MCOM 4378: Advanced Advertising I (Fall Semester 2021)

Instructor: Dr. Linda Thorsen Bond—first half of semester
            Dr. Janice Cho—second half of semester

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       Janice.Cho@sfasu.edu

Office: Online
Office Hours: T-TR 10-12
             and by appointment

Class Location: Online
Class Times: T/TR 2-3:15 p.m.

Research-based course that develops a database, research report and advertising campaign for a client. Emphasizes the importance of using research for creative techniques. Includes participation in American Advertising Federation-HOUSTON student conference & competition. Prerequisite: MCOM 2327.

Program Learning Outcomes:

1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, analyze, organize and synthesize information on contemporary topics to develop a news story
3. Demonstrate the application of contemporary technology, terminology and techniques in the news gathering process.
4. Understand effective visual language and how to apply it to convey message and enhance the communication process.

Strategic Communication Concentration:

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
Required Texts:


Assignments (total 500 pts):

Participation (25pts)
- In-class engagement & Attendance
Secondary Research (50 pts)
Situation Analysis & SWOT (50 pts)
Focus Group (50 pts)
Creative Brief (50 pts)
Survey (50 pts)
Media Planning Exercise (50 pts)
Plans book (100 pts)
- Individual (75 pts)
- Group (25 pts)
Presentation (75 pts)
- Individual (50 pts)
- Group (25 pts)

Advertising Communication Roles:
- Research/Situation Analysis (responsibility of the Research Directors/Account Planners)
- Campaign Strategy (responsibility of the Account Director/Brand Managers)
- Creative Plan (responsibility of all group members)
- Media Plan (responsibility of Media Planners)
- Measurement & Evaluation Plan (responsibility of Measurement & Evaluation Directors)

Grades:

Your final grade will be determined by summing your points from the assignments. Points will NOT be rounded up. The point values correspond to letter grades that will be determined at the end of the semester, and will follow this breakdown:

90 - 100% (450 pts and above) = A
80 - 89.9% (400 pts - 449.9 pts) = B
70 - 79.9% (350 pts - 399.9 pts) = C
60 - 69.9% (300 pts - 349.9 pts) = D
Below 60% (0 pts - 299.9 pts) = F
**Attendance Policy:**

*Absences:* **Online Attendance is mandatory.** Missing an assignment will result in grade of zero for that assignment.

*Late work:* 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).

**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.

Bovnton 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.
**Calendar:**

**Note:** The following course schedule is tentative; changes may occur. The class will meet with the instructor every Tuesday from 2-3:15 p.m. by Zoom.

Schedule for MCOM 4378

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Week 1, Tuesday, Aug 24</td>
<td>Meet instructor, class intro by zoom, go over syllabus, get groups, learn how to meet with them</td>
<td>Chap 1, group assignment: GROUP does Task 1.3, 1.6, turn in</td>
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<tr>
<td>Thurs, Aug 26</td>
<td>AAF Overview, research overview, see groups, learn how to work in groups</td>
<td>Assignment 1 due 11:59 p.m.</td>
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<tr>
<td>Week 2, Tuesday, Aug 31</td>
<td>What is an Ad Campaign</td>
<td>Read Chapter 2 Task 2.1 &amp; 2.2, pages 12 &amp; 13</td>
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<tr>
<td>Thurs, Sept 2</td>
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<td>Assignment 2 due 11:59 p.m.</td>
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<tr>
<td>Week 3, Tues Sept 7</td>
<td>Working with Clients</td>
<td>Read Chapter 3, Assignment 3.3, page 23</td>
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<td>Thurs Sept 9</td>
<td></td>
<td>Assignment 3 due 11:59 p.m.</td>
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<tr>
<td>Week 4, Tues Sept 14</td>
<td>Information Gathering</td>
<td>Read Chapter 4, Assignment 4.7, page 34</td>
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<td>Thurs Sept 16</td>
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<td>Assignment 4 due 11:59 p.m.</td>
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<tr>
<td>Week 5, Tues Sept 21</td>
<td>Situation Analysis &amp; SWOT</td>
<td>Read Chap 5 Assignment 5.1 &amp; 5.2</td>
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<td>Thurs Sept 23</td>
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<td>Assignment 5 due 11:59 p.m.</td>
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<td>Week 6, Tues Sept 28</td>
<td>Primary Research</td>
<td>Read Chap 6, Assignment 6.1 &amp; 6.2</td>
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<td>Thurs Sept 30</td>
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<td>Assignment 6 due 11:59 p.m.</td>
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<tr>
<td>Week 7, Tues Oct 5</td>
<td>Creative Brief</td>
<td>Read Chap 7, Assignment 7.1, 7.3, 7.8</td>
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<td>Thurs Oct 7</td>
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<td>Assignment 7 due 11:59 p.m.</td>
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<tr>
<td>Week 8, Tues Oct 12</td>
<td>Creative Executions &amp; Tactics</td>
<td>Read Chap 8, Assignment 8.2, 8.3, 8.4, 8.5</td>
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<td>Thurs Oct 14</td>
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<td>Assignment 8 due 11:59 p.m.</td>
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<td>Week 9, Tues Oct 19</td>
<td>Media Strategy &amp; Tactics</td>
<td>Chap 9, 9.2, page 93</td>
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<td>Thurs Oct 21</td>
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<td>Assignment 9 due 11:59 p.m.</td>
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<td>Week 10, Tues Oct 26</td>
<td>The Pitch</td>
<td>Chap 10, plan presentation</td>
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<td>Thurs Oct 28</td>
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<td>Plan presentation</td>
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<tr>
<td>Week 11, Tues Nov 2</td>
<td>The Plans Book</td>
<td>Work on presentation, plans book</td>
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<td>Thurs Nov 4</td>
<td>The Plans Book</td>
<td>Work on presentation, plans book</td>
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<td>Week 11, Tues Nov 9</td>
<td>AAF PLANNING</td>
<td>Agency roles: page 7</td>
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<td>Thurs Nov 11-Sat Nov 13</td>
<td>AAF-HOUSTON</td>
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<td>Week 12, Tues Nov 16</td>
<td>Recap AAF-Houston</td>
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<td>Thurs Nov 18</td>
<td>Group workday</td>
<td>Work on presentation, plans book</td>
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<td>Week 13, Nov 22-28</td>
<td>Thanksgiving</td>
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<tr>
<td>Week 14, Tues Nov 30</td>
<td>Prep day for presentation</td>
<td>Work on presentation, plans book</td>
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<td>Week 15, Thurs Dec 2</td>
<td>Class presentations</td>
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<td>Week 16, Dec 6-10</td>
<td>FINAL PLAN BOOK</td>
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