

Advertising MCOM3223

MWF 11AM-11:50AM | FA D202

Instructor: Simeon Hendrix, Adjunct Professor, AVP Marketing and Business Development,
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Office Hours:

As an adjunct professor, I do not have regular on-campus office hours. However, I am available before or after class for any questions or discussions. If you need additional time, feel free to call me at (940) 720-8101 or email me at the address provided above to arrange a suitable meeting time.

Course Description:

This course explores the dynamic and evolving field of advertising. Through a hands-on and interactive approach, students will delve into the principles and techniques that underpin successful advertising campaigns. Emphasis will be placed on understanding target markets, creative strategies, and the impact of technology on advertising practices. This course aims to inspire creativity and practical application, preparing students for real-world challenges in the advertising industry.

Course Objectives:

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

- Understand the historical evolution and basic principles of advertising.
- Analyze consumer behavior and its influence on advertising strategies.
- Explore various advertising strategies and their applications across different media.
- Understand the creative process behind developing advertising campaigns.
- Explore market segmentation, demographics, and the strategic use of various media types to target audiences effectively.
- Assess the impact of artificial intelligence on advertising practices and career opportunities.
- Evaluate and measure the effectiveness of advertising campaigns through quantitative and qualitative methods.

Reading:

I have decided not to use a formal textbook for this course this semester. Required reading will consist of numerous handouts over the course of the semester and will be supplemented by considerable outside assignments/research. Note that there will be a lot of reading in this course and that reading loads vary considerably from week to week.

Course Outline:

Week 1: Introduction to Advertising

Course overview, expectations, and introduction to advertising concepts.

Week 2: The History and Evolution of Advertising

A look at how advertising has changed from traditional to digital mediums.

Week 3: Understanding the Market

Target marketing, market segmentation, and understanding consumer behavior.

Week 4: Creative Strategy Development

Branding, positioning, and the development of creative advertising strategies.

Week 5: Brand Building

Deep dive into logos, slogans, and the psychology behind them.

Week 6: Media Strategy and Types

Exploring different media types and their roles in advertising campaigns.

Week 7: Technology in Advertising

A detailed look at how AI and other technologies are reshaping the advertising landscape.

Week 8: Analyzing Advertising Campaign

Case studies of notable advertising campaigns and discussion of success factors.

Week 9: Practical Application: Project Planning

Students begin planning their own advertising campaigns and introduction to project requirements.

Week 10: Midterm Presentations

Students present their campaign plans and receive feedback.

Week 11: Advertising and Society

Discussion on ethical issues, advertising's impact on society, and cultural considerations.

Week 12: The Business of Advertising

Understanding the roles within an ad agency, budgeting, and campaign management.

Week 13: Careers in Advertising

Exploring different career paths within the advertising industry.

Week 14: Final Project Work

Students work on their final projects with periodic check-ins for guidance.

Week 15: Final Presentations

Students present their completed advertising campaigns and receive evaluations.

Lab Codes:

- Journalism Lab: 3, 21 (2 and 1 pressed together)

Policies:

- Unless otherwise indicated, all material is due at the beginning of class.
- Late work will receive a grade of zero, unless excused by the instructor (see Missed Assignments section below).
- You may not submit material that has been (or will be) submitted for a grade in any other class unless you obtain explicit written permission from the instructor.
- Plagiarism and academic dishonesty will not be tolerated and will result in severe consequences (see Academic Dishonesty Statement section below).
- There is no final exam in this class, but there is a final project.

Ethics Policy:

The MSU Student Honor Creed, written and adopted by the 2002-2003 Student Senate, covers expectations related to cheating and other forms of academic dishonesty. The main statement from this document is:

“As an MSU student, I pledge not to lie, cheat, steal, or help anyone else to do so.”

All students in my courses are expected to abide by this student-produced document, as well as all other related university policies. I will provide copies of the MSU Student Honor Creed to any student who requests one. It is also available online at [MSU Honor Creed](#).

Attendance Policy:

Attendance does not constitute a specific part of your grade, but perfect attendance is required. In the absence of a required textbook, attendance is critical, and I will go to great lengths to attain full attendance as necessary. If you have to miss a class or a deadline, please contact me IN ADVANCE to let me know. Contacting me in advance does not automatically excuse an absence, but it is much better than calling after the fact. If you fail to contact me before the next class period to explain an absence, it will be very difficult for me to excuse the absence. Please note that work, non-emergency medical and dental appointments, hangovers, intramural games, visitors from out of town, fixing your roommate's computer, fraternity/sorority events, arguments with boyfriends/girlfriends, and studying for other classes do NOT constitute excused absences. See also the Missed Assignments Policy.

If you need to miss class due to a religious holiday, please see me as far in advance as possible.

If you need to miss class due to university-sponsored events such as field trips and sports, please see me as far in advance as possible. You will be required to complete the assigned

work on or before the due date, and you will be required to submit an official form from the university before your absence.

As one of my former colleagues says, in the “real world,” you can not do your job if you are not present to do it. Employers do not generally tolerate such behavior, and employees who offer weak, irritating excuses frequently find themselves unemployed and unemployable. The same rules apply in this course. I don’t judge anyone who chooses to make attending classes a secondary (or lower) priority. However, this choice is not without consequences.

If you cannot make it a priority to attend every class session, please drop now so another student, who is more serious, can have your spot.

It is your responsibility to see me if you miss class. I will not chase students around the city.

Tardiness Policy:

A related note: You are required to be on time, and I have little tolerance for those who are continually late. Constant tardiness will be noted and could lower your final grade. I am not above embarrassing students who walk in late or asking them to withdraw.

Missed Assignments Policy:

If you miss any assignments or quizzes without being excused, you will fail the course. I reserve the right to determine whether an absence will be excused. In-class assignments may be excused at my discretion; however, all outside assignments must be completed within a reasonable time frame after your absence — no exceptions. In addition, I reserve the right to determine what, exactly, is a “reasonable time frame.” In sum: This is a zero-tolerance policy. I have no time or patience for those who are not going to take this class seriously; thus, “three strikes and you’re out” does not apply. “ONE strike and you’re out” is more applicable. Some past students have flunked the course for this reason. In any case, I tend to be cynical about making up missed assignments, but if you have a legitimate problem, alternate arrangements can be made at my discretion.

A related note: You will be required to work on assignments outside of class time. If your other commitments will make it impossible for you to do so, please drop this course now.

If you cannot make it a priority to complete every assignment, on time, please drop now so another student, who is more serious, can have your spot.

By accepting this syllabus and remaining enrolled in this course, you are indicating that you understand all information within.

Evaluation Methods:

- Participation and Engagement: 20%
- Hands-on Assignments: 40%
- Final Project: 40%

Additional Notes:

This course aims to not only teach theoretical concepts but also to apply these in practical, real-world settings. Students are encouraged to bring their creativity and curiosity to every class.

Special Accommodations/Emergencies/Outside Difficulties:

Students with disabilities or who are in need of special arrangements should see me as early as possible in the semester. I cannot help you if you come to me at the last minute. I will do what I can within reason to accommodate your needs, but federal law requires me to remain fair to all students. Please note that in order to qualify for consideration of special accommodations, you must be registered with the MSU Office of Disability Support Services, and I must have a memo on file from that office, along with the Special Accommodations Request form.

If you have specific medical information that needs sharing or you need specific accommodations in case of emergencies or emergency evacuations, please see me as soon as possible.

If you have outside circumstances that may affect your performance in this class – including but not limited to food insecurity, inadequate housing, family issues – please contact me if you are comfortable in doing so. I may be able to refer you to on-campus resources that will help you address the situation.

Please note that all information provided to me remains confidential.

Conduct Statement:

Behavior that interferes with either the instructor's ability to conduct the class or the ability of other students to benefit from the instruction will result in the instructor's removing the disruptive student(s) from the class, either temporarily or permanently (instructor drop), and receive a final lower grade, up to an F. In addition, and depending on the nature of the behavior or conduct, the student(s) may be subject to further disciplinary actions as per MSU policies.

Academic Dishonesty Statement:

Plagiarism is (1) the use of source material of other persons (either published or unpublished, including the Internet) without following the accepted techniques of giving credit or (2) the submission for credit of work not of the individuals to whom credit is given. If a student in the class is caught plagiarizing, appropriate disciplinary action will be taken. The Student Creed developed and adopted by the MSU Student Government reinforces the discouragement of plagiarism and other unethical behaviors. The first statement of the Creed reads, "As an MSU student, I pledge not to lie, cheat, steal, or help anyone else to do so." Plagiarism is lying, cheating, and stealing.

The university policy and procedures for academic dishonesty are outlined in the current Student Handbook in Appendix E. No cheating, collusion, or plagiarism will be tolerated in this class. Any student engaging in an academic dishonesty act will be sanctioned appropriately.

Student Privacy Statement:

Federal law prohibits the instructor from releasing information about students to parties outside the university without the signed consent of the student. Thus, in almost all cases the instructor will not discuss a student's academic progress or other matters with his/her parents without the proper release from students.

Campus Carry Statement:

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.

AI Policy:

- I. https://msutexas.edu/distance/_assets/files/chat-gpt-and-university-policy.pdf
- II. <https://libguides.msutexas.edu/ai>