



MCOM 3223 Advertising (Section201)

Spring 2020 | MWF 9:00-9:50AM | FA D101

Instructor Contact Information:

Instructor: Dr. Eunji Cho

Office: Fain Fine Arts Center D205

Office hours: MWF 10:00-11:00AM, MW 1:00-2:00PM, and by appointment

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Course Description & Objectives

Advertising represents a dynamic, fun, and ever-changing field. It seems impossible to look anywhere today without influences of advertising—from the shoes you are wearing to the media system that provides you 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.

Required Text & Materials

- M: Advertising, by Arens, Schaefer & Weigold. 3rd edition (2017), McGraw-Hill Education
- Additional materials will be distributed during class, through email, or posted to D2L (Desire-to-Learn).

Course Requirements

Exams:

Over the course of the semester there will be 2 multiple-choice exams that will test your knowledge of the required reading material and class discussion. (A study guide will be provided prior to each exam.) The first exam will be on Friday, March 6th, and the second exam will be on Friday, May 8th.

If you miss an exam, you will receive a grade of ZERO. No make-up exams will be given, except in case of a documented emergency or serious illness. Any make-up exam may differ from the original (to maintain the security of the exam).

Advertisement Campaign Book:

You will have a chance to show how you can apply your knowledge and understanding of the advertising process by 1) identifying the problem, 2) doing research, 3) coming up with creative solutions to solve the identified problem, and 4) presenting a comprehensive ad campaign plan for a brand.

The instructor will assign students to a team, and you must work together to find ways to resolve any problems that might occur, such as fairly dividing responsibilities. Remember that a good product is created through collaboration with different people from various backgrounds and perspectives. The grade will also be affected by team members' evaluations, and, thus, everybody has to make a serious effort in contributing to the project.

Information explaining this assignment will be provided in separate handouts well in advance of the due date and will include grading criteria, due date, and other requirements.

In-class Activities and Quizzes:

Throughout the semester we will have various in-class activities. These activities may include pop quizzes, presentations, and discussion. The details and instructions will be provided later.

Attendance & Participation:

Higher education takes place in a professional environment. You are expected to demonstrate professional attitudes and behaviors, including, but not limited to, on-time attendance, preparation for each class, active participation in class discussions, and attendance for the full class period.

Attendance will be taken at each class, and you will be allowed a total of three absences without penalty or question (i.e., unexcused absences). This does not apply to exam days or presentation days (see Tentative Class Schedule). After your third unexcused

absence, however, you will lose points from your attendance grade, that day's participation grade, and credit for class activities for each additional class missed.

In case of excused absences, appropriate documentation (e.g., doctor's notes, obituaries) must be handed in to me within a week. If you arrive late or leave early for a class, you will not receive full credit for attendance on that day.

Finally, if you miss class, it is your responsibility to find out what you missed and arrange with the instructor to make it up. As for missed assignments, if you have a legitimate explanation, alternate arrangements can be made at my discretion.

Grading

- Exam #1 = 20%
- Exam #2 = 20%
- Advertisement Campaign Book (group project) = 20%
- In-class Activities & Pop quizzes = 30%
- Attendance & Participation = 10%
- Total = 100 %

Grading Criteria

The following scale will be used to determine the final grade:

- *A = 90-100%*
- *B = 80-89%*
- *C = 70-79%*
- *D = 60-69%*
- *F: Less than 60%*

Student Responsibilities

- Students must arrive to class prepared, which means, among other things, that the assigned reading must be done.
- Assignments are due at the beginning of class on the due date.
- Students are expected to arrive on time, actively participate, and remain for the entire class period.
- Students are responsible for keeping all handouts and graded assignments.

Course Policies

1. Academic Dishonesty: Plagiarism is: (1) using someone else's source material (published or unpublished, including content from the Internet) without following accepted citation guidelines; or (2) submitting work that is not your own. The instructor will take appropriate disciplinary action for students if a student is caught cheating, plagiarizing or fabricating information. The MSU Student Honor Creed in your student handbook and the university catalog reinforces this policy: "As an MSU student, I pledge not to lie, cheat, steal, or

help anyone else to do so.” Please acknowledge that you have learned the meaning the term *academic dishonesty*. Students cannot use the excuse that they do not understand the concept of academic dishonesty.

2. **Disruptive Behavior:** Any student’s classroom behavior that interferes with either the instructor’s ability to conduct the class or other students’ ability to benefit from the instruction – or violates any other Standard of Conduct applicable to the classroom environment – will result in his/her removal from the class. (See MSU Student Handbook, “Standards of Student Conduct.”).
3. **Special Accommodations:** Any student with a disability who is registered with the MSU Office of Disability Support Services (940-397-4140, CSC Room 168) and needs specific accommodations, or requires other considerations because of a disability, should notify the instructor at the beginning of the semester to ensure that these accommodations are provided. Please note that all information provided to me remains confidential.
4. **Cell Phones and Other Recording Devices:** The use of cell phones and other recording or electronic devices is strictly prohibited during class. The instructor may permit, from time to time, the use of cell phones for legitimate class reasons. Recording the class is prohibited, unless it is part of a reasonable accommodation under ADA, or unless students have special permission from the instructor. Laptops may be used for the purpose of taking notes during class; however, their use must be limited to course-related activities.
5. **Limited Right:** The university requires faculty to provide this statement to all students: By enrolling in this course, the student expressly grants MSU a “limited right” in all intellectual property created by the student for the purpose of this course. The “limited right” shall include but shall not be limited to the right to reproduce the student’s work product in order to verify originality and authenticity, and educational purposes.
6. **FERPA:** As a result of the Family Educational Rights and Privacy Act, federal law bars the instructor from releasing information about students to parties outside the university – including parents/guardian - without the student’s signed consent. Thus, in almost all cases the instructor will not discuss your academic progress or other matters with your parents. The instructor will only discuss grades with students. If there are any grade issues, the instructor will discuss grades during office hours.
7. **Campus Carry:** Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective Aug. 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 <https://mwsu.edu/campus-carry/rules-policies>. Please be advised that any violations of the law will be reported immediately.

8. **Senior Portfolio:** All mass communication majors are required to submit a portfolio as part of their internship course, which is a pre-requisite for 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 your instructor, adviser, the department chair or any Mass Communication faculty member for handouts with more information ("Mass Communication Senior Portfolio Competencies" and "Mass Communication Senior Portfolio FAQ"). These handouts are also available on the department web page: <https://msutexas.edu/academics/finearts/masscomm/>)
9. **Social justice:** Social justice is one of Midwestern State University's core values, and I consider the classroom to be a place where students will be treated with respect as human beings, regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Moreover, diversity of thought is appreciated and encouraged. It is my expectation that ALL students be able to consider the classroom a safe environment.

Tentative Class Schedule

NOTE: The instructor reserves the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events (cancellations or guest speakers). You will be notified ahead of time of any changes to the schedule.

Week	Dates	Readings	Lecture / Discussion Topic
1	1/20	Chapter 2	No class (Martin Luther King Jr. Day)
	1/22		Course introduction
	1/24		The environment of advertising
2	1/27	Chapter 3	The business of advertising
	1/29		
	1/31		
3	2/3	Chapter 4	Targeting and the marketing mix
	2/5		
	2/7		
4	2/10	Chapter 5	Consumer behavior
	2/12		
	2/14		
5	2/17	Chapter 6	Account planning
	2/19		
	2/21		
6	2/24	Chapter 7	Marketing, advertising, and IMC planning
	2/26		
	2/28		
7	3/2	Chapter 8	Creating ads: strategy and process (and review for Exam 1)
	3/4		
	3/6		
8	3/9	Chapter 9	Creative execution: art and copy
	3/11		
	3/13		
9	3/16	Spring Break	
	3/18		
	3/20		
10	3/23	Chapter 10	Print advertising
	3/25		
	3/27		
11	3/30	Chapter 11	Television and radio advertising
	4/1		
	4/3		
12	4/6	Chapter 12	Interactive advertising
	4/8		no class (Easter Holiday)
	4/10		
13	4/13	Chapter 13	Out-of-home, direct-mail, and promotional products
	4/15		
	4/17		
14	4/20	Chapter 14	Media planning and buying
	4/22		
	4/24		
15	4/27	Chapter 15	IMC
	4/29		
	5/1		
16	5/4	Developing an ad campaign book & review for the final exam (study guide)	
	5/6		
	5/8		
17	5/11	Final presentation (8:30am-10:00am)	