



SYLLABUS

ADVERTISING

23038 MCOM3223 201 ADVERTISING TR 1230-150PM FA B114

A COMPLETE COPY OF THIS SYLLABUS IS AVAILABLE ONLINE UNDER MY PROFILE IN THE UNIVERSITY DIRECTORY, 24 HOURS A DAY, SEVEN DAYS A WEEK. ADA COMPLIANT.

COURSE DESCRIPTION

Prerequisite: Sophomore standing.

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.

*The real fact of the matter is that nobody reads ads.
People read what interests them, and sometimes it's an ad.*

► **HOWARD LUCK GOSSAGE**

Great content is the best sales tool in the world.

► **MARCUS SHERIDAN**

*Advertising is the art of convincing people to spend money they don't have
for something they don't need.*

► **WILL ROGERS**

*The future of advertising will be personalized, automated, immersive, experiential
and measurable. It won't feel like advertising.*

► **GISELLE ABRAMOVICH, ADOBE**

INTRODUCTION

Advertising offers an introductory exploration into the multifaceted world of advertising. The course aims to provide students with a foundational understanding of advertising principles, strategies, and the evolving landscape of advertising in contemporary society. Through a combination of theoretical concepts, case studies, and practical applications, students will gain insight into the creative, strategic, ethical, and technological aspects of advertising.

COURSE OBJECTIVES

By the end of this course, students should be able:

1. To understand the historical evolution and basic principles of advertising;
2. To analyze consumer behavior and its influence on advertising strategies;
3. To explore various advertising strategies and their application in different media;
4. To understand the creative process behind advertising campaigns;
5. To learn about media channels, planning and buying strategies;
6. To examine legal and ethical issues and responsibilities in advertising;
7. To explore the role and impact of digital media and artificial intelligence in advertising; and
8. To evaluate and measure the effectiveness of advertising campaigns.

REQUIRED

- *The Associated Press Stylebook and Libel Manual* (recent edition), \$20.⁹⁵.
Or online version <http://apstylebook.com/>, \$26/year
- Kahoot! app.
- Something to write notes on and with; transcribe onto computer later.

GRADING

75% Class assignments
25% Final project

LAB CODES

D101 - Broadcast Lab:

3, 5, 1

**For the student computers,
please have them use the
following credentials only.**

User: masscommstudent

PW: Memphis13

D202 - Journalism Lab:

5, 2, 4

(each number pressed
separately)

TENTATIVE SCHEDULE SPRING 2024

Jan. 15 **Martin Luther King's Birthday observed**

Jan. 16 **Classes begin**

Jan. 16-19 WEEK 1: History of advertising: Understand the historical evolution and basic principles of advertising; role of advertising in society

Jan. 22-26 WEEK 2: Legal issues in advertising: False advertising, *Gonzalez v. Google*, *Jack Daniel's Properties v. VIP Products*; deceptive trade practices

Jan. 29-Feb. 2 WEEK 3: Careers in advertising; artificial intelligence; the future of advertising

Feb. 2 **Groundhog Day**

Feb. 5-9 WEEK 4: The advertising business: ad agencies, buying an ad; the campaign

Feb. 11 **Super Bowl LVIII**

Feb. 12-16 WEEK 5: Logos and slogans; advertising psychology (classical conditioning, persuasion)

Feb. 14 **Valentine's Day**

Feb. 19 **President's Day**

Feb. 19-23 WEEK 6: The creative process: preparation, incubation, illumination, verification (Graham Wallas)

Feb. 26-March 1 WEEK 7: Creating a brand; Qualman: Social media revolution — what is Qualman's brand?

March 1 ONLINE CLASS: Build your brand

March 1-2 **Association of Texas Photography Instructors (Austin)**

March 2 **Texas Independence Day**

March 4-8 WEEK 8: Present top ads

March 10 **Daylight saving time beings at 2 a.m.**

March 11-15 **NO CLASS: Spring break**

March 18-22 WEEK 9: Advertising research and using data

March 25 **Last day for "W"**

March 25-29 WEEK 10: Sales: product life cycle model, AIDA model

March 28-29 **NO CLASS: Holiday break**

March 31 **Cesar Chavez Day**

April 1-5 WEEK 11: The advertising campaign

April 4 WORKDAY: Work on final projects

April 4-6 **Journalism Education Association / National Scholastic Press Association National High School Journalism Convention (Kansas City)**

April 8-12 WEEK 12: Media planning and buying

April 15 **Tax day**

April 15-19 WEEK 13: Ethics in advertising

April 17-18 **MSU Texas Celebration of Scholarship**

April 21 **San Jacinto Day**

April 22-26 WEEK 14: Final project presentations

April 29-May 3 WEEK 15: Final project presentations

May 3 **Last day of classes**

May 10 **MCOM Senior documentary presentations**

May 11 **Commencement**

NOTES

- Unless otherwise indicated, material is due at the beginning of class.
- Late work receives a grade of zero.
- Any item submitted with a name misspelled in a final draft receives a grade of zero.
- I will not discuss grades in any fashion via electronic means. You must discuss grades in person.
- You may not submit material that has been (or will be) submitted for a grade in any other class unless you obtain my explicit written permission.
- ANY material (and ALL material) you create for this class should be considered publishable material and may be submitted to local news media, including MNG Media and *The Wichitan*, for publication. Hence, in ALL cases you should identify yourself as a reporter for MNG Media or *The Wichitan*. Make it clear that the pages and graphic elements that you produce have an audience broader than just the instructor.
- Review and follow the Society for Professional Journalists Code of Ethics available online at <http://www.spj.org/ethicscode.asp> and the NPPA Code of Ethics available online at <https://nppa.org/code-ethics/>

WORKDAY

This is a required class and attendance will be taken. However, there will be no structured lesson. Students will work on their own or in groups.

ONLINE CLASS

When a class is labeled as an "ONLINE CLASS," the class does NOT meet in person. There is an online activity scheduled in lieu of meeting in person for that class.

FINAL EXAM

There is NO final exam in this class.

STATEMENTS

As the instructor of record for this course, I reserve the right to change any part of this syllabus for any reason. The most current version of the syllabus will be maintained online. I reserve the right to drop — with an F — any students who have excessive absences, who miss assignments, who engage in disruptive behavior, have a poor attitude or who are not taking the class seriously.

VALUES

The faculty, staff, and students of Midwestern State University will strive to uphold our shared values. We seek to engage others with respect, empathy, and joy (**people-centered**), cultivate a diverse and inclusive campus environment (**community**), always do the right thing (**integrity**), adopt innovative ideas to pioneer new paths (**visionary**), and value relationships with broader communities (**connections**).

If you see anyone in class struggling to uphold these values, share your concerns with the course instructor.

[HTTPS://MSUTEXAS.EDU/ABOUT/VALUES-JOURNEY/](https://msutexas.edu/about/values-journey/).

STUDENT CONDUCT

Classroom behavior that interferes with either the instructor's ability to conduct the class or the ability of other students to profit from the instruction will result in the removal of that student from class. Such students may be referred to the appropriate university departments including, but not limited to, the University Police, Office of the Dean of Students, Vinson Health Center or the Counseling Center.

ACADEMIC DISHONESTY

Academic honesty is expected of all students in all examinations, papers, classwork, academic transactions and records. The possible sanctions include, but are not limited to, appropriate grade penalties, course failure, loss of privileges, disqualification and/or dismissal.

Neither plagiarism, the use of someone else's thoughts, words, ideas, or lines of argument in your own work without appropriate documentation, nor copyright violation in any form will be tolerated whether intentional or not. Both plagiarism and copyright violation involve the theft of intellectual property and will be considered not only a violation of the Student Honor Creed as well as University policy and applicable laws. To avoid any instances of plagiarism or copyright violation, credit the sources of all information appropriately and obtain written permission for the use of copyrighted works when necessary.

Fabrication and falsification are unacceptable. Falsification is the changing or omission of research results including misquoting a source. Fabrication is the construction and/or addition of

data, observations, or characterizations that never occurred including making up quotations from real or fictional sources.

Cheating and collusion are also unacceptable. Cheating includes, but is not limited to: (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a member of the university faculty or staff. The term "plagiarism" includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. The term "collusion" means collaboration with another person in preparing work offered for credit of that collaboration is not authorized by the faculty.

ARTIFICIAL INTELLIGENCE

Since writing, design, photojournalism, analytical, and critical thinking skills are part of the learning outcomes of this course, all assignments should be original work created by the student. Developing strong competencies in the areas covered in this course will prepare you for a competitive workplace.

AI-generated submissions, while they have a place in the academic environment and the workplace, are not permitted in this course and will be treated as plagiarism except and unless the assignment specifically calls for the use of generative AI.

However, AI is a tool that can be used for feedback and editing as indicated on individual assignments.

STUDENT HONOR CREED

"As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, We, the Students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters. We consider it dishonest to ask for, give, or receive help

in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student. We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed.

WRITTEN AND ADOPTED BY THE 2002-2003 MSU STUDENT SENATE.

TITLE IX

The professor considers this classroom to be a place where everyone will be treated with respect as a human being — regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that ALL students consider the classroom a safe environment.

MSU officials strive to create and actively promote a welcoming and supportive environment in order to recruit, hire, retain, and support a culturally diverse faculty, staff, and student body. Midwestern State University officials are committed to providing an environment of nondiscrimination and equal opportunity. In accordance with federal and state law, the University prohibits unlawful discrimination, including harassment, on the basis of race, age, color, religion, sex, sexual orientation, gender identity, national or ethnic origin, veteran's status, disability, or citizenship. Retaliation against individuals who in good faith file a claim of discrimination or otherwise oppose discriminatory actions will not be tolerated.

At Midwestern State University, the Title IX Department conducts investigations into possible violations of MSU's Sexual Misconduct Policy, as well as oversees the university's primary prevention and education programming related to sexual assault, interpersonal violence, and sexual harassment.

Effective Jan. 1, 2020 SB212 creates a Class B misdemeanor offense for a person who is required to make a report of an incident of sexual harassment, sexual assault, dating violence or stalking, to report it but knowingly fails to do so.

The crime must allegedly have been committed by or against a student or employee of the institution and it must be reported, promptly, to the institution's Title IX coordinator or deputy Title IX coordinator.

[HTTPS://MSUTEXAS.EDU/TITLEIX/](https://msutexas.edu/titleix/)

STUDENTS WITH DISABILITIES / SPECIAL NEEDS

The Americans with Disabilities Act is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Disability Support Services.

Students that need course adaptations or accommodations because of a disability, that need to share emergency medical information, or students that require special accommodations in the event of an emergency should contact the instructor.

STUDENT PRIVACY STATEMENT

The *Family Educational Rights and Privacy Act* prohibits instructors from releasing information about students to certain parties outside of the university without the signed consent of the student. Thus, I will not discuss your academic progress or other matters with your parents or any other party. Do not have them call me.

[HTTP://WWW.ED.GOV/POLICY/GEN/GUID/FPCO/FERPA/](http://www.ed.gov/policy/gen/guid/fpco/ferpa/)

PERSONAL TECHNOLOGY

Cell phones and tablet devices must be silenced and put away. The first time the instructor sees a device, the student will be warned about the use of the device. The instructor will ask the student to leave the class and to visit with the instructor.

In an emergency requiring the use of a cell phone — on vibrate, notify the instructor and leave the class to handle the emergency.

Research has shown that students retain material better when they write it down. Hence, personal computers are permitted in class only for the purpose of taking notes only if the instructor approves in advance.

Students should never use only technology to record an interview but should instead supplement it with written notes.

ONLINE REQUIREMENTS

This class will use some online instruction. All students should become familiar with the online learning management system Brightspace by D2L. As it has for more than 11 years, this course, as with all courses, will contain the minimum information in Brightspace:

- Syllabus
- Course communication
- Course schedule
- Gradebook
- Online faculty office hours

EMAIL

University-assigned (my.msutexas.edu) email address will be required to receive all official communication from Midwestern State University.

Because of the increasing reliance and acceptance of electronic communication, email is considered an official means for communication with MSU Texas.

MSU Texas provides students with an email account upon admittance to the institution. This account is free of charge and remains available while students are enrolled or active within their degree program.

The university-assigned student email account is Midwestern State University's official means of email communication with all students. Students are responsible for all official information sent to their university-assigned email account. Students are expected to check their email regularly and are responsible for all information sent to them via their university-assigned email address.

Students may access their University-assigned email using any of the following procedures:

- *Portal*: Use of the myMSUTexas portal provides students with many resources and applications, including access to their university-issued email.
- *Portal app*: The myMSUTexas app is available for free in the Google Play Store and the Apple App Store.
- *Direct*: Login directly via Google mail.

The instructor will NOT use the email system in D2L/Brightspace for this class.

ATTENDANCE

The knowledge and skills students will gain in this course highly depend on participating in class learning activities. Because of that, I expect students to attend all class sessions. Attendance helps students learn the course material. Absent students cannot contribute their unique perspectives to class discussion or other group work, negatively affecting other students' learning opportunities. Attendance promotes professionalism. However, we all realize that, as adults, students should learn to be responsible for their own education and to manage their time.

Do NOT come to class if you are exhibiting any of the signs of the COVID-19 or the seasonal flu.

In the event of a planned absence, students should e-mail Dr. Wilson prior to the absence as a courtesy.

Students are responsible for making up any work missed on their own time, working with classmates.

Students will NOT be able to make up unannounced quizzes given in classes they miss. Students will NOT be able to make up any material missed for being late.

Students who miss class due to University-sponsored events such as field trips or athletics, should visit with the course instructor in advance

and will be required to complete the assigned work on or before the due date. Students should submit an official notification form before the absence.

Exams (all of which will be available in D2L/Brightspace for an extended period of time), projects and stories with advance deadlines will not be accepted late. Plan ahead.

After a warning, a student with more than four absences may be dropped from the course by the instructor or summarily given a failing grade. Students who are late to class will be counted as absent.

CAMPUS CLOSURES

In the event of a campus closure due to weather or other circumstance, the instructor will communicate with the students regarding how and what to complete during any class periods missed. Online assignment deadlines will NOT be extended neither will the deadlines for long-term assignments.

GRADING

Grading is on a scale of:

≥90	A	Excellent
80-89	B	Good
70-79	C	Satisfactory
60-69	D	Passing
<60	F	Failing

Semester grading follows the same scale. Grading will be determined from specific assignments, projects, written exams, quizzes, a final exam, and class attendance. Assignments are due when announced and will not be accepted late. Any assignment turned in after the deadline receives a grade of zero. Written exams will include material covered in the class and may include, but may not be limited to, multiple choice, short answer and essay questions.

The instructor reserves the right to add, adjust, or cancel assignments as the course progresses. The method of obtaining the final grade will remain essentially the same: the total points achieved will be divided by the total points possible to obtain a percentage, and a grade will be assigned according to a percentage scale.



Part of working in the mass media is getting new experiences. These are some photos with students at MSU—Texas and with my dog, Koda.

INSTRUCTOR: BRADLEY WILSON, PHD

An associate professor at Midwestern State University, Bradley received his doctoral degree in public administration with research work in media agenda-setting and local governments. He teaches various reporting and other mass communication classes although his particular area of interest is visual communication.

He got his start working as a photojournalist for a weekly newspaper in Austin. Along the way, he has worked as an executive director, public information officer and director of marketing for various companies.

Dr. Wilson is the editor of the national magazine, *Communication: Journalism Education Today*, for the national Journalism Education Association.

In 2020, the Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication gave him the David Adams Educator of the Year Award.

He has received the Gold Key from the Columbia Scholastic Press Association, the Pioneer Award from the National Scholastic Press Association, the Star of Texas from the Association of Texas Photography Instructors, the Trailblazer Award from the Texas Association of Journalism Educators and the Carl

Towley Award from the Journalism Education Association. In 2014, the National Press Photographers Association named him the Robin F. Garland Educator of the Year and the College Media Association named him a Distinguished Adviser for newspaper advising at a four-year college or university. In 2017, he received the Edith Fox King Award for contributions to scholastic journalism in Texas.

Publications he advised at North Carolina State University for a decade, including a yearbook, a daily newspaper, a literary magazine, a 25,000-watt radio station and video outlet won numerous awards including six Gold Crown awards from the Columbia Scholastic Press Association (four for yearbook and two for literary magazine) and nine Pacemaker from the Associated Collegiate Press (four for yearbook and five for literary magazine).

He worked for more than 20 years as an emergency medical technician – intermediate, the last 11 of them at Cary Area EMS where he was awarded that organization’s highest honor, Squadsperson of the Year, and life membership. He plays euphonium and other low-brass instruments and has been active in numerous community bands.

THOUGHTS TO LIVE BY

Lack of planning on your part does not constitute an emergency on my part | **Good publications are never finished; you only run out of time.** | Don’t think in terms of filling space or time. Think in terms of providing information. | **Web first. Get it online.** | Fair. Accurate. Then first. | **Don’t forget your primary audience. With every story you tell, remember who you’re working for.** | Respect is earned. | **Want to be a better writer? Read.**

CONTACT

OFFICE
FAIN D207

OFFICE HOURS
MWF 10:30 - 11 a.m.
MW noon - 1 p.m.
F 10 - 11 a.m.
TR 11 a.m. - 12:30 p.m.
Or by appointment.

PHONE
W: 940/397-4797

E-MAIL
bradley.wilson@
msutexas.edu

MORE INFORMATION
bradleywilsononline.net



FACEBOOK
Bradley Wilson



X (TWITTER)
@bradleywilson09



INSTAGRAM:
wilsonbrad83



SNAPCHAT
wilsonbrad15

Dr. Wilson's schedule

SPRING 2024



MIDWESTERN
STATE UNIVERSITY

OFFICE

FAIN D207

OFFICE HOURS

MW 10:30 - 11 a.m.

Th 10:30 - 11 a.m.

F 10 - 11 a.m.

TR 11 a.m. - 12:30 p.m.

Or by appointment.

PHONE

W: 940/397-4797

E-MAIL

bradley.wilson@msutexas.edu

msutexas.edu

MORE INFORMATION

bradleywilsononline.net



FACEBOOK

Bradley Wilson



X (TWITTER)

[bradleywilson09](https://twitter.com/bradleywilson09)



INSTAGRAM

[wilsonbrad83](https://www.instagram.com/wilsonbrad83)



SNAPCHAT

[wilsonbrad15](https://www.snapchat.com/add/wilsonbrad15)

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8 a.m.					
9 a.m.	Emerging Media 23436 MW 9-10:20 a.m. D202	Research and Service	Emerging Media 23436 MW 9-10:20 a.m. D202	Research and Service	Research and Service
10 a.m.	Office		Office		Office D207, text or call me
11 a.m.	Mass Media & Society 21462 MW 11 a.m. - noon D202	Office D207, text or call me	Mass Media & Society 21462 MW 11 a.m. - noon D202	Office D207, text or call me	Mass Media & Society 21462 MW 11 a.m. - noon D202
noon	Office D207, text or call me		Office D207, text or call me		Research and Service
1 p.m.	Research and Service	Advertising 23038 TR 12:30 - 2 p.m. TBA	Research and Service	Advertising 23038 TR 12:30 - 2 p.m. TBA	
2 p.m.		Publication Design 21994 TR 2:30 - 3:20 p.m. D202		Publication Design 21994 TR 2:30 - 3:20 p.m. D202	
3 p.m.		Research and Service		Research and Service	
4 p.m.					
5 p.m.	Office D207, text or call me				
6 p.m.					
7 p.m.					



MIDWESTERN
STATE UNIVERSITY

Department of Mass Communication

Lamar D. Fain College of Fine Arts
3410 Taft Blvd. | Wichita Falls, TX 76308-2099
o: 940-397-4670

<http://www.mwsu.edu/academics/finearts/masscomm/>

EQUIPMENT AGREEMENT

As the prices of replacement equipment and repairs continue to increase, it becomes more and more imperative that students exercise proper care in using the equipment. Before being allowed use of this equipment, each student agrees to handle the equipment with proper care and agrees to cover the cost of repairs and/or replacement if he/she is found to be negligent. The chair of the department will make the final determination regarding determination of negligence and any amount owed to the department. *Failure to sign and to return this form in a timely manner will result in the student being denied access to equipment.*

EQUIPMENT

By my signature below, I agree to be liable for all equipment in my care, including, but not limited to, computers, printers, keyboards, jump drives, scanners, cameras, tapes, video-editing equipment, carrying cases, digital recorders, microphones, and all peripherals that may be used. This agreement covers equipment used in the TV-2 Studio, Broadcast Lab, Journalism Lab, *The Wichitan* office and in connection to any class offered in the department. The total replacement cost of these items can run in the thousands of dollars and I may be held responsible for equipment replacement should any parts be damaged, stolen, lost or otherwise returned not working.

- Food and beverages must be kept away from the equipment.
- Smoking is prohibited in all campus buildings and can cause damage to equipment as well as jeopardize the health of others.
- In short, if I break it, I buy it.

I understand that any abuse or misuse of equipment may result in suspension of privileges to use the department's equipment, blocks on registration or graduation, and/or assessment of replacement/repair costs.

I understand that I am obtaining the above-mentioned equipment for the purpose of coursework or research associated with Midwestern State University.

AFTER HOURS ACCESS

I also understand that my ID card may allow me access to labs, offices, the TV-2 studio and/or the D-wing of Fain Fine Arts Center during non-business hours. I understand that anyone not specifically approved by the chair of the department is prohibited from using the facilities, and I agree not to grant such individuals access to any facility. As such, I agree not to prop open any outside doors, and I agree to follow all fire and police codes as well as applicable local, state and federal laws. I understand that I am responsible for any and all damages that might occur while on the premises and that university officials can track electronically who is on the premises and when if electronic ID card access is used. *I understand that failure to follow these rules may result in a permanent suspension of my privileges of access during non-business hours.*

I accept the terms of use of mass communication equipment.

PRINT NAME

SIGNATURE

DATE

M-NUMBER



mwsu.edu

an equal opportunity / affirmative action employer and educator