



Course Syllabus: Advertising
College of Fine Arts
MCOM 3223 Section 201
TR, 9:30-10:50 a.m., D101 Fain Fine Arts Center
Spring 2026, 1/20/2026 - 5/14/2026

Contact Information

Instructor: John M. King, Ph.D.
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Course Description

Prerequisite(s): Sophomore standing. Description: Study of the communication process advertisers use to sell goods, services, and ideas. Emphasis on principles and techniques of ad campaigns, including the concepts of target marketing and market segmentation; branding and positioning; media strategy and selections; and advertising appeals. Advertising effects and issues also are studied.

3.000 Credit hours
3.000 Lecture hours

Course Learning Objectives

- 1/ Students will be able to explain the Six Facets of Advertising Effects model (perception, affective, cognitive, association, persuasion and behavior).
- 2/ Students will be able to explain ethical issues in advertising.
- 3/ Students will be able to explain principles of advertising campaigns.
- 4/ Students will be able to write and design an effective advertising campaign.
- 5/ Students will be able to apply Integrated Marketing Communication principles of contact points and touch points in advertising campaigns.

Textbook & Instructional Materials

Required

Advertising & IMC: Principles & Practice; Moriarty, Mitchell, Wood and Wells;
11 Edition (2019), Pearson.

Student Handbook

Refer to: [Student Handbook](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)

Grading

Table 1: Assignments/Grade weights.

Assignments	Weight
In-Class/Out-of-Class Learning Assignments	20%
Mid-term Exam	20%
Term Project	30%
Final Exam	30%
Total %	100%

Table 2: Total percentage for final grade.

Grade	Percentage
A	90-100
B	80-89.9
C	70-79.9
D	60-69.9
F	Less than 60

In-Class/Out-of-Class Learning Assignments

Graded in-class/out-of-class learning assignments will be conducted. These are designed to enhance student understanding of professional principles and practices. Students will discuss in small groups and then contribute to full class discussion on professional topics. Students who actively, meaningfully participate will receive full credit; those who don't will receive no credit. No makeups will be available for in-class/out-of-class learning assignments.

Exams

There will be two exams, a mid-term exam (20% of your final course grade) and a final exam (30% of your final course grade). The mid-term exam will be administered on 3/5, and the final exam will be administered during the final exam period (TBA). Both exams will be timed.

Projects Required

Students will work in small groups on a term project (30% of your final course grade). The final product will be an advertising campaign plan for a new product or service.

Mid-Term Exam

The written mid-term exam (20% of your final course grade) will be administered on 3/5 during the regular class period. This exam will be timed.

Final Exam

The written final exam (30% of your final course grade) will be administered during the final exam period (TBA). This exam will be timed.

Extra Credit

There will be no extra credit assignments.

Late Work

Late work turned in by 11:59 p.m. on the due date, will receive a 20-point penalty. After that, no late work will be accepted and will receive a zero grade.

Make Up Work/Tests

Students who have legitimate university accepted reasons for missing the mid-term exam will be allowed to make up the mid-term exam; the professor will schedule the make-up exam as soon as the student returns to campus. There will be no makeups for the final exam nor in-class/out-of-class learning assignments.

Important Dates

Last day for term schedule changes: 1/23/2026

Deadline to file for graduation: 2/16/2026

Last Day to drop with a grade of "W:" 4/29/2026

See [Drops, Withdrawals & Void](#) for more information.

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Attendance

Students are required to attend all meetings of the classes in which they are enrolled on-time. Students who miss more than three class meetings during the semester may be dropped from the course.

Instructor Class Policies

Students are expected to fully engage in the course by reading and studying BEFORE each class, arriving on time and attending each class. Professional, respectful behavior is expected. Do not play with phones, laptops, tablets or any other devices during class.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

College Policies

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are

informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

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 has 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 [Campus Carry](#).

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 [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled “Run. Hide. Fight.” which may be electronically accessed via the University police department’s webpage: [“Run. Hide. Fight.”](#)

Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

***Notice:** Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Course Schedule

Be sure to read, study and think about the topics for each class BEFORE coming to class each class meeting.

Week	Activities/Assignments/Exams	Due Date
Week 1 1/20 1/22	Welcome, Intro, How to Excel in this course What is Advertising? Assignments discussion	1/20 1/22
Week 2 1/27 1/29 1/29	Ch 1/ Brand Communication Ch 1/ Brand Communication In-class Learning Activity 1 due	1/27 1/29 1/29

Week	Activities/Assignments/Exams	Due Date
Week 3 2/3 2/5	Ch 2/ Advertising Ch 2/ Advertising	2/3 2/5
Week 4 2/10 2/12	Ch 3/ Public Relations Ch 4/ Direct Response/Promotion	2/10 2/12
Week 5 2/17 2/19	Ch 4/ Direct Response/Promotion Ch 5/ Brand Communication	2/17 2/19
Week 6 2/24 2/24 2/26	Ch 5/ Brand Communication In-class Learning Activity 2 due Ch 6/ Strategic Research	2/24 2/24 2/26
Week 7 3/3 3/5	Ch 7/ Segmenting and Targeting Mid-Term Exam	3/3 3/5
3/10 3/12	Spring Break holiday Spring break holiday	3/10 3/12
Week 8 3/17 3/19 3/19	Ch 8/ Strategic Planning Ch 9/ The Creative Side In-class Learning Activity 3 due	3/17 3/19 3/19
Week 9 3/24 3/24 3/26	Ch 10/ Promotional Writing In-class Learning Activity 4 due Ch 11/ Visual Communication	3/24 3/24 3/26
Week 10 3/31 4/2	Ch 12/Media Basics Holiday break	3/31 4/2
Week 11 4/7 4/9 4/9	Ch 13/ Paid Media Ch 14/ Owned/Interactive/Earned Media Out-of-class Learning Activity 5 due	4/7 4/9 4/9
Week 12 4/14 4/16	Ch 15/ Media Planning/Negotiation Ch 16/ IMC Management	4/14 4/16
Week 13 4/21 4/23	Ch 17/ IMC Effectiveness First Draft/ Term Project Due	4/21 4/23
Week 14 4/28 4/30	Ch 18/ Social Impact/Responsibility/Ethics Work on term project in class	4/28 4/30

Week	Activities/Assignments/Exams	Due Date
Week 15 5/5 5/7	Final Draft Term Project Due Final Term Project Presentations	5/5 5/7
Week 16 Final Exam Period 5/12 8-10 a.m.	Final Exam	5/12 8-10 a.m.