MCM 308
ADVERTISING CASES & CAMPAIGNS
Fall 2019
Online

Instructor: Catherine Huh
Email: huhcu@sfasu.edu
Office: BO 205
Office Hours: Mon & Wed, 11-12:50 PM
Tue, 1-2 PM
ZOOM office hours available upon request
Class Location: Online

Credit Hour Justification

MCM 308 “Advertising Cases & Campaigns” (3 credits) is taught online for 16 weeks. Students are expected to read chapters from the textbook, assigned readings from academic sources, as well as industry trade publications. Assignments consist of five discussion posts, two case studies, and five creative brief strategy writing assignments. Additionally, students complete an in-depth content analysis of advertising campaigns that consists of developing a codebook, gathering data, and analyzing data. These activities average at a minimum 8-10 hours of work each week to prepare outside of classroom hours.

Course Description:

Study of advertising campaigns for TV, digital and other media. Students will apply the principles of advertising to create ads and campaigns.

Program Learning Outcomes:

Program Learning Objectives (PLOs)
1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize and analyze discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.

Strategic Communication Concentration PLOS:
1. Demonstrate the ability to construct and create an advertising and public relations campaign effectively in written form utilizing multimedia platforms.
2. Analyze and apply data relevant to advertising or public relations.
3. Demonstrate the application of media technology and terminology to develop advertising or public relations campaigns.
4. Understand effective visual language and how to apply it to build creative advertising or public relations messages.

**Student Learning Outcomes:**

1. Demonstrate strong creativity, advertising ability and journalistic writing in creating advertising. Analyze the elements that make an ad unique.
2. Research an advertiser using libraries, archives, documents, databases and electronic sources.
3. Assess advertising campaign effectiveness using at least two media formats in both written and visual form.
4. Demonstrate the ability to work within professional standards and deadline.

**Text and Materials:**


*Textbook option for ISBN: 9781118971062, 111897106X.*

Print version of this textbook is ISBN: 9781118971055, 1118971051.

Each part will feature embedded AdTalks that require video access.

**Course Requirements:**

Students will study print, radio, TV, direct marketing, website and digital ads with an emphasis on creativity.

**Course Calendar:**

See calendar for all assignments in GETTING STARTED section.

**Grading Policy:**

Students will receive grades and feedback for each assignment.

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>9 Discussions</td>
<td>(25X9)</td>
</tr>
<tr>
<td>2 Assignments</td>
<td>(100X2)</td>
</tr>
<tr>
<td>2 Quizzes</td>
<td>(100X2)</td>
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<tr>
<td>1 Final Assignment</td>
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<td>Total</td>
<td></td>
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</table>
Course grades will be awarded on an A through F scale.

<table>
<thead>
<tr>
<th>Percent</th>
<th>Letter</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>90-100</td>
<td>A</td>
<td>725-825</td>
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<tr>
<td>80-89</td>
<td>B</td>
<td>625-724</td>
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<tr>
<td>70-79</td>
<td>C</td>
<td>525-624</td>
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<tr>
<td>60-69</td>
<td>D</td>
<td>425-524</td>
</tr>
<tr>
<td>Below 60</td>
<td>F</td>
<td>0-424</td>
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**Attendance Policy:**

Check D2L Daily.

**Late work:**

Missing an assignment will result in grade of zero for that assignment. Excuses are considered only when conditions are clearly beyond the student’s control and must be documented. A copy of the excuse will be kept in the files.

Late work is not accepted except for approved university activity, personal or family illness or other documented emergency.

**Academic Integrity (A-9.1)**

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:

- Using, or Attempting To Use Unauthorized Materials To Aid In Achieving A Better Grade On A Component Of A Class;
- Falsification Or Invention Of Any Information, Including Citations, On An Assignment; And/Or,
- Helping Or Attempting To Help Another In An Act Of Cheating Or Plagiarism. Plagiarism Is Presenting The Words Or Ideas Of Another Person As If They Were Your Own. Examples Of Plagiarism Include, But Are Not Limited To:
- Submitting An Assignment As If It Were One's Own Work When, In Fact, It Is At Least Partly The Work Of Another;
- Submitting A Work That Has Been Purchased Or Otherwise Obtained From The
Incorporating The Words Or Ideas Of An Author Into One's Paper Or Presentation Without Giving The Author Due Credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

It is your responsibility to be aware of academic dishonesty—ignorance is not a defense. When in doubt, consult

Semester Grades Policy (A-54)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Students with Disabilities

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Acceptable Student Behavior

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

http://www.sfasu.edu/policies/academic_integrity.asp