

Intro to Advertising

ADVR 3300-001/350

Fall 2021

Class Meeting: T 5:30-8:30 p.m., MJ Building Room 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 textbook 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%), class participation/pop quizzes (5@20%), two tests (2@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 will be made available throughout the semester.

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? Be prepared to discuss your assignment with the class.

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? Be prepared to discuss your assignment with the class.

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? Be prepared to discuss your assignment with the class.

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. Be prepared to discuss your assignment with the 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 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, August 24, INTRODUCTION

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

Readings: 1-2 before next class

Week 2, August 31, HISTORY OF ADVERTISING & BRANDING

Readings: Chapters 3-4

Assignments: Class participation/pop quiz and Assignment # 1/Branding due 9/1 by 5:30pm

Week 3, September 7, IDEA GENERATION

Readings: Chapters 5-6

Assignments: Class participation/pop quiz

Week 4, September 14, CREATIVE PROCESS

Readings: Chapters 7-8

Assignments: Study for your test! Reference Hey Whipple Chapters 1-8 and Google Slides from class

Week 5, September 21, TEST – THE FIRST TEST OF TWO TOTAL

Week 6, September 28, STORYTELLING

Readings: Chapters 9-10

Assignments: Class participation/pop quiz and Assignment # 2/Target Audience due 10/05 by 5:30pm

Week 7, October 5, DIGITAL EVERYTHING

Readings: Chapters 11-12

Assignments: Class participation/pop quiz and Assignment #3/Media will be due 10/13 (NOTE: This is the first day after fall break)

Week 8, October 12, FALL BREAK

Week 9, October 19, SOCIAL MEDIA

Readings: Chapters 13-14

Assignments: Study for your test! Reference Hey Whipple Chapters 9-14 and Google Slides from class

Week 10, October 26, TEST – THE SECOND AND FINAL TEST

Week 11, November 2, FINAL PROJECT INTRODUCTION

Assignment #4/Research due 11/12

Week 12, November 9, CLIENT INTRO

Creative Brief Session

Assignments: Campaign Development Schedule & Creative Brief due 11/16

Week 13, November 16, TEAM WORK ON FINAL PROJECT

Creative Brief & Schedule Review with Davis

Week 14, November 23, TEAM WORK ON FINAL PROJECT

Big Idea/Creative Review with Davis. Assignments: Final Presentations due in Dropbox by 5:30 p.m. on 11/30 and presentations will be given on 11/30 beginning promptly at 5:30 p.m.

Week 15, November 30, FINAL PRESENTATIONS TO CLIENT

Assignments: Peer Review due end of class

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 be required 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.

COVID-19 protocols for this course

COVID-19 Health and Safety Policy - Masks and Social Distancing

Faculty, staff, students and visitors are expected to monitor current health and safety measure requirements posted to our website and shared through other official communication channels including, but not limited to University email. Definitions related to those requirements and enforcement mechanisms appear in the [COVID-19 Health and Safety Policy \(GE2040\)](#). **Please be reminded that the University currently requires that all persons, regardless of vaccination status, wear masks indoors and in places where appropriate social distancing is not possible.**

Classroom experiences from recent semesters have shown that the campus community generally understands and complies voluntarily with the mask requirement. The policy does permit faculty members to take action for non-compliance of mask use. Additionally, if students have concerns about faculty or staff mask use, contact Human Resources at hr@memphis.edu or 901.678.3573. Faculty who are delivering on-campus instruction may remove their face mask to teach, provided they are located within a delineated teaching area that is no less than 6 feet from students.

Student Health

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at <https://www.memphis.edu/health/>.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu or 901.678.2187.

Testing & Notification

The University will continue to provide testing for the entire campus community. The details regarding test availability and locations can be found [here](#). Do not come to campus if you are experiencing symptoms, are in isolation or quarantine due to positive test results or exposure, pending test results, or have reason to believe you have come in contact with the virus.

Student Resources

Students who need additional resources can contact the Dean of Students Office at <https://www.memphis.edu/deanofstudents/crisis/index.php>.

Guidelines for classes, labs and equipment in Meeman Journalism Building in Fall 2021

- Anyone feeling sick should stay home.
- Social distance from all others at least 6 feet when possible.
- Wear a mask at all times when in University buildings and outside when social distancing isn't possible.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Air purifiers must run at all times during class meetings.