

Survey of Advertising

ADVR 3300-001, 350

Spring 2020

Class Meeting: T 5:30-8:30 p.m., MJ 112

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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.

Prerequisites

None

Textbooks, Software and Required Materials

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

Classroom format

This class will be presented in the lecture and discussion format. Class discussion will cover the many aspects of advertising. Advertising professionals will be featured as guest speakers in each class during the first half of the semester and all class time in the second half of the semester will be dedicated to group work on the final project which will be an advertising campaign for a designated client.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for ADVR 3300-001 to enter your course and read the instructions on the welcoming page

Course Requirements

Read the required text book prior to class, come to class on time and stay the whole time, participate in discussions, ask questions, do your assignments, collaborate with your team on your final project and give a solid presentation to your client.

Grading

Assignment categories and points or percentage weights.

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%
D+ = 66.5-69.4%; D = 59.5-66.4%
F 0-59.4%

A combination of assignments (4@20%), in-class collaboration/quizzes (5@20%), one test (1@20%) and your final project (1@40%) 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.

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

Assignments

- Students should use their best writing for assignments, as they are worth 20%.
- 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 dropbox in eCourseware before 5:30 p.m. on the day of class when they are due.
- Bring your assignment to class so you can reference it for discussion.

Assignment #1/Branding

To learn how to analyze various brand identity elements including name, logo, symbols, colors, characters, spokespeople, tag lines, packaging design, etc. You will be provided with two ads of 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 your assignment and print ads to class for discussion.

Assignment #2/Target Audience

You will be provided with 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 ads to class for discussion.

Assignment #3/Media

You will be provided with two different ads for the same product from two different media (print, TV, radio, online, etc.). How are they consistent across the media (logo, symbols, colors, characters, spokespeople, tag lines)? How does the medium affect the advertisements? Bring ads to class for discussion.

Assignment #4/Research

Individually research your final project client and create a 2-3 page summary with the most pertinent background info that answers What? When? Why? Who? How? Don't just pull info from the website. See what you can find in terms of news articles, reviews, social media, etc. You will use this info throughout the development of your final project campaign and final presentation. Bring a copy to class.

Final Project

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.

- **Campaign Development Schedule**

As a team, create a detailed schedule of team assignments, individual assignments and responsibilities. A template will be provided. All of this work is to help your team. You will use this document to keep your team on schedule and for your peer evaluation. One schedule for each team needs to be created, but everyone should have their own copy and each individual should upload to eCourseware.

- **Creative Brief**

As a class, we will work through the development of the creative brief together but it will be up to your team to write one brief and edit as needed before each individual uploads to eCourseware.

- **Group Presentation**

Develop a PowerPoint presentation that introduces your team and project. Everyone should participate in the presentation covering the various aspects: main points of research, main points of your creative plan/brief, introduction of your big idea for your campaign theme and show your creative and how it works in 2-3 types of media. Tell the client why they should hire your team and ask for the business. Have fun!

COURSE SCHEDULE

Week 1, January 21, INTRODUCTION

Expectations: Show up, be cool, be curious, you'll do great

Readings: 1-2 before next class

Week 2, January 28, HISTORY OF ADVERTISING & BRANDING

Speaker: Katie Tobin, Sr. Brand Strategist, Archer Malmo

Readings: Chapters 3-4

Assignments: In-class quiz/collaboration and Assignment # 1/Branding due 2/4

Week 3, February 4, IDEA GENERATION

Speaker: Ben Colar & Dan Price, Principals at Baby Grand

Readings: Chapters 5-6

Assignments: In-class quiz/collaboration

Week 4, February 11, CREATIVE PROCESS

Speakers: Allie Mounce, Sr. Art Director, & Lexie Shaunak, Brand Strategist & Account Exec., Paradigm Marketing & Creative

Readings: Chapters 7-8

Assignments: In-class quiz/collaboration and Assignment # 2/Target Audience due 2/18

Week 5, February 18, STORYTELLING

Speakers: Rebecca Phillips, Senior Designer, Big South

Readings: Chapters 9-10
Assignments: In-class quiz/collaboration

Week 6, February 25, DIGITAL EVERYTHING

Speaker: Leland Burress, Digital Marketing and Advertising, Entercom Digital
Readings: Chapters 11-12
Assignments: None

Week 7, March 3, SOCIAL MEDIA

Speaker: Holly Whitfield, New Media Content Strategist, I love Memphis Blog
Readings: TBA
Assignment #3/Media will be due 10/22

Week 8, March 10, SPRING BREAK

Get outside and do something fun.
Readings: None
Assignments: None

Week 9, March 17, VIDEO

Speaker: Noah Glenn, Founder, Film Maker, Creative Director, Perpetual Motion
Readings: Chapters 13-14
Assignments: Study for your test! Reference Hey Whipple Chapters 1-14 and Lecture Slides from class

Week 10, March 24, TEST – THE ONE AND ONLY

Assignment #4/Research due 3/31

Week 11, March 31, FINAL PROJECT CLIENT INTRO

Meet Your Client: Walking Pants Curiosities
Creative Brief Session at DCA
Assignments: Campaign Development Schedule & Creative Brief due 4/7

Week 12, April 7, TEAM WORK ON FINAL PROJECT

Week 13, April 14, TEAM WORK ON FINAL PROJECT

Week 14, April 21, TEAM WORK ON FINAL PROJECT

Assignments: Final Presentations due in Dropbox by 5:30 p.m. on 4/28 and in-person presentations will be given in-class on 4/28 beginning promptly at 5:30 p.m.

Week 15, April 28, FINAL PRESENTATIONS TO CLIENT

Assignments: Peer Review due end of class

ASSESSMENT AND OUTCOMES

Five Pillars in ADVR 3300

- *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.
- *Multimedia*: Students will demonstrate an understanding of how advertising messages apply to print, electronic, digital and social media.
- *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.

Professional Values and Competencies in ADVR 3300

- 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)

- 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)

- 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

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.

JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing

grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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).

Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the

“Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

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. Media 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.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.