

## **Survey of Advertising**

ADVR 3300-M50

Fall 2018

Online

Prof. Brittney Block

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### **COURSE REQUIREMENTS**

#### **CATALOG DESCRIPTION:**

Broad survey of advertising in an economy of abundance and its relationship to marketing. Traditional, non-traditional and social media advertising will be studied. Problems and techniques of planning and coordinating an integrated series of advertising efforts for a successful plan will be discussed.

#### **PREREQUISITE:**

None

#### **TEXTBOOK:**

*Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads*, 5<sup>th</sup> Edition,  
Authors: Luke Sullivan and Edward Boches

#### **CLASSROOM FORMAT:**

#### **GETTING STARTED:**

This online course is administered using the U of M's eCourseware platform. The course page will open Aug. 27. Follow the instructions below to access the course:

1. Go to the University of Memphis home page: <http://www.memphis.edu>
2. Click on the "**MyMemphis**" link.
3. Log in using your University of Memphis username and password.
4. Click on the "ecampus resources" tab.
5. In the center column of the page, click on the blue UofM eCourseware link.
6. Find the fall 2018 course list on that page, and click on the link for ADVR 3300 M50.

• **Do not use the internal eCourseware email system on the course web page.**

Use your regular University of Memphis email to correspond with me at  
bblock@memphis.edu.

#### **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, reactions to “Modeling the Masters” videos, two tests, weekly postings and your final project will be used to evaluate your progress in the course. Grades are on the plus/minus system.

Major Assignments	4 @	30%
Final Project		35%
Creative Brief		
Presentation (PowerPoint and three creative pieces)		
“Modeling the Masters” reactions	12 @	5%
Tests	2 @	25%
Weekly postings	12 @	5%

## Major Assignments

Students should use their best writing for all your writing assignments.

- 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 uploaded to the drop box in eCourseware.
- Include images of the print ads or links to the videos with your homework.

### *Assignment #1/Branding*

To learn how to analyze various brand identity elements including name, logo, symbols, colors, characters, spokespeople, slogans/tag lines, packaging design, etc. You must evaluate two national brands from the same category and discuss each of the above elements as they relate to the two brands. How effective is the branding strategy for each one?

### *Assignment #2/Target Audience*

You must evaluate advertisements 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?

### *Assignment #3/Media*

You must evaluate three different ads for the same product from three different media (print, video, Social Media). How are they consistent across the media (logo, symbols, colors, characters, spokespeople, slogans/tag lines)? How does the medium affect the advertisements?

#### *Assignment #4/Research*

Research your final project client and create a summary with the most pertinent background info that answers. What? When? Why? Who? How? Don't just pull information from the website. See what you can find in terms of news articles, reviews, social media, etc. You will use this information throughout the development of your final project campaign and final presentation. You must select a brand that you haven't already used from this website: <http://interbrand.com/best-brands/best-global-brands/2016/ranking/>. First come/first serve. You will use the same brand for your final project.

#### **Final Projects**

The Final Project will be a culmination of all that has been covered in the course. You are expected to research the brand, create a strategy, conceptualize the advertising campaign, determine what media to use and when, and create a PowerPoint presentation. You must select a brand that you haven't already used from this website: <http://interbrand.com/best-brands/best-global-brands/2016/ranking/>. First come/first serve. You will use the same brand for Assignment #4.

#### *Creative Brief*

You will work through the development of the creative brief. [See Creative Brief handout on eCourseware.] Your brief must include information about your target audience, media, strategy and some creative output.

#### *PowerPoint*

Develop a PowerPoint presentation. It should cover: main points of research, main points of your creative plan/brief, introduction of your big idea for your campaign theme and your creative and how it works in three advertisements—one print, one video and one Social Media. Include the three creative examples in your PowerPoint and upload them to the Dropbox along with your PowerPoint and your creative brief.

#### **Posts to class discussion board in eCourseware:**

Students should interact and develop discussion threads with your course colleagues each week. Comments must be at least two sentences long and relate to the topic being discussed. Any postings deemed irrelevant by your professor will not count, such as short posts such as "I agree." Both the frequency of your postings and the quality of your contributions will be evaluated for the final grade in this category.

C: students must post at least once each week.

B: students must post at least twice each week.

A: students must post at least three times each week.

## TENTATIVE SCHEDULE

- Week 1**      **Aug. 27-Aug. 31**      **History of Advertising**  
Homework: MM #1; Posting #1
- Week 2**      **Sept. 3-7**      **Creative Process**  
Readings: Whipple 1-3  
Homework: MM #2; Posting #2
- Week 3**      **Sept. 10-14**      **Idea Generation**  
Readings: Whipple 4-6  
Homework: Assignment #1–Branding; MM #3; Posting #3
- Week 4**      **Sept. 17-21**      **Storytelling & Creative Management**  
Readings: Whipple 7-9  
Homework: MM #4; Posting #4
- Week 5**      **Sept. 24-28**      **Test #1**  
Homework: MM #5; Posting #5
- Week 6**      **Oct. 1-5**      **Digital Everything**  
Readings: Whipple 10-11  
Homework: MM #6; Posting #6
- Week 7**      **Oct. 8-12**      **What’s Trending in Media**  
Readings: Whipple 12-14  
Homework: Assignment #2–Target Audience; MM #7; Posting #7
- Week 8**      **Oct. 15-19**      **FALL BREAK – NO CLASS**
- Week 9**      **Oct. 22-26**      **Video & Audio & Media**  
Readings: Whipple 15-17  
Homework: Assignment #3–Media; MM #8; Posting #8
- Week 10**      **Oct. 29-Nov. 2**      **Test #2**  
Homework: MM #9; Posting #9
- Week 11**      **Nov. 5-9**      **Creative Brief**  
Readings: Whipple 18-19  
Homework: Assignment #4–Research; MM #10; Posting #10
- Week 12**      **Nov. 12-16**      **How to Get in the Biz**  
Homework: MM #11; Posting #11
- Week 13**      **Nov. 19-23**      **THANKSGIVING BREAK – NO CLASS**
- Week 14**      **Nov. 26-30**      **Work week**  
Homework: MM #12; Posting #12
- Week 15**      **Dec. 3-5**      **Final Presentations Due**  
Homework: Creative Brief; Presentation (PowerPoint and three creative pieces)

## **FIVE PILLARS OF ADVR3300**

- *Professionalism*: Students will learn the professional standards and practices of advertising by regularly hearing from professionals through class presentations and agency tours.
- *Writing*: Students will write response papers to various contemporary advertising issues and challenges.
- *Multimedia*: Students will demonstrate an understanding of how advertising messages apply to print, electronic, digital and social media.
- *Critical Thinking*: Students will demonstrate an understanding of target audiences for which advertising is intended through material about demographics and psychographics.
- *Media Literacy*: Students will be able to access, analyze and evaluate the complex messages they receive from print, electronic, digital and social media by creating messages.

## **ASSESSMENT**

### **PROFESSIONAL VALUES AND COMPETENCIES FOR ADVR3300:**

- 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.
- 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.

### **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:

- 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 exams
- Write a series of response papers to various contemporary issues 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 ADVR3300:**

### *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 the responses papers the practical use of advertising theories and methods.

## **DEPARTMENT POLICIES**

### **PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

**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 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.

**MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 because of 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 and Strategic Media 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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"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 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.

**DEADLINES:**

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**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.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor 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.

**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:**

Always 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.