

Intro to Advertising

ADVR 3300-M50 | Honors – ADVR 3300-M3A

Spring 2021

eCourseware/Online

Prof. Joel M. Nichols

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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 online course is administered using the UofM's eCourseware platform. The course page will open Jan. 18. Follow the instructions below to access the course:

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-M50 to enter your course and read the instructions on the welcoming page
- **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 joel.nichols@memphis.edu.

Course Requirements

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.

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: <https://www.interbrand.com/best-brands/best-global-brands/2019/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 <https://interbrand.com/best-global-brands/>. 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.

Honors Requirements:

In addition to the previously stated course requirements, students enrolled in the honors section of Intro to Advertising will also produce a final project related to a non-profit organization. The project will consist of a creative brief document and a PowerPoint presentation. The creative brief must include information about your target audience, media, strategy and some creative output. The final PowerPoint should include the big idea for your non-profit campaign and three creative examples, i.e. print ad, social media post, and website layout.

Grading

A combination ad critiques, reactions to “Modeling the Masters” videos, two tests, and your final project will be used to evaluate your progress in the course. Grades are on the plus/minus system.

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|---|------|-----|
| Major Assignments | 4 @ | 30% |
| Final Project | | |
| Creative Brief | | 20% |
| Presentation (PowerPoint and three creative pieces) | | 20% |
| “Modeling the Masters” reactions | 12 @ | 5% |
| Tests | 2 @ | 25% |

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%

COURSE SCHEDULE

Week 1, Jan. 19-22: History of Advertising

Readings: Whipple Chapter 1

Assignments: Homework: MM #1; Walt Disney

Week 2, Jan. 25-29: Creative Process

Readings: Whipple Chapter 2

Assignments: MM #2; Harley Davison

Week 3, Feb 1-5: Idea Generation

Readings: Whipple Chapters 3-4

Assignments: MM #3; Milton Hershey

Week 4, Feb. 8-12: Storytelling & Creative Management

Readings: Whipple Chapters 5-6

Assignments: MM #4; PT Barnum; Assignment #1–Branding;

Week 5, Feb. 15-19: Digital Everything

Readings: Whipple Chapter 7

Assignments: MM #5; Mary Kay Ash

Week 6, Feb. 22-26: Digital Everything

Readings: Whipple Chapter 8

Assignments: MM #6; Hewlett Packard

Week 7, Mar. 1-5: What's Trending in Media

Readings: Whipple Chapters 9-10

Test 1: Chapters 1 – 10; Opens Mar 1, Closes Mar 5

Assignments: Assignment #2-Target Audience;

Week 8, Mar. 8-12: Video & Audio & Media

Readings: Whipple Chapters 11-12

Assignments: Assignment #3–Media; MM #7; Ray Kroc

Week 9, Mar. 15-19: Video & Audio & Media

Readings: Whipple Chapters 13-14

Assignments: MM #8; Tim Hortons

Week 10, Mar. 22-26: Creative Brief

Readings: Whipple Chapters 15-16

Assignments: Assignment #4–Research; MM #9; Simon Fuller

Week 11, Mar. 29-Apr. 2: How to Get in the Biz

Readings: Whipple 17-18

MM #10; Akio Morita

Week 12, Apr. 5-9: Work Week: Creative Brief Finalization

Readings: Whipple 19-20

Assignments: Creative Brief; Presentation (PowerPoint and three creative pieces)

Week 13, Apr. 12-16: Work Week: Presentation Finalization

Readings: None

Assignments: Creative Brief; Presentation (PowerPoint and three creative pieces)

Week 14, Apr. 19-23: Creative Strategy & Final Presentation Due

Readings: None

Semester Ends: Apr. 27

Test 2: Opens Apr. 27

Exams: Apr. 30 – May 6

Test 2: Ends May 6

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.

COVID-19 protocols for this course

Student Accommodations

Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. (<https://www.memphis.edu/drs/index.php>)

Academic Integrity

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. (<https://www.memphis.edu/osa/students/academic-misconduct.php>)

Student Health

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

Student Resources

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

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

- Anyone feeling sick should stay home and join class virtually.
- Social distance from all others at least 6 feet.
- Wear a mask at all times when in University buildings and on campus.
- 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.
- Have phone or Zoom meetings with professors and classmates. Do not meet face to face, if possible.