

Sam Houston State University
Syllabus for MCOM 3382
Fall , 2017

Course number: MCOM 3382

Course title: Principles of Advertising

Credit hours: 3

Class times: Mon/Wed 2 – 3:20 pm

Classroom: Dan Rather room 125

Instructor: Charlotte A. Meador

Office hours: 11 – 12:30 am Tu/Thur and 12:30-2 pm M/W

Office: Dan Rather 317

Office phone: none

Email: cxm023@shsu.edu

NOTE: Although I monitor email regularly, do not send email a few hours before class and assume I will see it before class convenes. I have to commute to class and will be on the road.

TEXTS AND OTHER MATERIALS

TEXTS:

Advertising and IMC: Principles and Practice (9th ed.) by Moriarty, Mitchell, and Wells

Supplemental materials may be put on reserve in the library and assigned for class reading. It will be your responsibility to go to the library to access them.

OTHER MATERIALS:

You will wish to purchase a **portable storage device** for back-up storage of class materials.

DESCRIPTION AND OBJECTIVES

MCOM 3382. Principles of Advertising. 3 Hours.

Catalog description:

This course explores the changes in today's world of advertising communication and the implications of these changes to traditional practice. Industry developments such as social media and the impact of globalization are included, as well as the increased focus on consumers and branding in today's advertising strategies.

Prerequisite: [MCOM 1332](#) and 9 hrs of MCOM.

CLASSROOM POLICIES

ATTENDANCE

A commitment of your time to this course is essential. Regular attendance is expected and will be necessary for successful completion of the course. You are responsible for any assignment made during class. If you are absent, it is your responsibility to email the instructor or contact a classmate who was in class. **Do not come late to class.** My office hours are on page 1 of this syllabus. During class, please follow professional procedures as you would for a job. Punctuality is essential; class attendance is expected and will be noted.

Department policy on absences is as follows: Students will not be penalized for three absence unless an assignment or exam has been missed. ***Beginning with absence #4, one letter grade will be deducted from the final grade of the course. Each succeeding absence will result in an additional letter grade loss.*** Excused absences include illness for which a doctor's visit was made, hospitalization, or other unavoidable situations for which students must give written evidence.

Attendance will be documented by a sign-in sheet as students enter the classroom. The sheet will be picked up by the instructor when class begins. It is the responsibility of the students who come in after the sheet has been picked up to see the instructor after class to be counted tardy rather than absent. *A student who signs in and then leaves the class before the class is over will be considered absent for that day.*

Students attending SHSU co-curricular activities will not be penalized for absences. Appropriate documentation should be presented to the instructor prior to the absence.

TIME REQUIREMENTS:

You are expected to have read the textbook material and to be in class every time it meets. You may also be assigned textbook readings for each class which will cover material that we may not have time to discuss in class. Material in the assigned reading may appear on exams. You should expect to allow at least two out-of-class hours of preparation for every hour you spend in class.

EQUIPMENT:

You may use your own computers to access class lecture notes during class. However, you may not use that time to do assignments for other classes.

FORMAT FOR ASSIGNMENTS

If an outside assignment requires written material, that material must be typed (using Microsoft Word, if permission is given to email), double-spaced, on one side of the paper. Hand-written assignments will not be accepted. Emailed assignments will NOT be accepted without prior approval of the instructor.

EXAMS and CLASS PARTICIPATION

You may be quizzed over reading material assigned, as well as classroom discussion. If you have a legitimate and documented excuse for being absent on the day of the exam, the instructor will allow a make-up exam. It may be an all-essay form of exam. The make-up exam will be **taken within 24 hours of your return to class**. If you are absent when an assignment is due, and you have a documented excuse, you may turn it in at the next class meeting. **After that time period, you will receive a zero for that exam or assignment. It is your responsibility to contact the instructor to arrange a make-up test.** For a university-sanctioned absence with documentation, you may schedule to take a regular exam (not essay) before or after the absence.

Students are expected to be present, to have completed the readings, do their work in class, and contribute during class discussion.

The following types of behavior will not be allowed in the classroom:

Eating and drinking is not allowed in the computer lab. Drinks with secure lids may be brought into the room in book bags, but not consumed there.

- Beepers, ipods, cell phones and other electronic communication devices may not be brought out during class. Anyone using any of these devices will be asked to leave the class.
- You may not read other material/newspapers/magazines and/or work on material for other classes during this class. You may NOT surf the Internet, read email or conduct other cyberspace business not related to the class.
- All students are expected to be attentive during presentations by the instructor and participate in class discussions. Failure to render this common courtesy will result in their being asked to leave the class.

GRADING:

Course grade will be based on six written exams, including the final exam.

No other extra credit will be given. Points may be taken off final exam for excessive absences (see attendance).

The grade scale is as follows

A = 100 – 90%

B = 89 - 80%

C = 79 – 70%

D = 69 – 60%

F = Below 60%

Ultimately, letter grades must be assigned to evaluations of course work. Under the definitions established by Sam Houston State University, students who receive the following letter grades are considered to have reached the level of attainment defining

that letter. Thus, letter grades received for journalism courses may be interpreted this way:

A= Excellent

B= Well above average

C= Average

D= Barely passing

F= Failure

All exams, once they are graded, will be distributed during class for students to see and ask questions. The exams will then be returned to the instructor during that class period.

A final class grade will not be released over the phone or internet. ***It is the student's responsibility to record and keep track of their own exam grades in order to know their progress during the semester.***

Students who cannot complete the course requirements due to illness or any other problem may apply for an Incomplete in the course. An Incomplete will not be granted by the instructor if all efforts by the student to complete the work have not been undertaken. To apply for the Incomplete, the student must submit in writing to the instructor a documented explanation of why the work could not be completed during the semester along with documents to support this claim. The request will be submitted to the dean of CHSS for a final decision.

SHSU POLICIES

ACADEMIC HONESTY

Ethics are the cornerstone of responsible journalism. Honesty is expected--and demanded--of all students. Violations of professional ethical standards have led to an automatic "F" in the course. All work in this class must be original work. No work that a student has already published or is in the process of publishing is considered original work. No work a student has used to meet requirements in a previous class is considered original work.

The University expects students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. Furthermore, the University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work that is to be submitted, plagiarism, collusion and the abuse of resource materials.

Students found guilty of dishonest behavior in this class will be asked to leave the class and will be given the grade of F for the entire course.

Plagiarized papers will not be accepted. For the sake of clarity, plagiarism is defined below:

Plagiarism occurs when one person claims credit for another person's work. It is a form of intellectual dishonesty that is treated with great severity by professionals and by the university. Students are encouraged to review the university's policy on plagiarism.

Students should be certain they understand the meaning of plagiarism: a paper using quotes without quotation marks and attribution is plagiarized. But plagiarism is more than unrecognized quotes. Conclusions that are not the student's, information that is not common knowledge, and specific facts must be attributed: tell who said it and cite or footnote it, even if this information is not a direct quote. Dates are important here, especially as on-line information is becoming more common.

Although quoted material is not plagiarized, a paper made up of a series of quotations is not a paper written by the student. Students should use quotes sparingly and for specific reasons, such as providing evidence to support a point. Not understanding the material is not an acceptable reason for using a quotation.

IMPORTANT: Students must also learn how to cite an author or work used/quoted by a second author.

PROPER CLASSROOM DEMEANOR OR CONDUCT

According to the Student Handbook, "Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking among themselves at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a directive to leave class, or being reported to the Dean of Students for disciplinary action in accordance with university policy."

The students' right to speak on the topics of their choice will be upheld in the class. Choice of topic, values and beliefs will not be judged. Audience members are expected to respect the views of their classmates.

STUDENTS WITH DISABILITIES

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and

helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If a student has a disability that may affect adversely his/her work in this class, then the student is encouraged to register with the SHSU Counseling Center and to talk with the instructor about how best to deal with the situation. All disclosures of disabilities will be kept strictly confidential. NOTE: no accommodation can be made until the student registers with the Counseling Center.

RELIGIOUS HOLIDAYS

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

"Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

VISITORS IN THE CLASSROOM

Unannounced visitors to class must present a current, official SHSU identification card to be permitted in the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

COURSE/FACULTY EVALUATIONS

Students will be asked to complete a course/instructor evaluation toward the end of the semester, using the IDEA system.

Q-DROPS

Students are allowed no more than five Q-drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-drop date will not count toward the limit. Students who have used their limit of five Q-drops will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop the class, the student will be required to remain in the class.

The Q-drop limit took effect with the start of the fall 2004 semester. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-drop limit. Neither will Q-drops from other universities.

NOTE: A Q-drop is a drop made after the last day for tuition refunds (12th class day for fall/spring; 4th class day for summer) but before the date for which a drop would result in a grade of 'F' - as published in the Academic Calendar.

Tentative Class Schedule for MCOM 3382 Fall, 2017

Wed, Aug 23	Introduction, syllabus, Chapter 1 – World of Marketing communications (pgs 4-26)
Mon, Aug 28	Continued
Wed, Aug 30	Chapter 2 Integrated brand communication (pgs 34-57)
Mon, Sept 4	Labor Day holiday
Wed, Sept 6	Chapter 3 Brand communication and society (pg 64-90)
Mon, Sept 11	Exam #1 Chapter 1-3
Wed, Sept 13	Chapter 4 How marketing communication works (pg 97-124)
Mon, Sept 18	Continued
Wed, Sept 20	Chapter 5 Segmenting audiences (pgs 128-154)
Mon, Sept 25	Continued
Wed, Sept 27	Exam #2 Chapters 4-5
Mon, Oct 2	Chapter 6 Strategic research (pgs 163-186)
Wed, Oct 4	Continued
Mon, Oct 9	Chapter 7 Strategic planning (pgs 191-208)
Wed, Oct 11	Continued
Mon, Oct 16	Exam #3 Chapters 6-7
Wed, Oct 18	Chapter 8 Creative side (pgs 226 – 251)
Mon, Oct 23	Continued
Wed, Oct 25	Chapter 9 Copywriting (pgs 260-284)
Mon, Oct 30	Chapter 10 Visual communication
Wed, Nov 1	Exam #4 Chapter 8-10
Mon, Nov 6	Chapter 15 Public relations (pgs 460-483)
Wed, Nov 8	Chapter 16 Direct response ads (pgs 487-513)
Mon, Nov 13	Chapter 17 Promotions (pgs 518-541)
Wed, Nov 15	Continued
Mon, Nov 20	Exam #5 Chapter 15-17
Wed, Nov 23	Thanksgiving holiday
Mon, Nov 27	Chapter 19 Evaluation (pgs 579-601)
Wed, Nov 29	Review day
Week on Dec 4 – 8 Final Exam Week	Final exam Chapters 19