

Fall 2012 Principles of Advertising – Journalism 250

Department of Journalism
University of Wisconsin Oshkosh

Class: T/TH 1:20-2:50 p.m. at Sage 1239

Instructor: Jin Kyun Lee, MA., Ph.D.

Office: Sage 3479

Email: leeji@uwosh.edu

Twitter: @JinKyunLee

Hashtag: #uwood

Phone: 920.424.2342

Office Hours: T/TH 12:20-1:20 p.m. & by appointment

Required Textbook: William F. Arens, Michael F. Weigold, & Christian Arens, *Contemporary Advertising* (13th ed.). New York, NY: McGraw-Hill/Irwin.

Note: This syllabus is a contract between you and me that defines our mutual expectations and responsibilities as a student and as an instructor. **The instructor reserves the right to make any changes to this syllabus deemed necessary as the semester progresses. If you miss class, it is your responsibility to find out what announcements you may have missed.**

Prerequisites

Students are not required to have prerequisite courses but must have earned 45 credits.

Course Description and Objectives

This course is designed as a comprehensive introduction for advertising/non-advertising major students to the principles of advertising. The course does not assume that the students will necessarily seek a career in advertising or related areas. Rather, the course is designed to help the students better understand the nature of advertising and become informed consumers of advertising.

The goals of this course include:

- To introduce general principles of advertising
- To explore a variety of perspectives of advertising
- To understand the mechanism of the advertising industry
- To appreciate the research and theoretical backgrounds of advertising
- To encourage further learning in advertising

Approach

In each class, a specific advertising topic will be covered. At the beginning of class research presentations and additional discussion will follow. A conversational lecture will follow in which input of students is a key component of the learning experience. Through the readings, lecture and research presentation, students should experience a comprehensive learning approach to gain knowledge and expand critical/creative thinking.

Grading

Your final grade will depend on your performance on three exams, research presentation, written responses, and attendance. In addition, a few extra credit opportunities will be announced during the class. Each exam/assignment is graded on a scale from 0 to 100. Only Arabic scores are given on your assignments. The accumulative score from different assignments will be converted to a letter grade when tabulating the final score. **Note: I will not round up - an 89.99 (as close as it is to 90) will still be a B+. If any assignments such as written responses are not submitted on time, 10 points will be taken off automatically and will lose additional 10 points/day. If you predict any time conflict, you can always submit before due date.** The weight and grading structure of exams/assignments are:

Exam 1.....	20%
Exam 2.....	20%
Exam 3.....	20%
Research Presentation (including peer evaluation 5%).....	20%
Written Responses.....	10%
<u>Attendance.....</u>	<u>10%</u>
Total.....	100%

Grades will be distributed on this basis:

A	93-100%	C	70-75%
A -	90-92%	C-	68-69%
B+	88-89%	D+	66-67%
B	80-87%	D	62-65%
B -	78-79%	D -	60-61%
C+	76-77%	F	Less than 60%

Exams (60%)

There will be three exams. Each exam is worth 20% of your final grade. Exams will test conceptual understanding of lectures and the textbook. Exams will cover all the materials and lectures presented in class and not be limited to the textbook. Each exam consists of multiple choice, true/false questions, and short open-ended questions. A study guide will be provided on exam review sessions. **No early or make-up exams will be given. Any student who misses an exam will receive a ZERO for the exam.**

Research Presentation (20%)

At the beginning of the semester, you all will be placed on teams based on your interests and background. Each team will consist of 5-6 students and choose a topic for which they will prepare for a class discussion. Each team will be given 20 minutes to present and leading the class discussion.

Responsibilities for the presenting team include:

- Researching and identifying **at least five articles that are directly related to your topics.** These articles should discuss topics and hot issues within an industry (you'll turn these articles in with your presentation and cite them within your presentation) – we will discuss some good places to look for interesting articles
- Bring your specific discussion topic and five articles you found to me for approval

- Posting under dropbox on D2L (**by 5pm on Sunday for teams presenting on Tuesday OR by 5pm on Tuesday for teams presenting on Thursday**) an article/reading or two for your classmates to download and read in preparation for the discussion (10-15 pages of reading). In addition, post two discussion questions (in a word document format) for the rest of the class to consider.
- Developing a presentation to use in leading a class discussion on the issues/topics that focuses on the recommendations that you all have developed as well as any other questions you think the class should consider. Make sure to read assigned chapter carefully and use concepts & terms for your presentation.
- **Leading the class discussion, attempting to draw out the ways in which we can learn from the discussion - focus on teaching and leading rather than presenting itself!**
- Along with preparing presentation, submit one page double-spaced summary of your research presentation before your presentation. The goal of this summary is to help me to understand the your presentation.
- Making an equal contribution is important – Peer evaluation will be factored in your research presentation grades (5%)

Presentations should be structured as follows:

- Introduce your group members
- Raise the issue. Highlight the issues/discussion questions that you want to discuss.
- Recommendations & suggestions first. Recommendations should be focused on the topic that your group is assigned to consider.
- Providing rationale to back up your recommendations. **Discussion and analysis should be based on the concepts or models that we will be learning on that class** and, in particular, those that are focused on the topic that your group is assigned to consider. Certainly, you can present in a creative way.
- Class discussion. You should attempt to motivate and lead discussion in each part of your presentation, but, at the very least, we will take an opportunity at this point to open up the conversation for critical thinking and discussion.
- Conclusion & other interesting considerations/questions. Take an opportunity to present other interesting aspects of this topic for us to discuss more broadly.

Written Responses (10%)

You all will need to read the one or two assigned articles before coming to class and submit the written responses. Written responses should be structured as follows:

- Reading the assigned articles and being prepared for participating in the topic discussion
- Writing a one page double-spaced response to the questions each team will pose for the topic. Additionally, you may also consider the following questions - What did you learn from the discussion/topics? Why do you think the topic is important for consumers to consider? What other questions/factors would have been interesting to consider? What are the implications for consumers and advertisers?
- Providing feedback and comments to the presenting team

Attendance (10%)

Attendance will be graded as follows:

No absences	10% (full credit)
One absence	9%
Two absences	8%
Three absences	7%
Four or more absences	0%

Absences for which a medical or court excuse is provided (professional letterhead required when you come to next class) will be recorded but not figured in the attendance grade. **Remember that if you do not submit official documents, you will still lose attendance point.** Likewise, one absence for which advance notice is given by phone/email or in person will not be figured in the attendance grade. Any significant tardy or early departure from class will be figured as a half absence. Also, **anyone who has more than four class-long, unexcused absences will receive ZERO for the attendance grades.**

Extra Credit Opportunities (Bonus points over final total grade - TBD)

There will be a few bonus point opportunities will be available throughout the semester such as in-class assignment, research participation, and interview etc. Also, students may earn participation points via discussion with colleagues by making tweets during class when guest lecturers come to class. Also, sometimes I will tweet an article for your discussion (#uwood). You can get bonus points by discussing it via tweeter. Specific information will be provided.

Appeals

After receiving each assignment grade, you may submit an appeal on whole or any section of assignment for which you believe there is some cause for review. **Each appeal must be made by the end of the second class session following the date grade is posted and/or assignment returned to you** and must include the specific reason for the appeal, including the explanation for the reason why you believe the points needs to be adjusted, along with documentation or a citation as backup for your justification (e.g., passage from the textbook, lecture slide, etc.). **After that date, no assignment/exam grade changes will be discussed or older assignment/exam reviewed.**

Academic Dishonesty

Do not cheat! I have ZERO tolerance for cheating or plagiarizing in class. The University of Wisconsin – 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, for the appropriate citation of sources, and for respect of others’ academic endeavors” (s. UWS 14,01 Wis. Adm. Code). Students are often confused about academic dishonesty when it comes to projects/papers. The most common confusion is with plagiarism. The basic rule to avoid plagiarism is to simply cite your sources: If it’s not your idea, then cite the source. You can use APA style (or any other style) to cite references as long as you are consistent. *Plagiarism. n 1: a piece of writing that has been copied from someone else and is presented as being your own work 2: the act of plagiarizing; taking someone's words or ideas as if they were your own, WordNet 2.0 (2003), Princeton University, from www.dictionary.com.*

Religious Holy Day Observance

If an assignment is due or examination date falls on a day when you are observing a religious holy day, I will work with you to find an acceptable alternative time to complete the assignment or exam.

Tentative Class Schedule

Week 1

Sep 6 (TH) Introduction to the course; Team set-up
What is advertising today? (Ch. 1)

Week 2

Sep 11 (T) The evolution of advertising (Ch. 2)
Sep 13 (TH) The Economic, Social, and Regulatory Aspects of Advertising (Ch. 3)
PT: How to Use Tweeter, Heather Smith, social media intern in J-Department

Week 3

Sep 18 (T) The Scope of Advertising: From Local to Global (Ch. 4)
Sep 20 (TH) Marketing and Consumer Behavior (Ch. 5)
Research PT: Consumer Behavior

Week 4

Sep 25 (T) Market Segmentation and the Marketing Mix (Ch. 6)
Research PT: Marketing Segmentation and Marketing Mix
Sep 27 (TH) Exam 1 Review

Week 5

Oct 2 (T) Exam 1 (Ch. 1- Ch. 6)
Oct 4 (TH) Guest lecture - Charlie Cooke, Senior brand manager, Kimberly-Clark

Week 6

Oct 9 (T) Research: Gathering Information for Advertising Planning (Ch. 7)
Oct 11 (TH) Marketing and Advertising Planning (Ch. 8)
Research PT: Marketing and Advertising Planning

Week 7

Oct 16 (T) Planning Media Strategy: Finding Links to the Market (Ch. 9)
Research PT: Media Planning
Oct 28 (TH) Guest lecture – Ross Mollet, Associate Creative Director and Copywriter, Arketype

Week 8

Oct 23 (T) Creative Execution: Art and Copy (Ch. 11)
Oct 25 (TH) Creative Strategy and the Creative Process (Ch. 10)
Research PT: Creativity & Message strategy

Week 9

Oct 30 (T) Producing Ads for Print, Electronic, and Digital Media (Ch. 12)

Nov 1 (TH) Exam 2 Review

Week 10

Nov 6 (T) Exam 2 (Ch.7 - Ch.12)

Nov 8 (TH) Using Print Media (Ch. 13)

Week 11

Nov 13 (T) Using Electronic Media: Television and Radio (Ch. 14)

Research PT: TV and Radio

Nov 15 (TH) Using Digital Interactive Media (Ch. 15)

Research PT: Social Media

Week 12

Nov 20 (T) Guest lecturer – Amanda Betts, Marketing Director, Stellar Blue Web Design LLC

Nov 22 (TH) Thanksgiving holiday! ☺

Week 13

Nov 27 (T) Using Out-of-Home, Exhibitive, and Supplementary Media (Ch. 16)

Nov 29 (TH) Ethics in Advertising

Research PT: Ethics & Regulations

Week 14

Dec 4 (T) Relationship Building: Direct Marketing, Personal Selling, and Promotion (Ch.17)

Dec 6 (TH) Relationship Building: PR, Sponsorship, and Corporate Advertising (Ch. 18)

Week 15

Dec 11 (T) Exam 3 Review, Course Evaluation

Dec 13 (TH) Exam 3 (Ch.13 - Ch.18)

NOTE: We will adhere as closely as possible to the outline listed above. However, there are situations that sometimes prompt us to move ahead, lag behind or be diverted. As a result, from time to time we will review the status of the outline and schedule.