercial. You’ll work in a small team to create your own spot. Who knows? You might have what it takes to win a Cockey Award one day.
3. You’ll strengthen your critical thinking skills as we look at the good, the bad and the downright ugly side of advertising. You’ll discover that some Super Bowl commercials are a colossal waste of money because they entertain but don’t sell. Some are downright ugly because they perpetuate stereotypes and sell dangerous products.
4. You’ll strengthen your writing, research and presentation skills. You’ll work in a small team to do a content analysis of the portrayal of different groups in commercials. You’ll present your findings to the class.

To be successful in this class you will:

1. Think critically and creatively; evaluate your own work and the work of others.
2. Understand the diversity of groups.
3. Understand the ethical concepts, legal implications, considerations and practices that guide advertising.
4. Demonstrate the ability to conduct research, gather information, write clearly and correctly and present your findings at a professional level.
5. Apply basic numerical and statistical concepts and methods.
6. Demonstrate the ability to apply tools and technologies to produce a commercial.

The assignments:

Homework. Five brief papers. Your grade will be based on your ability to think critically, apply what you've learned, write clearly and back up your ideas with research. Each paper should be 2-4 typed, double-spaced pages. You will be asked to present your findings to the class.

Research paper/ presentation: Teams of 3 will analyze the way different groups have been portrayed in Super Bowl commercials over time.

Create a commercial: Teams of 3 will try their hand at creating a commercial.

Grading:

- 50 points: Five brief papers (10 points each).
- 25 points: Research paper and presentation (done in teams of 3 students)
- 25 points: Student-generated commercial (done in teams of 3 students)

Final grades:

A 92-100 points	B+ 87-91 points	B 82-86 points	C+ 77-81 points
C 72-76 points	D 62-71 points	F 61 points and lower	

Required:

iClicker (will be used on Super Bowl Sunday)

Readings:

http://superbowl-ads.com/article_archive/

AAF SmartBrief (free subscription): Daily e-mail includes links to advertising articles

Articles posted on Blackboard.

The Super Bowl of Advertising by Bernice Kanner, Bloomberg Press, 2004.
(This great book is out of print, but you may get used copies from Amazon.com)

Class policies:

You **MUST** attend the session on Super Bowl Sunday. You will be given comp time (two class sessions) in exchange for participating in Cocky's Super Ad Poll. Your grade will be lowered by two letter grades (20 points) if you miss this required session.

More than three unexcused classroom absences will lower your grade one letter grade (10 points).

No texting, tweeting, emailing, checking Facebook, surfing the web, etc. during class time.

Week 1

Jan. 10: Introduction to the Super Bowl of Advertising.

Jan. 12: Apple's 1984, the commercial that started it all.

Week 2

Jan. 17: Ad game highlights of Cocky's Super Ad Polls 2004-2011 (part 1).

Jan. 19: Ad game highlights of Cocky's Super Ad Polls 2004-2011 (part 2).

Week 3

Jan. 24: Discuss first team project. Assign teams.

Jan. 26: The Advertising Refs: USA Today v. Advertising Age.

Week 4

Jan. 31: Instant Replay: Historic moments reflected in commercials.
Homework #1 due: Pregame media buzz about Super Bowl XLVI.

Feb. 2: Pre-game warm-up for Super Bowl XLVI. Possible interviews with the local media.

Special REQUIRED session:

Sunday, Feb. 5: Super Bowl XLVI and Cocky's Super Ad Poll IX. (DETAILS TBA)

Week 5

Feb. 7: Recap of Super Bowl XLVI.
Homework #2 due: Review of ad polls/ reviews.

Feb. 9: Celebrities: Super stars to the brunt of the joke.

Week 6

Feb. 14: Brand mascots: Budweiser's menagerie and other animal tales.
Homework #3 due: Celebrities of 2012.

Feb. 16: Ads that fumbled the ball (and the client's money).

Week 7

Feb. 21: Scene it before: How pop culture inspires creative ideas (Part 1).
Homework #4 due: Super Fumbles of 2012.

Feb. 23: Scene it before: How pop culture inspires creative ideas (Part 2).

Week 8

Feb. 28: Pepsi v. Coca-Cola.
Homework #5 due: Pop culture influences in 2012.

March 1: Day off in exchange for participation in Cocky's Super Ad Poll IX.

March 5-9: Spring Break**Week 9**

March 13: Guest speaker: Scott Harris, WIS-TV media sales representative.

March 15: Young v. Old: *Student teams present findings.*

Week 10

March 20: Portrayal of minorities: *Student teams present findings.*

March 22: Battle of the sexes: *Student teams present findings.*

Week 11

March 27: TV 101: Creating TV commercials

March 31: Commercial production (crash course from Vis Com professor)

Week 12

April 3: Guest speaker: Tracy Bender, President of the Souper Bowl of Caring.

April 5: Day off in exchange for participation in Cocky's Super Ad Poll IX

Week 13

April 10: TBA

April 12: Work on commercials.

Week 14

April 17: Presentation of Cocky Award (note: date is likely to change)

April 19: Presentation of student-generated commercials. Optional date: you may choose the day of finals. (USC Awards Day)

Week of finals

April 25 @ 9 AM: Presentation of student-generated commercials. Optional date: you may choose the last day of class.