

Survey of Advertising

JOUR 3300 - 001

Spring 2011

MWF 9:10-10:05, MJ 112

Instructor: R. Spielberger

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Office hours: TT 9:00 a.m.-11:30 a.m.-12:30 p.m.-3:30 pm

MW 2:30-3:30 p.m. F 9-11 a.m.

Final Exam: Friday, April 29, 10:30 am-12:30 pm

Journalism web address: www.memphis.edu/journalism

COURSE SPECIFIC REQUIREMENTS**CATALOGUE/COURSE DESCRIPTION:**

Exploration of creative function of advertising; emphasis on role of media

PROFESSIONAL VALUES AND COMPETENCIES FOR Survey of Advertising:

- Understand how advertising fits into the overall Marketing plan
- Understand the way the audience comprehends images and information as well as the evolution of these images and information.
- Think creatively, independently and critically.
- Understand the significance of societal trends and their impact on advertising.

PREREQUISITE:

None

TEXTBOOK:

Advertising Procedure, 17th Edition, ISBN 13: 978-0-13-230829-8, Authors: W. Ronald Lane, Karen Whitehill King, J. Thomas Russell

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):**

- Students will become aware of the historical aspects of advertising from its origins until the Civil War.
- Students will become aware of the changing nature of media.
- Students will become aware that there are diverse audiences and how proper media selection enables advertisers to reach those audience segments.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

- Students will identify ethical and legal issues associated with products and services, especially those associated with health related issues.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR3300:

- Earn a passing score on four exams.

- Write a term paper covering some aspect of advertising, which will count as equal to one exam. This encourages students to explore individual areas of interest in the field. (See elsewhere in the syllabus for specifics)

CLASSROOM FORMAT:

This class will be presented in the lecture and discussion format. Class discussion will cover the many aspects of advertising.

OBJECTIVE OF COURSE:

This course is designed to provide students with a view of the overall field of advertising, the nature of diverse audiences and many of the services related to the field. It is intended to assist the student in focusing on a career track within the advertising field.

COURSE REQUIREMENTS:

You are expected to read the chapters as indicated and bring any questions that you might have to class. The course is lecture in nature. Students are encouraged to participate in class discussion, bringing up topics relevant to the lecture.. A term paper is required.

GRADING:

A combination of test scores and required term paper will be used to evaluate your progress in the course. Your required class attendance has an impact on your grade, so be in class and on time. A minimum of four tests will be given in the course. Each grade will carry equal weight. The paper will carry the same weight as a test. Your final exam is set for Friday, April 29, 2011 from 10:30 a.m.-12:30 pm

OTHER ISSUES:

Students will become aware of the history of advertising from the start of advertising through the Civil War through lecture material presented using Power Points. Students will also become aware of media diversity and reaching diverse audiences through research and proper media selection. There will be an awareness of images used in advertising, discussing those which attract and the reasons others do not. Students will become aware of ethical issues regarding various products, especially those that focus on health issues but contain extensive health warnings. These will be contrasted with other products that make no such claims but are advertised to have significant merit. Students are required to write a short term paper on any subject as it relates to advertising. This encourages students to read outside regular assignments about advertising in which they may have in interest. This assignment also provides a writing exercise within the course and some degree of research.

JOUR 3300-001
Class Schedule for Spring 2011

Date	Topic/ Assignment	Additional Info
	History of Advertising	Chapters 1 & 2
	The Marketing Situation and Ad Objective	Chapter 3
	The Appeal and its Presentation	Chapter 4
	Psychology & Sociology of Advertising	Chapter 15
	Test 1-notes and chapters	50 Multiple choice questions
	Advertising Copy Writing	Chapter 16
	Words & Headlines	
	Ad Layout	Chapter 17
	Typography & Engraving	Chapter 18
	Test 2-notes & chapters	50 Multiple choice questions
	Reaching a Diverse Audience	Chapters 7 & 23
	Newspapers	Chapter 10
	Magazines	Chapter 11
	Television & Radio	Chapters 8,9,19,20
	Direct Marketing & Internet	Chapter 13
	Test 3-notes & chapters	50 Multiple choice questions
	Supplementary Media	Chapters 12 & 14
	Trademarks, Legal Issues & Ethics	Chapters 21 & 24
	Cost Factors in Advertising	Chapters 5,6,22
	Test 4-notes & chapters	
	Final, April 29, 2011, 10:30 a.m.-12:30 p.m.	

TERM PAPER NOTES:

Your term paper should be about any topic pertaining to advertising. It must be a **minimum of five (5) double spaced**, typewritten pages and have at least three (3) references. Any fewer pages than this will result in a reduced grade. Maximum size font 12 points. The five pages do not include the required Bibliography; it is an additional page. The three references do not include the use of your text, dictionary or encyclopedia. You may use these as additional references beyond the three required. You may use personal interviews with advertising professionals as one of the references. You must show where you got your information within the body of the paper. The paper turned in must be the original, not a photocopy. Please staple your paper together. You may NOT use **Wikipedia**.

You are **REQUIRED** to have either footnotes or in text citations or endnotes and a Bibliography. Your footnotes or endnotes should indicate on what specific page you found your material, not just the name of the author. Check your MLA style manual for examples. Your footnotes or endnotes or in text citations should be separate. For topics consider what area of advertising that you think you might want to enter. For research available to you is Nexius, free of charge, a great resource for entering a topic to see what is available. You should use as many professional advertising publications as possible such as Advertising Age. Of course, books on the subject of

advertising are encouraged as well. PLEASE KEEP IN MIND: Any idea not your own or common knowledge MUST BE CITED, not just direct quotes. For correct paper style you should refer to MLA. This paper counts one-fifth of your grade and will be due approximately two weeks before the last day of class. Additional help with your paper is available from the English Resources Center in Patterson Hall.

DEPARTMENT POLICIES FOR ALL STUDENTS

EMAIL:

You must have your UM email account activated. If you are using another provider such as gmail, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the university.

CELLPHONES:

Must be turned off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university. "Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETES:

You are urged to complete the SETEs evaluation of this class once before your instructor has posted your grade, once your grade is posted, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your student evaluation forms: Log in using your UID and email password; click on the gray "Student" tab; complete an evaluation

for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously, and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

EXIT EXAM FOR ALL JOURNALISM MAJORS:

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.