

Survey of Advertising

JOUR 3300 – M50

Fall 2014

Asynchronous

Instructor: R. Spielberger

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Office hours: M & F 11:30 am-12:30 pm TT 2:30-3:30 pm

With questions or concerns, please contact your instructor at rsplbrgr@memphis.edu

Not through eLearn.

Journalism web address: www.memphis.edu/journalism

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

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

PREREQUISITE:

None

TEXTBOOK:

Advertising Procedure, 18th Edition, ISBN 13: 978-0-13-611082-8, Authors: W. Ronald Lane, Karen Whitehill King, Tom Reichert

CLASSROOM FORMAT:

This class will be presented on line through Power Point slides covering lecture notes. Podcasts of actual lectures and discussions are at Podcast Central on eCourseware.

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. The Power Points cover the lectures only and do not cover the text. The required quizzes cover just the text. The four exams cover a combination of the Power Points over the respective material as outlined on this syllabus as well as material in the assigned chapters. The course is lecture in nature. You should have a high speed Internet connection.

GRADING:

A combination of test scores and required quizzes as well as online discussions will be used to evaluate your progress in the course. Your required test and quiz taking is important to your grade as well as use of the discussion board, so pay attention to the dates and times that these are able to be accessed.

Four tests will be given in the course. Each grade will carry equal weight and count 70% of your grade. The total scores of your quizzes will carry 20% of our final course. Your participation in the discussions will count as 10% of grade. Check the online schedule for the days of the final. You will be graded on the plus/minus system.

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.

Material on Schedule. The Topic/Assignment section are the lectures. The additional information represents the chapters you should be reading.

**JOUR 3300-M50
Class Schedule for Fall 2014**

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-Power Points and chapters Sept. 16-17	50 Multiple choice questions
	Advertising Copy Writing	Chapter 16
	Words & Headlines	
	Ad Layout	Chapter 17
	Typography & Engraving	Chapter 18
	Test 2-Power Points & chapters Sept. 30- Oct.1	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-Power Points & chapters Nov. 3-4	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-Power Points & chapters	
	Test 4 Dec. 8-11.	

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR Survey of Advertising:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically): Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

Awareness:

- 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.
- 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 and 21 quizzes. Plus participate in online class discussions.

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.

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.

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 UUID 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.

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.