MCOM 2327: Advertising Principles

Instructor: Dr. Janice Cho
Email: Janice.cho@sfasu.edu
Office: BO 206
Office Hours: M/W 1:00 – 3:30 pm

Classroom: BO 209
Class time: M/W/F 11:00 – 11:50
Course: August 28, 2023 – December 15, 2023

Materials: There is one textbook for the course. The syllabus, assignment instructions, and all other relevant information will be posted on d2l and be announced in class.

Required Textbook:

M: Advertising
By Arens, William / Weigold, Michael
Edition: 4TH 22
Publisher: RENT MCG
ISBN 13: 9781260381894

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.

This course assumes that work submitted by students – all process work, drafts, brainstorming artifacts, final works – will be generated by the students themselves, working individually or in groups as directed by class assignment instructions. This policy indicates the following constitute violations of academic honesty: a student has another person/entity do the work of any substantive portion of a graded assignment for them, which includes purchasing work from a company, hiring a person or company to complete an assignment or exam, and/or using generative AI tools (such as ChatGPT).

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

<table>
<thead>
<tr>
<th>Expected Learning Outcomes</th>
<th>Methods of Assessment</th>
</tr>
</thead>
</table>


| CONNECT advertising history with the current media structure and assess issues of diversity and social responsibility. | In-class assignments, quiz questions, and Exams. |
| COMPARE integrated media concepts and identify the basic components of advertising campaigns. | In-class assignments, quiz questions, and Exams. |
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:
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](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. It is your responsibility to read the weekly announcements and keep up with assignments/quizzes/exams that are due.

Grading:
Show and Tell your fun ad = 100
Subliminal advertising = 100
Midterm = 200
Final = 300
Attendance = 100
Total = 800

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

Show and Tell your fun ad assignment will be given to help you uncover a category and a type of an ad that feels most interesting to you. Information about the assignment details will be covered during the first week of the semester. Expect to be presenting your fun ad to the class.

Hunting for Subliminal advertising assignment will be given to help you understand the optical illusion in advertising. 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.

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)

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

This course assumes that work submitted by students – all process work, drafts, brainstorming artifacts, final works – will be generated by the students themselves, working individually or in groups as directed by class assignment instructions. This policy indicates the following constitute violations of academic honesty: a student has another person/entity do the work of any substantive portion of a graded assignment for them, which includes purchasing work from a company, hiring a person or company to complete an assignment or exam, and/or using generative AI tools (such as ChatGPT).
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 coursework 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 to compute the grade point average. For additional information, go to https://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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Wellness and Well-Being
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
- The Dean of Students Office (Rusk Building, 3rd floor lobby)
  www.sfasu.edu/deanofstudents
  936.468.7249
  dos@sfasu.edu

- SFA Human Services Counseling Clinic Human Services, Room 202
  www.sfasu.edu/humanservices/139.asp
  936.468.1041

- The Health and Wellness Hub “The Hub”
  Location: corner of E. College and Raguet St.
To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

Crisis Resources:
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- Crisis Text Line: Text HELLO to 741-741

Grading policy
Grades will not be rounded up. No make-up work/exams will be accepted unless it is for university related activity, noted beforehand, provided with an accompanying note. The instructor must be notified immediately once unforeseen events such as medical emergency and family related emergencies (e.g., funerals) occurs that requires student to work on an adjusted schedule. Necessary notes, such as doctors note, must be provided in such occurrences as well.

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:** This syllabus is subject to change based on the needs of the class.

<table>
<thead>
<tr>
<th>Date</th>
<th>Content</th>
<th>Reading/Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1:</td>
<td>Introduction, syllabus, syllabus quiz</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>Aug. 28</td>
<td>What is advertising?</td>
<td></td>
</tr>
<tr>
<td>Aug. 30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep. 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 2:</td>
<td>Environment of Advertising</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>Sep. 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep. 6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep. 8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 3:</td>
<td>Business of Advertising</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>Sep. 11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep. 13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep. 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 4:</td>
<td>Targeting and the Marketing Mix</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>Sep. 18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep. 20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep. 22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 5:</td>
<td>Communication and consumer behavior</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>Sep. 25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep. 27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep. 29</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 6:</td>
<td>Accounting Planning and Research</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>Oct. 2</td>
<td>Fun ad presentation begins. October 6th:</td>
<td>October 6&lt;sup&gt;th&lt;/sup&gt;: Student 1, 2, 3</td>
</tr>
<tr>
<td>Oct. 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct. 6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 7:</td>
<td>Marketing, Advertising and IMC Planning</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>Oct. 9</td>
<td>October 13: Student 4, 5, 6</td>
<td></td>
</tr>
<tr>
<td>Oct. 11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct. 13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 8:</td>
<td>Midterm week</td>
<td></td>
</tr>
<tr>
<td>Oct. 16</td>
<td>10/16 Self review day</td>
<td></td>
</tr>
<tr>
<td>Oct. 18</td>
<td>10/18 Midterm</td>
<td></td>
</tr>
<tr>
<td>Oct. 20</td>
<td>10/20 Recover day</td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>---------------------------------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td>Week 10: Oct. 30-Nov. 3</td>
<td>Creative execution: Art &amp; Copy</td>
<td>Chapter 9 Nov 3: Student 10, 11, 12</td>
</tr>
<tr>
<td>Week 11: Nov. 6-Nov. 10</td>
<td>Print media</td>
<td>Chapter 10 Sub Ad due</td>
</tr>
<tr>
<td></td>
<td>Audio and video media</td>
<td>Chapter 11</td>
</tr>
<tr>
<td></td>
<td>Digital interactive media</td>
<td>Chapter 12</td>
</tr>
<tr>
<td></td>
<td>Thanksgiving break (Nov 18 – Nov 26)</td>
<td>Nov 17: Student 16, 17, 18</td>
</tr>
<tr>
<td>Week 14: Nov. 27-Dec. 1</td>
<td>Out of home, direct mail, and promotional product advertising</td>
<td>Chapter 13 Dec 1: Student 19 , 20</td>
</tr>
<tr>
<td>Week 15: Dec. 4-Dec. 8</td>
<td>Cool down &amp; grade check week</td>
<td>Voluntary meet with the professor week to check grades</td>
</tr>
<tr>
<td>Week 16: Dec. 13</td>
<td>FINAL EXAM in class December 13 (Wednesday)</td>
<td>10:30 am – 12:30 pm</td>
</tr>
</tbody>
</table>
“Show and Tell”

Fun Ad presentation sign up sheet

Late submissions will not be accepted, and you will miss the opportunity to present if you do not meet the deadline. By signing up, you are committing to delivering your presentation on the designated date and time. Remember that you should maintain a professional and respectful demeanor during your presentation and when providing feedback to your peers.

**October 6**
Student 1

Student 2

Student 3

**October 13**
Student 4

Student 5

Student 6

**October 27**
Student 7

Student 8

Student 9

**Nov 3**
Student 10

Student 11

Student 12

**Nov 10**
Student 13

Student 14

Student 15

**Nov 17**
Student 16

Student 17

Student 18

**Dec 1**