

**Midwestern State University
Mass Communication**

Advertising – MCOM 3233-201
FALL 2023 C111, TR 11:00-AM – 12:20 PM

Instructor: Chaz Lilly
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Office Hours:
MW 11AM-1PM
TR 2PM-4PM

Course Overview:

Advertising represents a dynamic, fun, and ever-changing field. It seems impossible to look anywhere today without the influence of advertising—from the shoes you are wearing to the media system that provides you with a variety of information. This course examines advertising's prominent role in society, which can be both beneficial and harmful for consumers. This class should help you understand the fundamentals of advertising theory and practice. It will provide a foundation for more advanced advertising study for those who are pursuing careers in the field of advertising and marketing, and it should be of value to all students in their roles as consumers. By the end of the semester, you should be able to:

1. Define advertising and how it differs from other forms of mass communication.
2. Understand advertising's function within the marketing process and its developing trend.
3. Clearly describe a target market, develop an ad strategy and select media for an advertising campaign based on research information.
4. Understand and apply legal, social and ethical standards to advertising messaging

Course Requirements & Grading:

Required Text:

Advertising by Design: Generating and Designing Creative Ideas Across Media
Robin Landa
John Wiley & Sons, Incorporated
PRINT ISBN
9781118971055
EBOOK ISBN
9781118971062

About The Author:

Robin Landa is a distinguished professor in the Michael Graves College at Kean University. An award-winning author, teacher, designer, and branding expert, she has written more than twenty books on advertising, design, and creativity, including such bestsellers as *Graphic Design Solutions* (now in its fifth edition), *Build Your Own Brand*, and *Nimble: Thinking Creatively in the Digital Age*.

<https://drive.google.com/file/d/1ULstLXK1xjvCrwsEQetkACa4uAnqT5c8/view>

<https://ebookcentral.proquest.com/lib/mwsu-ebooks/detail.action?docID=7104297>

Grading:

Midterm Examination: 250 Points

Assignments (5 at 100 each):500

Final Group Paper and Presentation: 500 points

Total = 1,000 points: 900-1000 = A; 800 – 899 = B; 700 – 799 = C; 650 – 699 = D; Below 650 = F

Course Activities: This class will consist of lectures, in and out of class readings, and writing assignments and a group project.

Attendance: Attendance is required at every class. Beyond university approved absences the student will lose a significant deduction from their final semester grade for any absences.

Course Conduct: Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program. Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom.

Academic Integrity: Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Plagiarism: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or

invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Any writing that is not the work of you or your group members is plagiarism. Students in this course are expected to adhere to the MSU Student Honor Code.

VIOLATION OF THIS POLICY WILL RESULT IN THE STUDENT RECEIVING A FAILING GRADE FOR THIS COURSE.

Withheld Grades/Semester Grades Policy: Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Senior Portfolio Requirement: Please note that all mass communication majors are required to submit a portfolio as part of their Internship course (Internship is a prerequisite to Senior Production). This requirement is a part of MSU's reaccreditation with the Southern Association of Colleges and Schools and is non-negotiable. Through the portfolio, students are required to demonstrate communication competence through the written word and visual communication; two examples of each competency are required.

As you go through this and other classes, you are responsible for saving course work that could be included in your senior portfolio.

Please see me, your adviser, the department chair or any mass communication faculty member for handouts with more information ("Mass Communication Portfolio Competencies" and "Mass Communication Portfolio FAQ"). These handouts are also available on our department web page: <http://finearts.mwsu.edu/masscomm/>.

Privacy: Federal Privacy Law prohibits me from releasing information about students to certain parties outside the university. Thus, in almost all cases I will only discuss your grades and other academic matters with you. Do not have your parents call me! You're college students and will be treated as such. Also, I will only correspond with you via email if your name is in the email address.

Disability Support: Please inform me if you are a student with a disability and need accommodation in this class. Students with a disability must be registered with Disability Support Services before classroom accommodation can be provided. MSU provides students with documented disabilities academic accommodation (Disability Support Services, Clark Student Center, Room 168).c

Campus Carry: Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at Campus Carry Rules/Policies.

Final Caveat: The professor reserves the right to change any part of this syllabus for any reason.

Week 1 8/28	Course Introduction: Syllabus Review, Introductions Lecture Thursday: Chapter 1: Advertising is...
Week 2 9/4	Lecture: Chapter 2: Composition by Design Guest lecturer: Marketing v. Advertising
Week 3 9/11	Chapter 2 assignments AEIOU, Empathy Map
Week 4 9/18	Personas
Week 5 9/25	CREATING IDEAS I Chapter 3: Type and Image by Design Lecture; Chapter 4: Building a Brand Narrative in the Digital Age;Lecture Chapter 5: The Ad idea
Week 6 10/2	CREATING IDEAS II Midterm assigned Tuesday
Week 7 10/9	Lecture Chapter 6: Copywriting Writing assignment: headlines, sluglines, haikus, jingles
Week 8 10/16	Midterm due Thursday Lecture Chapter 7,8: Typography and Design Guest Lecture: Visual Art and Advertising

Week 9 10/23	Chapter 10: The campaign
Week 10 10/30	Part Three: Designing for different media Social Media assignments
Week 11 11/6	Final group assignments given, discussed
Week 12 11/13	Workshop week one
Week 13 11/20	Thanksgiving
Week 14 11/27	Workshop week two
Week 15 12/4	Workshop week three
Week 16 12/11	Workshop, final review Final exam and presentations TBA