



The UNIVERSITY of OKLAHOMA.
Gaylord College of Journalism and Mass Communication

September 20, 2021

To Whom it May Concern,

At the University of Oklahoma Gaylord College, we pride ourselves on offering our advertising majors a balance of theoretical understanding and practical application. This approach to experiential learning has led to our ranking as a Top 10 advertising program according to Best of Colleges.

One of the other reasons our program is so successful is the hiring of Professors of Practice like Dave Tutin. We were fortunate that he shared his time and talent with our students by adjunct instructing a 4000-level class in Advanced Copywriting. This course examined the role, talents and required knowledge of advertising writers and why they stand the best chance of becoming the creative directors of the future.

In addition, the course explored writing with a purpose, storytelling, branding, tone-of-voice, strategic thinking, and more. The class covered the need for advertising writers to think visually as well as verbally; and practiced the craft of writing for TV/video, writing for print, and writing for the digital age. Lastly, the class analyzed the broader environment of being a copywriter, including how to evaluate a creative brief, how to sell-in what's been written, and the business issues that copywriters must understand and live by.

Dave Tutin instructed this course for several semesters, and it was one of the most popular upper-level elective advertising courses offered at Gaylord College. This was due to his teaching methodology, pedagogy, and the connections he made with students by sharing his storied career in advertising.

It is unfortunate that he is no longer able to instruct for us, but I assure you, any program that brings him on board will benefit tremendously.

Should you have any questions, I can be reached at 917.548.6795.

Best,

Debbie Yount
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Paul D. Massad Chair, Strategic Planning
University of Oklahoma Gaylord College

