

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

Spring Term 2008  
Tuesday and Thursday 9:40-11:10, RM C 23  
Professor: Elizabeth Crisp Crawford, Ph.D.  
Office hours: Tuesday and Thursday 11:30-1:30, and by appointment  
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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.

<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. Exceptions will only be made at the discretion of the instructor and with verifiable documentation. Unexcused 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**

2/5 (T)

Welcome to Principles of Advertising

2/7 (TH)

Chapter One: The World of Advertising and Integrated Brand Promotion, pp. 4-44.

#### **Week Two**

2/12 (T)

Student Introductions  
*Assignment:* Create a 2-3 minute ad for yourself.

2/14 (TH)

Chapter Two: The Structure of the Advertising Industry, pp. 44-76.

#### **Week Three**

2/19 (T)

*Chapter Three:* The Evolution of Promoting and Advertising Brands, pp. 76-110.

2/21 (TH)

**Discussion Meeting One (Group One, 9:40-10:10, Group Two, 10:20-10:50) *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, 9:40-10:10, Group One, 10:20-10:50)**

#### **Week Four**

2/26 (T)

Creative Brief Writing/ Creating a Strategy Statement

2/28 (TH)

*Chapter Four:* Social, Ethical, and Regulatory Aspects, pp.110-160. *First Draft of the Team Charter is Due*

#### **Week Five**

3/04 (T)

*Chapter Five:* Advertising, Integrated Brand Promotion, and Consumer Behavior, pp. 162-210.

3/06 (TH)	<p><b>Discussion Meeting Two (Group One, 9:40-10:10, Group Two, 10:20-10:50)</b>  <i>Assignment:</i> 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.  <b>Team Meetings: (Group Two, 9:40-10:10, Group One, 10:20-10:50)</b></p>
<b>Week Six</b>	
3/11 (T)	Chapter Seven: Advertising and Promotion Research, pp. 240-274.
3/13 (TH)	Chapter Eight: Planning Advertising and Integrated Brand Promotion, pp. 274-300.
<b>Week Seven</b>	
3/18 (T)	Midterm Exam Review
3/20 (TH)	Midterm Exam, Chapters 1-8
<i>Spring Break March 23-30. No Classes</i>	
<b>Week Eight</b>	
4/01 (T)	Chapter 10: Creativity, Advertising, and the Brand, pp. 336-360
4/03 (TH)	<p><b>Discussion Meeting Three (Group One, 9:40-10:10, Group Two, 10:20-10:50)</b> Class Meeting: Creative Strategy <i>Assignment:</i> 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.  <b>Team Meetings: (Group Two, 9:40-10:10, Group One, 10:20-10:50)</b></p>
<b>Week Nine</b>	
4/08 (T)	Chapter 11: Message Strategy, pp. 360-396.
4/10 (TH)	No Class, CSCA Convention.
<b>Week Ten</b>	
4/15 (T)	Chapter 12: Copywriting, pp. 396-430

4/17 (TH) **Discussion Meeting Four (Group One, 9:40-10:10, Group Two, 10:20-10:50)** 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, 9:40-10:10, Group One, 10:20-10:50)**

**Week Eleven**

4/22 (T) Chapter 14: Media Strategy, and Planning for Advertising and IBP, pp. 482-520.

4/24 (TH) Chapter 15: Media Planning: Print, Television, and Radio, pp. 520-558.

**Week Twelve**

4/29 (T) Chapters 17 & 18: Merchandising

5/1 (TH) **Discussion Meeting Five (Group One, 9:40-10:10, Group Two, 10:20-10:50)** Class Meeting: Merchandising *Assignment:* 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, 9:40-10:10, Group One, 10:20-10:50)**

**Week Thirteen**

5/6 (T) Team Presentations/Final Exam Review

5/8 (TH) Team Presentations

**Week Fourteen**

5/13 (T) Team Presentations  
*All Team Projects are Due*

5/15 (TH) Final Exam, Chapters 10-18

**Snow Policy:**

If the Oshkosh Public School System cancels school due to weather conditions I too will cancel class. Any assignments due or examinations scheduled during that class period will be rescheduled for the following class meeting.

