Course Syllabus
MKTG 7233.001: Creative Marketing Communications
Spring Semester 2021
3.0 Credit Hours

[Last updated 12/8/2020]

Instructor: Gregory W. Boller; Ph.D.
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PLEASE READ THIS FIRST!! IMPORTANT COVID-RELATED INFORMATION!

Office Hours: By Appointment

Course Description:

Advanced study of creative writing forms and acting techniques for the practice of marketing communications. Focus on creating emotionally evocative, approachable, and empathetic communication. Integration with creative brand strategy. Applications for brand stories, client pitches, content marketing, social media and digital marketing, event marketing, and advertising creative.

Pre-Requisites/Co-Requisites:
None.

Required Texts (and Related Materials):


Highly Recommended Texts (but not required):


Course Objectives:

- To develop more sophisticated empathy and interpersonal communication skills.
- To learn how to be emotionally available and fully present in our interactions with others.
- To sharpen and improve our creative writing skills for use in professional marketing contexts.
- To utilize acting techniques to awaken and empower our professional marketing presentations.
- To celebrate the fun and excitement of creative expression.

Course Methodology:


Professor’s Expectations:

This is an experiential discovery course – we learn through writing, performance, discussion and reflective sharing. So, my expectations are pretty simple – that we enthusiastically and passionately write and perform, discuss, and reflectively share with one another. And, that we always do so in a trusting, supportive, nurturing environment.
Student's Expectations:
In my role as your instructor, there are certain things you can expect from me including: a deeply thought-out, passionately inventive, and fully committed learning experience; same day responses to emails, texts or other inquiries; feedback on all work submitted within 5 - 7 calendar days.

Grading and Evaluation Criteria:
In this course, you will be evaluated on three basic dimensions: 1) your willingness to explore, play and discover new insights about marketing language through creative writing and creative performance, 2) your ability to craft new personal insights from your learning thru reflective assessment, and 3) your understanding of being emotionally available and fully present thru an individual performance of a marketing presentation. More detail and information will be provided about these dimensions and activities on the opening day of class. Here are the point break downs:

<table>
<thead>
<tr>
<th>In-class and out-of-class writing, table-work and performance</th>
<th>35%</th>
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<tbody>
<tr>
<td>Course introspection/reflections paper</td>
<td>35%</td>
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<tr>
<td>Final presentation</td>
<td>30%</td>
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Final Course Grades:
Final course grades are earned according to the following table. Note, in order to receive Honors credit for this course, you must earn a grade of B or higher.

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
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<tbody>
<tr>
<td>90-100 Points</td>
<td>A</td>
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<tr>
<td>80-89 Points</td>
<td>B</td>
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<tr>
<td>70-79 Points</td>
<td>C</td>
</tr>
<tr>
<td>65-69 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 65 Points</td>
<td>F</td>
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</tbody>
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Course Topics:
Creative confidence
Empathy
The art of being present
Language and emotional engagement
Marketing poetics
Brand stories
Marketing creative non-fiction
Acting, authenticity and consumer truth
Reflective learning
Course Sequence:

Feb. 1    Story imagery. Story-telling with photos. Iconography. Marketing imagery applications.
Feb. 8    Poetics. Poetic forms. Releasing the imagination.
Feb. 15   Improvisation. Creativity with a partner.
Feb. 22   Improvisational poetry. Imaginative stretching.
Mar. 8    University wellness break. No class.
Mar. 15   The human need for stories. Narrative fundamentals.
Mar. 29   Marketing creative non-fiction. Emotional connection thru authenticity.
Apr. 12   Acting in-the-moment. Your scene partner is your life.
Apr. 19   Blowing the audience away. “Selling” the story.
Apr. 26   Life as a creative. Living in that ‘tiny fragile space.’

Attendance:

This is, in part, a performance-based class, so attendance is pretty much vital! But life happens, and sometimes you might miss a class. Please let me know via text or email if you’re going to miss class.

Email:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

Academic Integrity:

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College’s Website on Academic Integrity.
Late Assignments:
Submitting your work and assignments on-time is my expectation. But if you need additional time, please contact me before the deadline to make that request.

Inclement Weather:
On occasion, the University has to cancel classes due to inclement weather (severe storms or icing). On these occasions, I will contact the class via email and elearn with any course changes necessitated by the cancellations.

Student Services:
Please access the FCBE Student Services page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance
Gregory W. Boller (bio)

Greg is an Associate Professor of Marketing, and Interim Chairman of the Department of Marketing and Supply Chain Management. Greg holds BS, MS and PhD degrees in Marketing from Penn State University. In addition to marketing, his training includes psycholinguistics, rhetoric, and poetics. Greg has been at the University of Memphis since 1988, and teaches creative marketing communications, innovation, brand strategy, ethics, and negotiation.


Greg regularly conducts creativity, leadership, negotiation and communications training seminars for companies (e.g., International Paper, Baptist Memorial Hospital, FedEx, Hilton Worldwide, ALSAC/St. Jude, The Village, The City of Memphis, The City of Collierville, Southern Sun Asset Management, AutoZone, and Williams Sonoma) as well as executive development programs. He has served as an advertising consultant to the US Navy. Greg served as political research consultant to ABC News, the Foundation for National Progress, and the National Institute on Media and the Family. He also served as a lobbying strategy consultant for the National Hardwood Lumber Association and Family Business First.

In addition to his academic and consulting responsibilities, Greg is an enthusiastic member of the Memphis theatre community. Greg has served as a member of the Theatre Memphis Board of Directors, and two terms as a member of the Germantown Community Theatre Board of Directors (was Board President during the 2004 – 2005 season). Currently, Greg is serving as a member of the Theatre Memphis Season Selection Committee and a Board Member with New Moon Theatre. Greg is a Teaching Artist at Playhouse on the Square where he teaches beginning and advanced adult acting. As an actor, Greg’s favorite roles include O’Brien in 1984, Stan in Sweat and C. P. Ellis in Best of Enemies (Circuit Playhouse), Kier in All Saints in the Old Colony (POTS at the Works), Claudius in Hamlet, Titus in Titus Andronicus, and Kent in King Lear (Theatre Works), Sec. McNamara and Sen. Easton in All the Way (Playhouse on the Square), Richard in Richard III and Stanley in A Streetcar Named Desire (Theatre Memphis), and Joe Keller in All My Sons (Germantown Community Theatre). Greg just finished filming a blues project with Piano Man Pictures, and is now prepping the role of Leonato in Much Ado About Nothing (opening July 2021 at Theatre Memphis).

Greg is an impassioned poet, an avid (and eternally injured) tennis player, a struggling musician (he plays the guitar, didgeridoo and the djembe), and a wanderlust-driven cook. Greg is married, and has two daughters.