

**Survey of Advertising**

JOUR 3300-001

Spring 2016

MWF 10:20-11:15 MWF

MJ 106

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**COURSE REQUIREMENTS****CATALOG DESCRIPTION:**

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

**PREREQUISITE:**

None

**TEXTBOOK:**

Textbook is on reserve in library. No need to purchase.

*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.

**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.

**GRADING:**

A combination ad critiques, group work, two tests and your final project 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. Grades are on the plus/minus system.

Critiques	4 @	25%
Final Project		45%
Group #1 Assignment		
Group #2 Assignment		
Presentation (speech, PP, deliverables)		
Peer Evaluation		
Postings	10 @	5%
Tests	2 @	25%

Extra Credit is available with Student AdFed meetings and Memphis AdFed functions.

## Critiques

Students should use their best writing for critiques, as they are worth 25%.

- Your name should be at the top of the first page. You don't need a cover sheet.
- They should be written in third person.
- They should be written in AP style.
- They must be between 350 to 400 words. Be concise in your writing.
- They MUST be sent to me as an email attachment. The name of your file MUST be YOURLASTNAME.Critique#1/2/3, etc.

### *Critique #1/Branding*

To learn how to analyze various brand identity elements including name, logo, symbols, colors, characters, spokespeople, slogans/tag lines, packaging design, etc. Find samples of two brands from the same category and discuss each of the above as they relate to the two brands. How effective is the branding strategy for each one? Bring examples of print advertisements to class from each of the brands. Make certain to put your name on the examples.

### *Critique #2/Target Audience*

Select two ads for two brands in the same product or service category that market to different target audiences. What is the target audience for each brand? How are they being advertised? How is the advertising different and why? Bring examples to class and make certain to put your name on the examples.

### *Critique #3/Media*

Select two different ads for the same product from two different media (print, TV, radio, online, etc.). How are they consistency across the media (logo, symbols, colors, characters, spokespeople, slogans/tag lines)? How does the medium affect the advertisements? Bring examples to class and make certain to put your name on the examples.

### *Critique #4/Creativity*

Select a national product that you might purchase. Write a creative brief and a 30-second radio spot targeted to you. Make certain that your name is on your creative brief and your radio spot.

## Final Projects

The Final Project will be a culmination of all that has been covered in the course. The class will be broken into teams who will act as agencies all making a pitch. The team is expected to research the brand, create a strategy, conceptualize the advertising campaign, determine what media to use and when and present to the class an integrated campaign. Teams will be given 20 minutes to present their ideas.

### *Group Assignment #1*

A detailed list of team assignments, individual assignments, timing (your schedules, individually and as a team) and responsibilities. Include deliverables. What is assigned should be discussed and written, including what's needed on the presentation day. Written in plain English, as it's not a research report. All of this work is to help your team. The product or service must be national and approved in advance.

*Group Assignment #2*  
Creative brief due

- What is to be presented during your 15 minutes?  
 Develop a PowerPoint presentation  
 Introduce team and project  
 Main points of research  
 Main points of your creative plan/brief  
     Show your creative (print and broadcast)  
 Main points of media  
 Ask for the business  
 Have fun!

**TENTATIVE SCHEDULE**

<i>Week</i>	<i>Area of Study</i>	<i>Other Issues</i>
Jan. 20, 22	Introduction and Role of Advertising	
Jan. 25, 27, 29 Critique #1	Branding Jan. 29	10AM via email. Bring example to class. First posting deadline
Feb. 1, 3, 5 Critique #2	Target Audience Feb. 5	10AM via email. Bring example to class. Second posting deadline
Feb. 8, 10, 12 Feb. 10 Group work #1	Media Feb. 12	Student AdFed meeting 4PM/106 MJ 10AM via email. Third posting deadline
Feb. 15, 17, 19 Feb. 17 Feb. 19	Media	No class No class
Feb. 22, 24, 26 Critique #3 Feb. 27	Media Feb. 26	10AM via email. Bring examples to class. Fourth posting deadline ADDYS/ 6-10PM. AAF/Memphis needs volunteers at 10AM to set up and at 10PM to take down.
Feb. 29, March 2, 4	Media March 4	Test #1 Fifth posting deadline
March 7, 9, 11		Spring Break

March 14, 16, 18 March 16 March 18	Creating Advertising	Student AdFed meeting 4PM/106MJ Sixth posting deadline
March 21, 23, 25 Group work #2	Creating Advertising March 25 March 25	10AM via email. Seventh posting deadline
March 28, 30, April 1 Critique #4	Creating Advertising April 1	10AM via email. Bring examples to class. Eighth posting deadline
April 4, 6, 8 April 8	Creating Advertising	No class
April 11, 13, 15 April 13 April 14	Economic/Social/Legal Effects	Student AdFed meeting/ 4PM/106 MJ Awards Banquet/University Club/6PM Ninth posting deadline
April 18, 20, 22 April 20 April 21 April 22	Careers in Advertising	Test #2 11:30AM/Memphis AdFed meeting Tenth posting deadline
April 25, 27		Presentations
April 28		Agency Tour

### **FIVE PILLARS FOR 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 advertising critiques.
- *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 advertising critiques, tests and your final project.

*Understanding:*

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

*Application:*

- Demonstrate within the final project 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.

## **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 concentrations.

### **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.

### **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 her/her specific 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. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

### **DEADLINES:**

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.

### **ACADEMIC INTEGRITY:**

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, a student receiving any assistance from others for work assigned to be done 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 department chair. Penalties might include grade reductions 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, but the way they are described can.
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 respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications 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 in this class 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.