

Fall 2019/ Spring 2020 Comm. 4361

National Student Advertising Competition (NSAC) Team Enrollment Form

Prospective Team Members:

The Valenti School of Communication is one of the top ranked advertising teams in the country. In the past 10 years, we have collected 2 gold, 3 silver and 2 bronze medals. We currently rank in the top 30 of 160 schools in the US. Being a part of the UH NSAC family can really propel your career.

This year we have unfinished business. That is to not only win District 10 but to win Nationals. Your opportunity to be selected for this team begins with filling out this enrollment form. The class will be capped at 20 students. We are looking for a variety of talented people who want to win. Advertising, Integrated Communication, Public Relations majors are all encouraged to apply. We are also looking for Graphic Design and Marketing students to be a part of our team. Our client this year is ADOBE. I can't think of a better client to take on. It will demand strategic and creative thinking. We can do it!

To be eligible to enroll in this class, advertising majors must have completed Comm. 3360 Principles of Advertising. Ideally, you should have completed Comm. 3361 Advertising Copywriting and Comm. 4360 Advertising Media Planning. Students that have completed or are enrolled in Comm. 4366 Advertising Account Planning will have an advantage since this class prepares you for developing creative strategy at a competitive level.

We have openings for students who are not advertising majors. If you are an extraordinary speaker, a talented art director or graphic designer, a marketing whiz or a public relations and social media pro, you will be welcomed. That means that IC majors and Public Relations majors plus any graphics and/or marketing majors are encouraged to apply. This paragraph is repeated on purpose. Having a diverse team is key to winning.

To be in this class, you must become a member of the student chapter of the American Advertising Federation or AAF. The AAF rules state that you must be a member of AAF to be a part of the team. You must be willing to work weekends and over the holiday break. And you must also commit to be available to work the week of spring break. This is traditionally the week prior to delivering our plans book to the competition committee judges.

The Comm. 4361 national campaigns class and NSAC team is an experience of a lifetime. It is a real stepping stone to a career in advertising. Last year there were corporate recruiters at the event offering students jobs on sight. So, this is not only a capstone course but an introduction into the competitive world of new business campaign planning and presentation.

HOW TO APPLY

We encourage you to apply for this class. If you are interested, please fill out the form and return it to Professor Kelley either in his faculty mail box, or slide it under his door in room 140 or by email to lkelly2@Central.uh.edu by November 1, 2019.

Fall 2019/Spring 2020

Comm. 4361 NSAC Enrollment Form

Name: _____

Graduation Date: _____

Major: _____

GPA: _____

Email: _____

Phone: _____

Please check the classes that you have completed or are currently enrolled in:

_____ Comm 3360 Principles of Advertising _____ Grade

_____ Comm 3361 Advertising Copywriting _____ Grade

_____ Comm 4360 Advertising Media Planning _____ Grade

_____ Comm 4366 Advertising Account Planning _____ Grade

_____ Comm 4369 Advertising Portfolio _____ Grade

Please check the following:

_____ I am currently a member of AAF.

_____ I plan on being a member of AAF for the spring semester.

_____ I commit to work over spring break.(You must work over spring break)

Please tell us what you would like to do and why you would be good at it. You may select more than one.

_____ Research and Planning: _____

_____ Media Planning: _____

_____ Copywriting: _____

_____ Art Direction: _____

_____ Digital Design: _____

_____ Presentation: _____

_____ Account Management: _____

_____ Traffic Coordination: _____

_____ Marketing Analysis: _____

_____ Promotions and/PR/Social: _____

Please indicate which design software you are proficient in if you plan on being on the creative/design team. (Indesign, Illustrator, Photoshop, Flash, Final Cut Pro, any form of web development)

Please tell us why you should be considered for the team.

Thank you for your interest. We look forward to seeing you next semester.