

MCOM 3223 Advertising Fall 2022 | TR 5:00PM-6:20PM | In-Person

Instructor Contact Information:

Instructor: Christy Johnson, M.Ed. Office hours: By appointment only Email: <u>christymjohnson79@gmail.com</u> | Phone: 940-613-4986

Course Description & Objectives

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.

Required Textbook & Materials

- M: Advertising, by Arens & Weigold, 4th edition (2021), 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.)
- In-class activities:
 - O During the class, we will have various in-class activities including creating advertisements with various media platforms (e.g., TV, print, radio, social-media, games, etc.). The details and instructions will be provided in class.
- Advertisement campaign book/IMC:
 - o 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.

- Specific guidelines will be distributed later in class.
- Quizzes
 - O Students will take 2-3 quizzes.
 - The quiz questions will be from lecture notes, student presentations, and class activities.
- Participation
 - o This class includes various class activities. The activities are designed to be interesting and to help you learn. Thus, your active participation will affect how much you learn and how well you do in the course.
 - o If emergencies arise or your circumstances change, please communicate with me. This will help us work together to try to find a solution for your situation.
 - o In class, please:
 - behave professionally
 - arrive on time
 - be prepared
 - pay attention
 - actively participate
 - treat others with courtesy and respect
 - use language thoughtfully
 - o If you miss class, you miss the chance to participate in your education and the education of others in class. Your peers are counting on you to be in class and to participate.
- Attendance
 - 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 participation grade and credit for class activities for each class missed.
 - o 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.
 - o 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%
- Campaign book (group project) = 25%
- In-class activities = 15%
- Quizzes = 10%
- 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%

Statements Related to the Current COVID-19 Situation

- Scientific data shows that being fully vaccinated is the most effective way to prevent and slow the spread of COVID-19 and has the greatest probability of avoiding serious illness if infected in all age groups. Although MSU Texas is not mandating vaccinations in compliance with Governor Abbott's executive orders, we highly encourage eligible members of our community to get a vaccination. If you have questions or concerns about the vaccine, please contact your primary care physician or health care professional.
- Given the recent rise in cases, individuals are also strongly encouraged to wear facial coverings when indoors among groups of people, regardless of vaccination status. Although MSU Texas is not currently requiring facial coverings, they have been an effective strategy in slowing the spread.
- Safety and health of all are our top considerations. If you feel sick, do not come to class. If you need to miss class, contact me as outlined under class procedures, and I will work with you.

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." Students cannot use the excuse that they do not understand the concept of academic dishonesty.
- 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: Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit <u>Campus Carry</u>.
- 8. Active Shooter: The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit <u>Safety / Emergency Procedures</u>. Students are encouraged to watch the video entitled "Run. Hide. Fight." which may be electronically accessed via the University police department's webpage: <u>"Run. Hide. Fight."</u>
- 9. Senior Portfolio: All mass communication majors are required to submit a portfolio as part of their internship course, which is a prerequisite 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/)
- 10. **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

Week	Dates	Readings	Торіс	Project Component/Homework
1	8/22		Introduction	24 hour ad log due 8/24
	8/24	Ch. 1	What is advertising?	
2	8/30	Ch. 2	The Environment of Advertising	IMC: Choose a client/product and add to discussion post by 9 pm 9/3
	9/1			
3	9/6	Ch. 3	The Business of Advertising	IMC: Research your client/product (Section 1)
	9/8			
4	9/13	Ch. 4	Targeting and the Marketing Mix	IMC: Segmenting the Audience (p. 107)
	9/15		NO CLASS	
5	9/20	Ch. 5	Communication and Consumer Behavior	IMC: Consumer profile
	9/22			
6	9/27	Ch. 6	Account Planning and Research	IMC: Questionnaire and metrics
	9/29			
7	10/4	Ch. 7	Marketing, Advertising and IMC Planning	IMC: SWOT and Key Issues (Section 2)
	10/6			
8	10/11		Exam Review	
	10/13		Exam #1	
9	10/18	Ch. 8/9	Advertising Strategies	IMC: Objectives and Plan (Section 3)
	10/20			
10	10/25	Ch. 10	Print Media	IMC: Create a print ad
	10/27			
11	11/1	Ch. 11	Audio and Video Media	IMC: Create a audio or video ad
	11/3			
12	11/8	Ch. 12	Digital Interactive Media	IMC: Create social media elements
	11/10			
13	11/15	Ch. 13	OOH, Direct Mail, and Promotional Product Advertising	IMC: Create a direct mailer or OOH
	11/17			
14	11/22 11/24	Thanksgiving Break		
15	11/29		Present Projects	
	12/1		Exam Review	
16	12/6	5:45 p.m.	Exam #2	