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Phone: 936-371-1271, 936-468-6541  
Office: online  
Office Hours: online  
Department: Mass Communication  
Class meeting time and place: online

MCOM 5350-502

Course Description
A seminar class for the master's degree. Explores problems and cases of planning, strategy and tactics, including the creation and execution of advertising campaigns use by practitioners. Seminar can be repeated if the topic is different.

Program Learning Outcomes
1 Students completing the M.A. in Mass Media will demonstrate a comprehension of theories central to the mass Media discipline.  
2 Students completing the M.A. in Mass Media will understand, design, and conduct research in mass Media.  
3 Students completing the M.A. in Mass Media will demonstrate knowledge of legal and ethical principles that guide media industry decisions.  
4 Students completing the M.A. in Mass Media will demonstrate knowledge of the historical context and societal implications of the media industry.  
5 Students completing the M.A. in Mass Media 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 Learning Outcomes
1 Understand the developing nature of advertising.  
2 Design and conduct research in the advertising field.  
3 Learn to apply some of the theories and concepts to specific advertising problems.  
4 Identify and comprehend the relationship between advertising, media and culture.

Text and Materials
REQUIRED: 6-month student subscription, AdAge.com On Campus $67.50 for 6 months. Individual subscription. You will receive an email from the publisher of AdAge and you must fill it out and return it with payment. Go to http://adage.com/adage-on-campus/membership.php

Course Requirements
Students will review literature and study techniques to expand the knowledge base of the field. Grad

Grading Policy
Grades will be determined on a standard point basis. The exact breakdown each:  
8 Discussion 200 points
<table>
<thead>
<tr>
<th>Date</th>
<th>Module/Activity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon, Aug 23-27</td>
<td>Introductions. Getting Started preliminary module</td>
<td>Read all articles in Getting Started in Content • Discussion: Getting to Know You due 11:59 p.m. Aug 27</td>
</tr>
<tr>
<td>Mon, Aug 30-Sept 3</td>
<td>Module 1: Telling the Story</td>
<td>• Read Module 1: Interactive Advertising: o Objectives o Telling the Story • Dropbox 1A—Telling the Story • due Sept 3, 11:59 p.m.</td>
</tr>
<tr>
<td>Mon, Sept 6-10</td>
<td>Module 1:</td>
<td>Read Module 1: It’s Personal. • Discussion: It’s Personal Due Sept 10, 11:59 p.m.</td>
</tr>
<tr>
<td>Mon, Sept 13-17</td>
<td>Module 1: Dropbox Storytelling</td>
<td>Dropbox 1B—Examples of Storytelling in Digital Advertising, due Sept 17, 11:59 p.m.</td>
</tr>
<tr>
<td>Mon, Sept 20-24</td>
<td>Module 1: Kendall Jenner/Pepsi</td>
<td>Read Module 1. • Discussion: Kendall/Pepsi • due Sept 24, 11:59 p.m.</td>
</tr>
<tr>
<td>Mon, Sept 27-Oct 1</td>
<td>Module 1: Dropbox Topical Ads (Pepsi etc)</td>
<td>Dropbox 1C: Topical Ads. Due Oct 1, 11:59 p.m.</td>
</tr>
<tr>
<td>Mon, Oct 4-8</td>
<td>Module 2: AdAge, Character</td>
<td>Read Module 2. • Discussion: Character, Adage.com • due Oct 8, 11:59 p.m.</td>
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<tr>
<td>Mon, Oct 25-29</td>
<td>Module 2: Setting</td>
<td>Discussion: Setting • due Oct 29, 11:59 p.m.</td>
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<tr>
<td>Mon, Nov 1-5</td>
<td>Module 2: Setting</td>
<td>Dropbox : Setting due Nov 5, 11:59 p.m.</td>
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<td>Mon, Nov 8-12</td>
<td>Module 2: Conflict</td>
<td>Discussion: Conflict due Nov. 12, 11:30 p.m.</td>
</tr>
<tr>
<td>Mon, Nov 15-19</td>
<td>Module 2: Conflict</td>
<td>Dropbox: Conflict due Nov. 19, 11:59 p.m.</td>
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<tr>
<td>Mon, Nov 22-26</td>
<td>THANKSGIVING</td>
<td>BREAK</td>
</tr>
<tr>
<td>Mon, Nov 29-Dec 3</td>
<td>Module 2: Theme 'Discussion AND Dropbox</td>
<td>Discussion: Theme • Dropbox: Theme Due Dec. 3, 11:59 p.m.</td>
</tr>
<tr>
<td>Mon, Dec 6-Fri Dec 10</td>
<td>Module 3: Storytelling in Advertising Final Paper</td>
<td>Final Paper: Due Friday, Dec. 10, 11:59 p.m.</td>
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Dates may be changed at the discretion of the instructor. Assignments are listed on the Course Home page, in Getting Started on the Course Calendar, and within CONTENTS every day.

- 8 Dropboxes 800 points
- Final Paper 200 points
- Total available 1200 points

**Requirements for papers:**
All papers must have 1” margins, be double-spaced, and utilize Times New Roman font. Papers must also adhere to formatting guidelines outlined in the APA Style Guide, 4th edition. Submit files of the type .doc, .docx, or .rtf. I will not accept other file types. It is your responsibility to submit files of this type. Failure to do so will result in me being unable to read, and thus grade, your submission. Cite your resources in APA style and include a list of references at the end of each paper. Put all finished assignments into the discussion or dropbox for that specific assignment.

**Requirements for discussions:**
You must post three to four paragraphs in the discussion area. You must respond to at least two of your classmates' posts. In your responses, reply with a counterpoint or discuss something you disagree with in their discussion, or support a well-made point with an example or reference to another article.

**Attendance Policy**
Students must attend weekly Zoom classes.

**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 (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) 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 are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf.

Withheld Grades Semester Grades Policy 5.5)

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. For additional information, go to http://www.sfasu.edu/policies/course-grades-5.5.pdf.

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/.