

MCOM 3382: Principle of Advertising

Instructor: Nam Young Kim

Office: 329 Dan Rather Building

Phone: 936-294-4445

Email: nyk001@shsu.edu

Office Hours: MWs 8:30 a.m. – 9:30 a.m.

Ts 9:00 a.m. – 10:00 a.m.

or others by appointment

Course Information

Term: Spring, 2018

Course Number and Section: MCOM 3382-01

Credits: 3

Class Meets: MWs 9:30 a.m. - 10:50 a.m.

Building and Room Number: Dan Rather Communication Building, Room 305

Required Textbook

Advertising: Principles and Practices

by Sandra Moriarty, Nancy D Mitchell, and William Wells, Prentice Hall, 9th edition, 2011

The textbook provides background information for class exercises and tests. You are responsible for keeping up with the readings according to the schedule in this syllabus. All exams are directly from the textbook and text-based course lectures.

Catalogue Description & Course Objectives

Catalogue 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 customers and branding in today's advertising strategies.

Course Purpose and Objectives

The specific objectives of this course are:

1. To increase your understanding of advertising as a marketing tool, art, and social force;
2. To increase your knowledge about important terms and issues in planning and evaluating advertising campaigns;
3. To understand the communication process and to translate theories and tools into planning and developing advertising campaigns by analyzing a number of practical examples in the real world;
4. To identify recent trends and significant factors (e.g., social media and ethics) in the advertising efforts we see daily.

As a result of successful completion of this course, you should be able to:

1. Be familiar with identifying, analyzing, and understanding advertising environments;
2. Conduct simple research to assist in developing creative concepts and support materials for your advertising plan;
3. Understand the importance of placing messages in the appropriate media and create effective advertisements for your specific media plan;

4. Obtain hands-on practice in advertising campaign by preparing an advertising message and integrate the creative process into the final presentation.

Course Requirements and Policy

Exams

There will be **TWO EXAMES (A MID-TERM EXAM & A FINAL EXAM)**. All exams will be in class, and **dates as well as times for all examinations are non-negotiable. Make-up exams or assignments will be allowed only in the case of university-stipulated excused absences. Absence from any exams must be approved prior to taking the exam and written documentation must be provided.** If adequate notification is not done before the scheduled exam time, a penalty of one full letter grade is applied to the subsequent make-up exam. For each exam, you are responsible for all assigned reading materials regardless of whether or not such material was presented in lecture.

Assignments

There will be **ONE GRADED ASSIGNMENT (I.E., ADVERTISING CRITIQUE)**, and **your assignment must be typed, double-spaced on one side of the paper and submitted at the beginning of the class period on the established due date.** Following the class schedule, I will provide the detailed instruction for this assignment in advance. Guidelines for all assignments (including group project) will be handed out during class time. In terms of advertising campaign critique, all students are required to prepare a 10-minute oral presentation and present his/her advertising evaluation to the class. Each student's oral presentation date will be decided and announced later. **No late work will be accepted.** Depending on where we are in the class, I may decide to alter the due date. **I reserve the right to alter the course syllabus during the semester.**

Attendance Policy & In-class Exercise

You are expected to attend all class sessions and are fully responsible for all the lecture materials presented. The Students Handbook states that regular and punctual class attendance is expected of each student at SHSU and that it is expected that each faculty member will keep a record of student attendance. **Class attendance will be critical, as it is the only source for obtaining materials covered in the lectures.** In addition, most class meetings involve some assignment or exercise that will be completed during class. If you are absent during those days, you will not receive credits. Therefore, the following attendance policy will be adhered to for this course:

40 points are built into the course for class attendance or participation. After THREE absences, your final grade total will be reduced 40 points for each additional absence (If you come to class after the roll has been taken, you will be counted "absent."). In-class exercises (i.e., quizzes) will also be given throughout the semester. **I reserve the right to give you in-class exercises or quizzes without a notice. There will be no make-up in-class exercises.** In-class exercises will cover the lecture given or assigned reading for that particular class period. I expect you to complete the assigned reading materials before class. I know that reading is painful, but it is essential for the class.

Advertising Campaign Project

You will develop a creative advertising strategy plan, a proposal and presentation for an original advertising campaign with your group members based on what you learn from textbook readings and lectures. The advertising plan will be divided into **TWO** parts: **PROGRESS REPORT AND FINAL PROJECT PLAN**. At the end of this semester, you are required to present your group's advertising plan to the class. While developing this project, I want you to learn how to cooperate with your colleagues and present your plans effectively and professionally. Please do your best to strengthen your group project's quality. Your group members will determine **20 POINTS** of your final grade based on their evaluations of your contributions to the group project. Following the planned schedule on the syllabus, I will provide

more detailed information as it becomes relevant. Please do respect and follow the guidelines to successfully complete your group project.

Evaluation Criteria

Grades will be based on the following criteria:

| | <u>Points</u> |
|-----------------------------------|-------------------|
| Midterm Exam | 100 points |
| Final Exam | 100 points |
| Individual Project (1) | 45 points |
| Attendance & Participation | 40 points |
| In-Class Quizzes (5 times) | 15 points |
| Group Project | 100 points |
| Progress Report | 20 points |
| Final Project Plan (Written Plan) | 40 points |
| Presentation | 20 points |
| Peer Evaluation | 20 points |
| Total | 400 points |

- Your final course grades will be determined by the following scale:

| | | |
|----------------------|---------------|---|
| 360 - 400 points | 90% - 100% | A |
| 320 - 359 points | 80% - 89% | B |
| 280 - 319 points | 70% - 79% | C |
| 240 - 279 points | 60% - 69% | D |
| 239 points and below | 59% and below | F |

- Keep checking your grades until you get your final grade on Blackboard. All final grades are final. **EMAILS RECEIVED ASKING FOR "GRADE BUMPS," ADDITIONAL EXTRA CREDIT ASSIGNMENTS, OR ANY KINDS OF GRADE RECONSIDERATION WILL NOT RECEIVE A RESPONSE.**

Grade Appeals

I do not discuss individual grades in class. Students will have **ONE WEEK** following the posting of a grade to discuss points you believe you should have earned. In order to contest a grade, student should provide some written justification as to why the grade is incorrect. I will not entertain concerns about a grade on an exam after this period has elapsed. After the one-week period, the grade will be final. But, you can come by my office during my office hours and look at the graded exams or assignments any time throughout the semester.

Class Expectations

Courtesy, diligent reading and active participations are expected of all students. Please do remember that more than 70% of the exam content will come from lectures and in-class examples. As well, if you miss a graded assignments or in-class exercises because you are absent, you will not be allowed a make-up unless your absence is due to a university-sanctioned reason. **Please prepare for the class, make an effort to be on time, and be active in the class.**

Class Etiquette

Please turn off your cell phones before class. I expect each class member to be respectful of others. **Disrespecting your fellow classmates or your instructor will not be tolerated. If you need to leave early due to reasonable excuses, please notify me in advance.** You may take notes on and work on a computer unless- based on the instructor's evaluation- the computer becomes a distraction during class. Additionally, please do not surf the web, or check your social networks (e.g., Facebook, Twitter, etc.) and various e-mails accounts during the class period. I expect you to be respectful of our learning environment by being attentive and engaged, and not selfish.

University Policies Regarding Academic Classes

Support for 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 should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail disability@shsu.edu). 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 you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see: <http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

Academic Dishonesty

Plagiarism, cheating, or any form of academic misconduct will not be tolerated in this course. All students are expected to engage in all academic pursuits in a manner that is above reproach and 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. 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 which is to be submitted, plagiarism, collusion and the abuse of resource materials. Students are encouraged to review the university's policy on academic dishonesty.

Plagiarized assignments will not be accepted. For the sake of clarity, the definition of plagiarism is followed: 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 manner of plagiarism: 1) A paper using quotes without quotation marks and attribution is plagiarized. But plagiarism is more than unrecognized quotes; 2) Conclusions that are not the student's own conclusion, 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.

Student Absences on Religious Holy Days Policy

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. Section 51.911 (a) (2) defines a religious holy day as: "a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20...." 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.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

Visitors in the Classroom

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

TENTATIVE CLASS SCHEDULE

NOTE: TOPICS TO BE FOLLOWED, SOME ANNOUNCED CHANGES MAY OCCUR THROUGHOUT SEMESTER; AND YOU ARE RESPONSIBLE FOR ALL ANNOUNCED CHANGES!

| <i>Topic</i> | <i>Reading</i> |
|---|--|
| Week 1 | |
| January 17 th Course Introduction | |
| Week 2 | |
| January 22 nd Introduction to Advertising | <i>Advertising: CH 1</i> |
| January 24 th Introduction to Advertising | <i>Advertising: CH 1</i> |
| Week 3 | |
| January 29 th Advertising's Role in Marketing | <i>Advertising: CH 2</i> |
| January 31 st Advertising's Role in Marketing | <i>Advertising: CH 2</i> |
| Week 4 | |
| February 5 th How Advertising Works | <i>Advertising: CH 4</i> |
| February 7 th How Advertising Works | <i>Advertising: CH 4</i> |
| Week 5 | |
| February 12 th Strategic Planning | <i>Advertising: CH 7</i> |
| February 14 th Strategic Planning | <i>Advertising: CH 7</i> |
| Week 6 | |
| February 19th Individual Project Presentation | INDIVIDUAL PROJECT DUE |
| February 21st Individual Project Presentation | |
| Week 7 | |
| February 26th Individual Project Presentation | |
| February 28th MID-TERM EXAM | |
| Week 8 | |
| March 5 th Consumer Audience | <i>Advertising: CH 5</i> |
| March 7 th Consumer Audience | <i>Advertising: CH 5</i> |
| Week 9 | |
| March 12th SPRING BREAK | |
| March 14th SPRING BREAK | |
| Week 10 | |
| March 19 th The Creative Side and Message Strategy | <i>Advertising: CH 8</i> |
| March 21 st The Creative Side and Message Strategy | <i>Advertising: CH 8</i> PROGRESS REPORT DUE |
| Week 11 | |
| March 26th Group Project Meeting with Dr. Kim | |
| March 28th Group Project Meeting with Dr. Kim | |
| Week 12 | |
| April 2 nd Copywriting | <i>Advertising: CH 9</i> |
| April 4 th Copywriting | <i>Advertising: CH 9</i> |
| Week 13 | |
| April 9 th Visual Communication | <i>Advertising: CH 10</i> |
| April 11 th Visual Communication | <i>Advertising: CH 10</i> |
| Week 14 | |
| April 16 th Advertising Effectiveness | <i>Advertising: CH 19</i> |
| April 18 th Advertising and Society | <i>Advertising: CH 3</i> |

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| <i>Week 15</i> | |
| April 23rd | Group Project Meeting with Dr. Kim |
| April 25th | Group Project Meeting with Dr. Kim |
| <i>Week 16</i> | |
| May 30th | Group Project Presentation |
| May 2nd | Group Project Presentation |
| <i>Week 17</i> | |
| May 9th FINAL EXAM (WEDNESDAY: 9:30 A.M. – 11:30 A.M.) | |