

University of Wisconsin at Oshkosh: Department of Journalism
Principles of Advertising

Fall Term 2007
Monday and Wednesday 5:00 – 6:30

Professor: Elizabeth Crisp Crawford, Ph.D.
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Course Description

Required Text:

O’Guinn, Allen, & Semenik, (2006) *Advertising and Integrated Brand Promotion, fourth edition*

Focus of the Course:

This course is designed to create an awareness of the basic principals of advertising and a survey of the advertising industry. This course includes the basic principals of advertising, the history of the field, and practice of advertising across several institutions and fields in which practitioners are active. In addition, this course will explore the relationship between advertising and marketing, branding, media planning and creative. This course also introduces students to the roles and responsibilities involved in becoming a professional within the field of advertising.

Course Requirements:

Students’ grades in this course will be determined by scores achieved on the following: 1) midterm and final examinations; 2) one team project; 3) individual assignments; and 4) class participation. A more complete description of each requirement is provided below.

Examinations:

There will be two examinations given during the term. The final exam will **not** be comprehensive. Instead, it will only cover the information presented during the second half of the semester. Examinations cover material from the required text, course materials, and lecture.

Team Project:

The majority of work in the field of advertising is done by teams. In this course you will be assigned one team project that will relate to creating a promotional media campaign. Random

teams will be assigned and group members will be evaluated by both their peers and by the instructor. It is expected that teams will meet at least six times during the semester.

Individual Assignments:

Several small projects and assignments will be assigned throughout the semester. These projects are to be done by students individually. Individual assignments will comprise 20% of the student’s grade.

Participation & Attendance:

Students will earn ten percent of their grades by participating during lecture and by contributing materials and ideas during class discussion. Because this is a communication class, active participation, contributions and discussion are essential to the learning process. In addition, students should recognize that attendance is necessary for earning participation points. Upon the third absence half of the possible participation points will be lost - upon the fourth absence, all possible participation points will be lost.

<u>Course Requirements</u>	<u>Possible Points</u>	<u>Grading Scale</u>	
Exam Average (25 points each)	50	A 92-100	C 75-80.9
Individual Assignments	20	A/B 89-91.9	C/D 70-74.9
Group Project	20	B 84-88.9	D 69.9 – 63
Participation	10	B/C 81-83.9	F 62.9 & below
Total	100		

Course Policies:

Courtesy:

In order to create an atmosphere that is conducive to learning, I insist that students be courteous to others in my classroom. Please be respectful of the ideas and viewpoints of others. Do not arrive to class late unless it is absolutely necessary. If you must arrive late due to a scheduling conflict or other unavoidable circumstance, please make arrangements with me in advance. No cellular phones or communications devices may be used during class. If you bring a cell phone or other such device to class it must be turned off or to a silent mode.

Need Assistance?

If you need additional assistance outside of the classroom, feel free to visit during my office hours. If you have a need for disability-related accommodations or services, please make an appointment with the Office of Disability Services on campus. I am willing to make

reasonable accommodations for students who provide the appropriate documentation in a timely manner.

Make-Up Exams:

All examinations must be taken on scheduled days at the scheduled times. Exceptions will only be made in rare circumstances with proper documentation and verification.

Late Assignments:

Only assignments submitted at or before the start of class on the due date will be assigned full credit. Late assignments will be given a 50% penalty if they are turned in within 24 hours after the start of class on the due date. *No late assignments will be accepted after this 24-hour period.*

Academic Dishonesty:

UW Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: “Students are responsible for the honest completion and representation of their work ... and for respect of others’ academic endeavors” (s. UWS 14.01, Wis. Adm. Code). Students are subject to disciplinary action for academic misconduct, as defined below:

- (1) Academic misconduct is an act in which a student:
 - (a) Seeks to claim credit for the work or efforts of another without authorization or citation;
 - (b) Uses unauthorized materials or fabricated data in any academic exercise;
 - (c) Forges or falsifies academic documents or records;
 - (d) Intentionally impedes or damages the academic work of others;
 - (e) Engages in conduct aimed at making false representation of a student's academic performance; or
 - (f) Assists other students in any of these acts.
- (2) Examples of academic misconduct include, but are not limited to: cheating on an examination; collaborating with others in work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one's own work when a part or all of the assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of

those ideas; stealing examinations or course materials; submitting, if contrary to the rules of a course, work previously presented in another course; tampering with the laboratory experiment or computer program of another student; knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

Tentative Class/ Reading Schedule

Week One

9/3 (M) Labor Day – No Classes

9/5 (W) Welcome to Principles of Advertising

Week Two

9/10 (M) Chapter One: The World of Advertising and Integrated Brand Promotion, pp. 4-44.

9/12 (W) Student Introductions
Assignment: Bring 3 items to class – one that represents your past, present, and future.

Week Three

9/17 (M) Chapter Two: The Structure of the Advertising Industry, pp. 44-76.

9/19 (F) **Discussion Meeting One (Group One, 4:10-4:40, Group Two, 5:00-5:30)** *Careers in Advertising Assignment:* Bring a job posting for a position in the field of advertising or marketing that you would consider for a career. Write a one-page paper explaining why it would be an interesting job choice for you.
Team Meetings: (Group Two, 4:10-4:40, Group One, 5:00-5:30)

Week Four

9/24 (M) *Chapter Three: The Evolution of Promoting and Advertising Brands, pp. 76-110.*
First Draft of the Team Charter is Due

9/26 (W) *Chapter Four: Social, Ethical, and Regulatory Aspects, pp.110-160.*

Week Five

10/01 (M) *Chapter Five: Advertising, Integrated Brand Promotion, and Consumer Behavior, pp. 162-210.*

10/03 (W) **Discussion Meeting Two (Group One, 4:10-4:40, Group Two, 5:00-5:30)**

Assignment: Bring two print advertisements to class – one should represent an ad that you feel promotes a product or service in an honest way, the other should promote a product or service in a way that might mislead the consumer. Write a one-page paper explaining your position on the two ads.

Team Meetings: (Group Two, 4:10-4:40, Group One, 5:00-5:30)

Week Six

10/08 (M) Chapter Seven: Advertising and Promotion Research, pp. 240-274.

10/10 (W) Chapter Eight: Planning Advertising and Integrated Brand Promotion, pp. 274-300.

Week Seven

10/15 (M) Midterm Exam Review

10/17 (W) Midterm Exam, Chapters 1-8

Week Eight

10/22 (M) Chapter 10: Creativity, Advertising, and the Brand, pp. 336-360

10/24 (F) **Discussion Meeting Three (Group One, 4:10-4:40, Group Two, 5:00-5:30)** Class Meeting: Creative Strategy
Assignment: Bring two print advertisements to class that represent creative strategies discussed in class. Write a one-page paper that explains the strategies used in the ads.
Team Meetings: (Group Two, 4:10-4:40, Group One, 5:00-5:30)

Week Nine

10/29 (M) Chapter 11: Message Strategy, pp. 360-396.

10/31 (W) Chapter 12: Copywriting, pp. 396-430.

Week Ten

11/05 (M) Chapter 13: Art Direction and Production, pp. 430-480.

11/07 (W) **Discussion Meeting Four (Group One, 4:10-4:40, Group Two, 5:00-5:30)** Class Meeting: Diversity in Advertising.
Assignment: Evaluate two advertisements that include a person from another culture. Find one advertisement that depicts diversity in an ethical manner and another advertisement that is unethical or stereotypical. Write a one-page paper that explains the strategies used in the ads.
Team Meetings: (Group Two, 4:10-4:40, Group One, 5:00-5:30)

Week Eleven

11/12 (M) Chapter 14: Media Strategy, and Planning for Advertising and IBP, pp. 482-520.

11/14 (W) Chapter 15: Media Planning: Print, Television, and Radio, pp. 520-558.

Week Twelve

11/19 (M) Chapters 17 & 18: Merchandising

11/21 (W) No Classes – Thanksgiving Recess

Week Thirteen

11/26 (M)	Discussion Meeting Five (Group One, 4:10-4:40, Group Two, 5:00-5:30) Class Meeting: Merchandising <i>Assignment:</i> Bring two examples of P.O.P. or P.O.S. to class. Write a one-page paper explaining how items like the examples you found relate to promotional strategy. Team Meetings: (Group Two, 4:10-4:40, Group One, 5:00-5:30)
11/28 (W)	Team Presentations
Week Fourteen	
12/03 (M)	Team Presentations
12/05 (W)	Team Presentations <i>All Team Projects are Due</i>
Week Fifteen	
12/10 (M)	Final Exam Review
12/12 (W)	Final Exam, Chapters 10-18