

# Intro to Advertising

ADVR 3300-001 & ADVR 3300-350 (Honors)

Fall 2022

Class Meeting: TTR 9:40-11:05 p.m.

Meeman Journalism Room 112

## Prof. Joel Nichols

**Office:** 312 Meeman Journalism Building

**Office Hours:** Monday and Wednesday 10 a.m.-12:30 p.m. or by appointment

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## COURSE REQUIREMENTS

### Catalog description

Exploring advertising as a career and a field. Both traditional and non-traditional 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

Arens, W., & Weigold, M. (2022). *M: Advertising* (4th ed.). McGraw-Hill Education.

### Classroom format

This course seeks to build foundational understanding of the advertising industry and its interaction with public relations and marketing in the field of integrated marketing and communications. Advertising's role in this field is the creation and strategy of sending paid messages to targeted audiences. This course examines audiences, planning and creative messaging.

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://memphis.instructure.com>
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 to enter your course and read the instructions on the welcoming page

### Course Requirements

- All assignments are to be submitted electronically via Canvas.
- Each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as well as the production specifications for the assignment, will receive a grade of 0.
- All homework and quizzes are due at 11:59 p.m. Saturday of the week they are assigned. Late work is not accepted and may not be turned in for the revision deadline.

### *Honors*

Any student who would like to receive honors credit for this course must enroll in the honors section of the course before the registration deadline. Honors students will write an additional 250 words in the final project.

### **Grading**

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%

NOTE: Students in Journalism & Strategic Media must earn a C- or better to earn credit in the course. Students completing an honors contract must earn a B or better for honors credit.

### *Grade Distribution:*

<b>Assignment</b>	<b>Percent</b>
Quizzes	30%
Discussion boards	30%
Assignments	30%
Final Project	10%

### **Writing style**

Although this is primarily a design course, students will be required to write a minimal amount as part of their study. In these cases, students are expected to adhere to the Associated Press style guide.

Additionally, in design projects, students will use text as part of their projects. Within creative reason, the text used in these projects must also follow the AP guidelines.

## **COURSE SCHEDULE**

### *WEEK 1 (Aug 23 & 25): Module 1: What is Advertising*

Advertising foundations. Purposes of advertising. Types of media.

Readings: Chapter 1.

Assignments: Quiz 1. Discussion 1.

### *WEEK 2 (Aug 30 & Sept 1): Module 2: Environment of Advertising*

Advertising in society. Ethics. Laws. Pop culture.

Readings: Chapter 2.

Assignments: Quiz 2. Discussion 2.

### *WEEK 3: (Sept 6 & 8): Module 3: Business of Advertising*

Ad agencies. Account management. Jobs in advertising.

Readings: Chapter 3.

Assignments: Quiz 3. Discussion 3. Assignment 1.

*WEEK 4: (Sept 13 & 15): Module 4: Targeting and the Marketing Mix*

Target audiences. Demographics. Psychographics.

Readings: Chapter 4.

Assignments: Quiz 4. Discussion 4.

*WEEK 5: (Sept 20 & 22): Module 5: Communication and Consumer Behavior*

Messaging. Consumer routines.

Readings: Chapter 5.

Assignments: Quiz 5. Discussion 5. Assignment 2.

*WEEK 6: (Sept 27 & 29): Module 6: Account Planning and Research*

Meeting clients. Managing expectations. Research methods.

Readings: Chapter 6.

Assignments: Quiz 6. Discussion 6.

*WEEK 7: (Oct 4 & 6): Module 7: Marketing, Advertising, and IMC Planning*

Intersection of Advertising, Public Relations and Marketing.

Readings: Chapter 7.

Assignments: Quiz 7. Discussion 6. Assignment 3.

*WEEK 8: (Oct: 13): Module 8: Creating Ads: Strategy and Process*

Messages. Big ideas. Creative strategy.

Readings: Chapter 8.

Assignments: Quiz 8. Discussion 8.

*WEEK 9: (Oct 18 & 20): Module 9: Creative Execution: Art and Copy*

Copywriting. Art direction. Design. Video. Audio.

Readings: Chapter 9.

Assignments: Quiz 9. Discussion 9. Assignment 4.

*WEEK 10: (Oct 25 & 27): Module 10: Print Media*

Traditional print media outlets.

Readings: Chapter 10.

Assignments: Quiz 10. Discussion 10.

*WEEK 11 (Nov 1 & 3): Module 11: Audio and Video Media*

Audio ads for radio and podcast. Video for television and digital.

Readings: Chapter 11.

Assignments: Quiz 11. Discussion 11.

*WEEK 12 (Nov 8 & 10): Module 12: Digital Interactive Media*

Internet advertising. Social media.

Readings: Chapter 12.

Assignments: Quiz 12. Discussion 12.

*WEEK 13 (Nov 15 & 17): Module 13: Out-of-Home, Direct Mail, and Promotional Product Advertising*

Direct means of advertising.

Readings: Chapter 13.

Assignments: Quiz 13. Discussion 13. Assignment 5.

*WEEK 14 (Nov 22): Module 14: Media Planning and Buying*

Choosing media. Media mix. Reach and Frequency.

Readings: Chapter 14.

Assignments: Quiz 14. Discussion 14.

*WEEK 15 (Nov 29 & Dec 1): Direct Marketing, Personal Selling, Packaging, and Sales Promotion*

Consumer facing IMC practices

Readings: Chapter 15.

Assignments: Quiz 15. Discussion 15.

*WEEK 16 (Dec 6 & 8): Module 6: Public Relations, Sponsorship, and Corporate Advertising*

Brand-building IMC practices.

Readings: Chapter 16.

Assignments: Final Quiz 16. Final Discussion 16. Final Assignment 6.

## ASSESSMENT AND OUTCOMES

### Professional Values and Competencies in ADVR 3300

- Apply the principles and laws of freedom of speech and press, in a global context, and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.

### 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**

Students 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**

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu) and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.