

Survey of Advertising

JOUR 3300 - 001

Spring 2015

MWF 10:20-11:15 MWF

MJ 112

Instructor: R. Spielberger

Office: MJ 322

Office hours: MWF 11:30-12:30 & TT 2:30-3:30 pm

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COURSE REQUIREMENTS**CATALOG 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 in the lecture and discussion format. Class discussion will cover the many aspects of advertising

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.

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.

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 Monday, Dec. 8, from 8-10:00 am. Grades are 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. 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 an interest. This assignment also provides a writing exercise within the course and some degree of research.

ATTENDANCE FOR JOUR3300

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.

Class Schedule

Date	Topic/ Assignment	Additional Info
Week 1	History of Advertising	Chapters 1 & 2
Week 2	The Marketing Situation and Ad Objective	Chapter 3
Week 3	The Appeal and its Presentation	Chapter 4
Week 4	Psychology & Sociology of Advertising	Chapter 15
Week 5	Test 1-notes and chapters	50 Multiple choice questions
Week 6	Advertising Copy Writing	Chapter 16
Week 6	Words & Headlines	0
Week 7	Ad Layout	Chapter 17
Week 7	Typography & Engraving	Chapter 18
Week 8	Test 2-notes & chapters	50 Multiple choice questions
Week 8	Reaching a Diverse Audience	Chapters 7 & 23
Week 8	Newspapers	Chapter 10
Week 9	Magazines	Chapter 11
Week 10	Television & Radio	Chapters 8,9,19,20
Week 11	Direct Marketing & Internet	Chapter 13
Week 11	Test 3-notes & chapters	50 Multiple choice questions
Week 12	Supplementary Media	Chapters 12 & 14
Week 13	Trademarks, Legal Issues & Ethics	Chapters 21 & 24
Week 14	Cost Factors in Advertising	Chapters 5,6,22
0	Test 4-notes & chapters	
0	Final, May 4, 8 am- 10:00 am	Covers lectures and chapters since test 3

Notes: TERM PAPER REQUIREMENTS—READ CAREFULLY—This counts 20% of your grade.

Your term paper should be about any topic pertaining to advertising. It must be a minimum of five (5) double spaced, typewritten pages of text. This means that you must have as a minimum of subject matter 5 full pages, not 4.25. Less than 5 full pages will not meet the minimum page requirements of the assignment. You must have at least three (3) references from different sources. Your text or dictionary does not count as part of the 3 but may be used in addition to the 3. Maximum size font is 12 points. The five pages do not include the required Bibliography or Sources Cited; 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 end notes 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 end notes 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, which is 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 Writing Center in the Library. You may either use MLA or APA style. To see examples of these just go to Google and type in MLA citation style or APA citation style.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentration.

EMAIL:

You must have your UM email account activated. If you are using another provider, such as Google, you are required to have your UM email forwarded to that account. Go to <http://iam.memphis.edu> 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. Personal student information, such as grades, is restricted to your UM email address.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for his/her specific class.

ATTENDANCE:

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DEADLINES:

All deadlines are firm. Assignments turned in late will **NOT** be accepted unless arrangements have been made with the instructor.

ACADEMIC INTEGRITY:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers any fabrication of content and/or sources, misappropriation and plagiarism of facts or other content, turning in substantially the same assignment for credit in two different courses, receiving any assistance from others for work assigned to be completed on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and/or department chair. Penalties might include grade reductions, failure of the course and/or 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).

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your 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 to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with civility. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communication reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

AP STYLE AND GRAMMAR:

All written work should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.

FIVE PILLARS OF JOUR3300

- *Professionalism*: Students learn the professional standards and practices of advertising by discussing the composition and merits of award-winning ads presented in class.
- *Writing*: Students are required to write a term paper about an advertising topic approved by the instructor.
- *Multimedia*: Students will understand through lecture and demonstration how different forms of advertising apply to print, electronic media and the web.
- *Critical Thinking*: Students must demonstrate an understanding of the audience for which advertising is intended. This will be done through lecture material outlining the significance of demographics and psychographics.
- *Media Literacy*: Students will appreciate the increasingly changing media environment in terms of technological, economic and societal trends through class discussions.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR3300:

- 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 communication.
- Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communication in a global society.
- Understanding 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.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):

Students will be able to:

- Define advertising
- Distinguish advertising from other management functions
- Explain how advertising evolved in the United States
- Describe the activities of advertising—what advertising people do.
- Identify target audiences—including under represented audiences.
- Describe and apply the advertising process—research, planning, message development, communication and evaluation.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):

Students will:

- Earn a passing score on four exams
- Write a term paper covering some aspect of advertising, which will enable students to have a better understanding of the ethics required in the field

- Participate in class discussions concerning target audience identification, changing creative strategies and legal issues

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET JOUR3300:

Awareness:

- Identify significant principles and applications in the development of advertising through quizzes and exams.

Understanding:

- Select audience segments for appropriate strategies within the advertising practice.

Application:

- Demonstrate within a paper the practical use of advertising theories and methods.

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.