MCOM 5350: Seminar in Advertising (Fall 2020)

Instructor: Catherin Huh
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Phone: 936-468-1265
Office: BO 302
Office Hours: ZOOM office hours only (ID: 742 594 5499)
        Mon, Wed 12-2 PM; Tue, Thurs 11:30-12:30 PM & By appointment
Class Location: ONLINE
Class Times: ONLINE

Course Description:

Explores problems and cases of planning, strategy and tactics, including the creation and execution of advertising campaigns used by practitioners. May be repeated if the topic is different.

Program Learning Outcomes:

1. Students completing the M.A. in Mass Communication will demonstrate a comprehension of theories central to the mass communication discipline.
2. Students completing the M.A. in Mass Communication will understand, design, and conduct research in mass communication.
3. Students completing the M.A. in Mass Communication will demonstrate knowledge of the legal and ethical principles that guide media decisions.
4. Students completing the M.A. in Mass Communication will demonstrate knowledge of the historical context and societal implications of the media industry.
5. Students completing the M.A. in Mass Communication will demonstrate a comprehension of evolving trends in the media industry and learn to think critically about the media’s role in a global market.

Student Course Learning Outcomes:

1. Be able to design and carry out a research project analyzing an influence of media on the culture (PLO 2 partial)
2. Demonstrate an understanding of how media has affected and does affect/interact with culture(s) and society (PLO 5)
3. Understand the historical role of and societal implications of the media within American or global cultures (PLO 4)

Required Texts:


I provide chapters from a host of books, as well as articles from academic journals.
Assignments:

Discussions (40%)
- 4 posts; 4 responses, 10% each

Reflection Papers (40%)
- 4 papers, 10% each

In-depth Analysis (20%)

Grades:

ASSIGNMENTS ACCEPTED AFTER THE DUE DATE are at the sole discretion of the professor. Extra credit assignments may be given at the instructor’s discretion, and may be limited to those in attendance on day assignment is given.

Your final grade will be determined by summing your points from the assignments below. The point values correspond to letter grades that will be determined at the end of the semester, and will follow this breakdown: 90% (225) and above = A, 80-89.9% (200-224.9) = B, 70-79.9% (175-199.9) = C, 60-69.9% (150-174.9) = D, and below 60% (0-149.9) = F.

Grading Breakdown:       Your Points:
1. Class Discussion     100 pts   ___________
2. Reflection Papers    100 pts    ___________
3. In-depth Analysis      50 pts   ___________
Total:      250 pts   ___________

Academic Integrity (4.1):

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 Internet Or Another Source; And,
- 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

**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.
**Attendance Policy:**

Check D2L daily.

*Late work:* Late work is not accepted except for approved university activity, documented personal or family emergency (see [http://www.sfasu.edu/policies/class-attendance-and-excused-absence-6.7.pdf](http://www.sfasu.edu/policies/class-attendance-and-excused-absence-6.7.pdf)).

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  - Submitting An Assignment As If It Were One's Own Work When, In Fact, It Is At Least Partly The Work Of Another;
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