MCOM 2327: Advertising Principles

Instructor:  Dr. Linda Thorsen Bond (first part of semester)
            Dr. Janice Cho (second part of semester)

Email:      thorsenbond@gmail.com
            Janice.cho@sfasu.edu

Cho Office: BO 206
Office Hours: T-TR 10-12 online only

Location:   Online
Times:      T-TR noon-1

Materials: There is one textbook for the course. The syllabus, assignment instructions, and all other relevant information will be posted on the online site for this course. Please check the d2l site regularly for updates.

Required Textbook:

Course Description:
This course is designed to provide students with a basic understanding of (1) the advertising industry and associated professional specialties, (2) the various components of advertising campaigns, (3) the role of advertising in the marketing process, and (4) the ethics and regulation of advertising campaigns. For the student who is taking this course as a single exposure to the study of advertising, it will provide a broad overview of the field from both a professional and social standpoint. For the student interested in pursuing a career in advertising, this course will serve as a foundation for higher-level advertising courses.

Course Objectives:
Upon successful completion of this course, students will be able to:

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<th>Expected Learning Outcomes</th>
<th>Methods of Assessment</th>
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<td>CONNECT advertising history with the current media structure and assess issues of diversity and social responsibility.</td>
<td>In-class assignments, quiz questions, and Exams.</td>
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<tr>
<td>COMPARE integrated media concepts and identify the basic components of advertising campaigns.</td>
<td>In-class assignments, quiz questions, and Exams.</td>
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CRITIQUE advertising messages and understand strategic development as well as the various tools and technology employed in producing advertising messages.

In-class assignments, Audience Analysis Case Study

COLLABORATE in a group setting and engage in creative problem-solving.

In-class assignments.

24/7 Rule re Dr. Janice Cho:
Any student concerned with their overall class or assignment grades are encouraged to speak with the instructor. If a grade concern arises, the student must wait 24 hours after the posting of the grade before discussing it with the instructor. This means I will discuss the grade only; and such discussion does not warrant a change in grade. All discussions regarding grades are to be conducted in person, in my office. I do not discuss student’s grades during class time or over email.

After the initial 24 hours, students will have one week to meet with the instructor to discuss the grade. If the student does not meet with the instructor within a week, then the instructor considers the matter closed.
In short, your grade is your responsibility. Please come speak with me if you have any concerns with your grade(s). However, do so in a respectful and timely manner.

Late Assignments:
I WILL NOT ACCEPT ANY LATE ASSIGNMENTS unless discussed with me prior to the due date. If you cannot attend class when an assignment is due, you must find a way to get it to me in advance or talk with me beforehand to make other arrangements. Late work is not accepted except for approved university activity, personal or family illness or other documented emergency. (see http://www.sfasu.edu/policies/class-attendance-6.7.pdf).

Written Work:
Any written work should reflect your professionalism. Written assignments must be typed and proofread for errors. Your writing will be evaluated based on content, clarity, grammar, spelling, punctuation, syntax, and by how well written assignments meet specified assignment guidelines. Spelling mistakes, grammatical errors, and ineffective presentation techniques will result in grade deductions for both individual and group assignments. All written assignments in this course will require you to use Times New Roman font, 12-pt. type, 1-inch margins, and be stapled together (if necessary), failure to do so will result in a grade reduction for that assignment.
Attendance/class participation policy:
You are expected to attend and actively participate in every module. Each module will reset on Monday and end on Sunday 11:59 PM. No late assignments will be accepted. It is your responsibility to read the weekly announcements and keep up with assignments/quizzes/exams that are due by the end of the week.

Test Days:
Quizzes and exams will be online.

Grading:
Postings to discussion board(s) and replying to peer posts will count towards classroom participation. You are expected to do one posting per discussion board and reply to at least 3 peer posts per discussion board. You will not be allowed to make up any of these after the module closes. We will have 4 weekly reading quizzes, which will be straight out from the chapter readings. Each reading quiz will consist of 25 multiple-choice questions.

Discussions 25x6 = 150
Quizzes 30x 5= 150
Midterm = 200
Final = 300
Total = 800

You will receive 5 extra credit added to the total points upon presenting the receipt, etc. for subscribing for Adage.com and/or Adweek.com

Audience analysis study assignment will be given to help you understand the target market segmentation. Information about the assignment details will be covered during the first week of the semester.

One midterm exam will be given to test your knowledge of the skills and strategies learned in class, the assigned readings, and other course materials. Information about the exam format and topics covered will be discussed in class prior to the scheduled exam. The exam will be comprehensive.

One final exam will be given to test your knowledge of the skills and strategies learned in class, the assigned readings, and other course materials. Information about the exam format and topics covered will be discussed in class prior to the scheduled exam. The exam will be comprehensive. Lastly, at the end of the semester you will turn in 2 fun ad assignments. The specifics of the fun ad can be found in D2L. You will select a “fun ad” of yours and write a ½ page write up (Times New Roman, size 12, 1-inch margins, single spaced). You will need to include the link (if it is a TVC or a Textbook ad) or a .jpeg format (for OOH or print ads).

Final Grades:
Grade Points Needed
A 720-800 (90%)
B 640-721 (80%)
C 560-639 (70%)
D 480-559 (60%)
F 0-479 (below 59%)
*Note: I will not consider any “bump” or “rounding” in grades.

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 The Instructor.

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.

**Boynton Lab Schedule:**
The Boynton LAB will be available for weekly use. The LAB schedule will be TBA. Lab Facility, Computers and Printers: Food and/or drinks are not allowed in the LAB due to the nature of the equipment. Please help us with this policy by being responsible for yourself first. Printing that is unrelated to your registered class (which uses Boynton 202 or 209 LAB) may revoke ALL printing privileges. Printing to the Color Printer requires approval and must be for specific class assignments. LAB assistants are available for general assistance. If you experience a problem with computer equipment, please note the problem in detail, computer used and report this information to the LAB assistant.

**Tentative Day-by-Day Schedule:**
**Note:** Any syllabus changes will be announced in class, posted to d2l, and emailed to students. All dates are subject to change.

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<tr>
<th>Week 1: Aug 24 &amp; 26</th>
<th>Introduction, syllabus, syllabus quiz, Discussion 1</th>
<th>Chapter 1 Textbook, Discussion “Introduce Yourself”</th>
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<tr>
<td>Week 2: Aug 31 &amp; Sept 2</td>
<td>Environment of Advertising</td>
<td>Chapter 2 Textbook, Discussion “Define Politically Correct”</td>
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<td>Week 3: Sept 7 &amp; 9</td>
<td>Business of Advertising</td>
<td>Chapter 3 Textbook, quiz 1: chapters 1, 2, 3</td>
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<td>Week 4: Sept 14 &amp; 16</td>
<td>Targeting and the Marketing Mix</td>
<td>Chapter 4 Textbook</td>
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<td>Week 5: Sept 21 &amp; 23</td>
<td>Communication and consumer behavior</td>
<td>Chapter 5 Textbook, quiz 2: chapters 4 &amp; 5</td>
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<td>Week 6: Sept 28 &amp; 30</td>
<td>Accounting Planning and Research</td>
<td>Chapter 6 Textbook, discussion: “We Know What You Did”</td>
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<td>Week 7: Oct 5 &amp; 7</td>
<td>Marketing, Advertising and IMC Planning</td>
<td>Chapter 7 Textbook, quiz 3: chapters 6 &amp; 7</td>
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<td>Week 8: Oct 12 &amp; 14</td>
<td>Creative ads: Strategy &amp; Process</td>
<td>Chapter 8 Textbook, MIDTERM exam</td>
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<td>Week 10: Oct 26 &amp; 28</td>
<td>Print Advertising</td>
<td>Chapter 10 Textbook</td>
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<td>Week 11: Nov 2 &amp; 4</td>
<td>Broadcast, Cable, Digital, Satellite</td>
<td>Chapter 11 Textbook, discussion: “Stuff You Should Know”</td>
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<td>Week 12: Nov 9 &amp; 11</td>
<td>Out-of-home, Direct mail, promotional products</td>
<td>Chapter 13 Textbook, discussion</td>
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<td>Week 13: Nov 16 &amp; 18</td>
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<td>Chapter 14 Textbook, quiz 4, chapters 8, 9, 10, 13, 14</td>
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<td>Week 14: Nov 22-26</td>
<td>Thanksgiving Break</td>
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<td>Week 15: Nov 30 &amp; Dec 2</td>
<td>Semester recap</td>
<td>Chapters 1-14</td>
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<td>Week 16: Dec 6-10</td>
<td>FINAL EXAM</td>
<td>Open Monday-Friday, 7 a.m.-11.59 p.m.</td>
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The final exam day and time will be announced later.