Advertising Blackboard Assignments

1. As soon as you know what your product is, post it in the “Advertising Assignment” forum with a quick explanation of what approach you’re using and what your theme is.

1. Respond to as many of your classmates’ ideas as you have time for.
2. As soon as you have a first draft, post it in the same forum. You can post as many drafts as you like.
3. Respond to as many of your classmates’ drafts as you have time for.
4. As soon as you have a final draft, post it in the same forum.
5. Respond to as many of your classmates’ final drafts as you have time for, but make it quick because I will close the grading a day or two after the deadline for final drafts.
6. Remember to submit your final draft for a grade to your professor by email. That’s the one that will be graded for your final assignment grade.

Three responses are required for this assignment. More responses will improve your online participation score, although quality is more important than quantity. Make your responses substantive, insightful, and helpful.