

Principles of Advertising

Fall 2009 / 61-250-001C

UW Oshkosh Department of Journalism

1:50 - 3:20 p.m. Mondays and Wednesdays

Clow 26

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9:30-11 a.m. Tuesdays
By appointment

REQUIRED TEXTBOOK

Advertising & Integrated Brand Promotion, fifth edition, by O'Guinn, Allen and Semenik

LIBERAL ARTS EMPHASIS

Principles of Advertising is offered through the UW Oshkosh College of Letters and Sciences, the liberal arts college of our campus. A liberal arts education transcends preparation for specific careers, providing general knowledge and allowing students to develop intellectual capacities and critical thinking skills.

ACADEMIC HONESTY POLICY

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, which could include oral or written reprimand to suspension or expulsion.

COURSE DESCRIPTION

This course, including the related hands-on work experience associated with it, is designed to provide journalism students with first-hand knowledge of what it means to be an advertising professional. It is designed to create an awareness of the basic principles of advertising and a survey of the advertising industry. The course includes basic principles of advertising, the history of the field, relevant theoretical perspectives, and practice of advertising across several institutions and fields in which practitioners are active.

STUDENT RESPONSIBILITIES

Following are the expectations of students:

- Attend all class sessions and contribute on designed topics. Do not arrive late unless it is absolutely necessary. If you must arrive late due to an unavoidable circumstance, please make arrangements with your instructor in advance. If you are going to miss a class, please contact me in advance to let me know. (An e-mail will do.)

- Hand in homework on deadline. Only assignments submitted before or during the class on the due date will be assigned full credit. Late assignments will be given a 30 percent 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 unless verifiable medical or personal documentation is provided.* Any documented excuse is to be accepted or rejected at the instructor's discretion.
- 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.
- If you need additional assistance outside of the classroom, feel free to visit me 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 will make accommodations for students who provide documentation in a timely manner.

GRADING

Students' grades will be determined by scores achieved on the following:

- Midterm and final examinations (50% of grade), which cover material from the text and lectures. The final exam will not be comprehensive. 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. *Any documented excuse is to be accepted or rejected at the instructor's discretion.*
- One team project. (30% of grade). Since the majority of work in the field of advertising is done by teams, you will be assigned one team project to create 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 need to meet at outside of class to complete the project.
- Individual assignments (20% of grade), which will be assigned throughout the semester.

GRADING SCALE

A	95-100	C	74-76
A-	90-94	C-	70-73
B+	87-89	D+	67-69
B	84-86	D	65-66
B-	80-83	D-	62-64
C+	77-79	F	61 or below

ABOUT THE TEAM PROJECT

The class will be divided into six or seven groups. Each group will select a local business (No liquor stores, bars, adult stores, tattoo parlors, national chains/franchises or firearms dealers) and create an advertising plan for the business based on interviews with the owner/manager. More details about the project will be given in class.

COURSE CALENDAR

Sept. 9	<ul style="list-style-type: none"> •Introduction to Principles of Advertising •<i>Discussion</i>: What are your favorite ads/promotions? Why? •Divide into teams for group project, create team name & discuss possible businesses to promote
Sept. 14	<ul style="list-style-type: none"> •Ch. 1: The World of Advertising & Integrated Brand Promotion (Pgs. 4-36) •<i>Teleconference</i>: Jeff Griffith, Creative Director, New York
Sept. 16	<ul style="list-style-type: none"> •Ch. 2: The Structure of the Advertising Industry (Pages 40-66) •Ch. 3: The Evolution of Promoting & Advertising Brands (Pgs. 77-91) •<i>Work on Team Project</i>: Create team charter to govern group
Sept. 21	<ul style="list-style-type: none"> •Ch. 5: Advertising, Integrated Brand Promotion & Consumer Behavior (Pgs. 150-171) •<i>Assignment due</i>: Find 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 what the job entails and why it would be an interesting job choice for you. •<i>Work on Team Project</i>: Work on team charter
Sept. 23	<ul style="list-style-type: none"> •Ch. 4: Social, Ethical and Regulatory Aspects (Pgs. 108-140) •Career Services: Career Fair on the Fox •<i>Work on Team Project</i>: Create Creative brief; first draft of team charter due
Sept. 28	<ul style="list-style-type: none"> •Ch. 6: Marketing Segmentation, Positioning and the Value Proposition (Pgs. 196-223) •<i>Assignment due</i>: Find two advertisements — 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.
Sept. 30	<ul style="list-style-type: none"> •Ch. 7: Advertising and Promotion Research (Pgs. 224-257) •Ch. 8: Planning Advertising and Integrated Brand Promotion (Pgs. 260-280) •<i>Work on Team Project</i>: Research, first draft of creative brief due, final draft of team charter due
Oct. 5	<ul style="list-style-type: none"> •CLASS MEETS IN CLOW 150 TODAY •Ch. 9: Advertising Planning: An International Perspective •<i>Teleconference</i>: Kari Reich, Wilms Gmb, Germany
Oct. 7	<ul style="list-style-type: none"> •Ch. 10: Managing Creativity in Advertising & IBP (Pgs. 310-333) •<i>Assignment due</i>: Find and 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. •<i>Class exercise</i>: Creativity
Oct. 12	<ul style="list-style-type: none"> •Ch. 11: Message Strategy (Pgs. 336-370) •<i>Class exercise</i>: Can you identify the brand?
Oct. 14	<ul style="list-style-type: none"> •CLASS MEETS IN CLOW 150 TODAY •Ch. 12: Copywriting •<i>Teleconference</i>: Morgan Kuchnia-Hanson, Ames Scullin O'Hare,

	Atlanta
Oct. 19	<ul style="list-style-type: none"> •Midterm Review & Catch-up •<i>Assignment due:</i> Write a persuasive letter (to your significant other on why you should get married, to your parents on why they should loan you money, etc.)
Oct. 21	• MIDTERM
Oct. 26	<ul style="list-style-type: none"> •Ch. 13: Art Direction and Production (Pages 406-443) •<i>Speaker:</i> Lawrence Schneider, VA Video Productions, Green Bay
Oct. 28	<ul style="list-style-type: none"> •Ch. 14: Media Strategy and Planning for Advertising and IBP (Pages 446-483) • <i>Class exercise:</i> U-Haul
Nov. 2	• <i>Work on Team Project:</i> Copy strategy, media plan or other
Nov. 4	<ul style="list-style-type: none"> •Ch. 15: Media Planning: Newspapers, Magazines, TV & Radio (Pgs. 484-521) •Ch. 16: Media Planning: Advertising and IBP on the Internet (Pgs. 522-557)
Nov. 9	• Ch. 17: Sales Promotion, Point-of-Purchase Advertising & Support Media (Pgs. 558-574, 580-593)
Nov. 11	<ul style="list-style-type: none"> •Ch. 18: Event Sponsorship, Product Placements and Branded Entertainment •<i>Speaker:</i> Mike DiFrisco, director of marketing, EAA; and owner, How-to-Branding.com •<i>Assignment due:</i> Find two examples of P.O.P. or P.O.S. and write a one-page paper how they relate to promotional strategy or how/why they are effective.
Nov. 16	• <i>Work on Team Project</i>
Nov. 18	<ul style="list-style-type: none"> •Ch. 19: Integrating Direct Marketing and Personal Selling •Additional lecture: How to Present a Campaign
Nov. 23	<ul style="list-style-type: none"> •Ch. 20: Public Relations, Influencer Marketing and Corporate Advertising (Pgs. 648-673) •<i>Assignment due:</i> Save a direct-marketing piece and write up a one-page critique what you liked/disliked about it and how it could be improved.
Nov. 25	THANKSGIVING BREAK
Nov. 30	<ul style="list-style-type: none"> •Review for final •If time permits, work on Team Project
Dec. 2	FINAL EXAM
Dec. 7	• <i>Work on Team Project:</i> Presentations and final changes
Dec. 9	•Team Presentations
Dec. 14	•Team Presentations
Dec. 16	•Team Presentations / Group project due to instructor