

## Fall 2013 Principles of Advertising – Journalism 250

Department of Journalism  
University of Wisconsin Oshkosh

Class: T/TH 1:20-2:50 p.m. at Sage 3235

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Required Textbook: William F. Arens, Michael F. Weigold, & Christian Arens, *Contemporary Advertising* (14th 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, peer evaluation, and attendance. In addition, a few extra credit opportunities will be announced during the class that will be added up over final grades. 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.....	25%
Exam 2.....	25%
Exam 3.....	25%
Research Presentation (including peer evaluation 5%).....	20%
<u>Attendance.....</u>	<u>5%</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 (75%)

There will be three exams. Each exam is worth 25% 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. Along with preparing presentation, submit one page double-spaced summary of your research presentation before your presentation.

*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))
- Bring your specific discussion topic and five articles you found to me for approval
- 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.

- 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.
- 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!
- Making an equal contribution is important – Peer evaluation will be factored in your research presentation grades (5%)

### **Attendance (5%)**

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. 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](http://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**

<b>WK1</b>	<b>9/5</b>	Introduction to the course; Team set-up What is advertising today? (Ch. 1)
<b>WK2</b>	<b>9/10</b>	The evolution of advertising (Ch. 2)
	<b>9/12</b>	The Economic, Social, and Regulatory Aspects of Advertising (Ch. 3)
<b>WK3</b>	<b>9/17</b>	The Scope of Advertising: From Local to Global (Ch. 4)
	<b>9/19</b>	Marketing and Consumer Behavior (Ch. 5) <i>Research PT 1: Consumer Behavior</i>
<b>WK4</b>	<b>9/24</b>	Market Segmentation and the Marketing Mix (Ch. 6) <i>Research PT 2: Marketing Segmentation and Marketing Mix</i>
	<b>9/26</b>	Exam 1 Review
<b>WK5</b>	<b>10/1</b>	<b>Exam 1 (Ch. 1- Ch. 6)</b>
	<b>10/3</b>	Research: Gathering Information for IMC Planning (Ch. 7) <i>Research PT 3: Research on Advertising</i>
<b>WK6</b>	<b>10/8</b>	Marketing and IMC Planning (Ch. 8) <i>Research PT 4: Marketing and Advertising Planning</i>
	<b>10/10</b>	Guest lecture – Bret Goodman, Bret Goodman Marketing
<b>WK7</b>	<b>10/15</b>	Planning Media Strategy: Finding Links to the Market (Ch. 9) <i>Research PT 5: Media Planning</i>
	<b>10/17</b>	Creative Strategy and the Creative Process (Ch. 10) <i>Research PT 6: Creativity &amp; Message strategy</i>

<b>WK8</b>	<b>10/22</b>	Guest lecture – John Giesfeldt, WS Packaging Group, Inc.
	<b>10/24</b>	Creative Execution: Art and Copy (Ch. 11)
<b>WK9</b>	<b>10/29</b>	Producing Ads for Print, Electronic, and Digital Media (Ch. 12)
	<b>10/31</b>	Exam 2 Review
<b>WK10</b>	<b>11/5</b>	<b>Exam 2 (Ch.7 - Ch.12)</b>
	<b>11/7</b>	Using Print Media (Ch. 13)
<b>WK11</b>	<b>11/12</b>	Using Electronic Media: Television and Radio (Ch. 14) <i>Research PT 7: TV and Radio</i>
	<b>11/14</b>	Using Digital Interactive Media (Ch. 15) <i>Research PT 8: Interactive Media</i>
<b>WK12</b>	<b>11/19</b>	Guest lecture – Amanda Betts, Stellar Blue Web Design LLC
	<b>11/21</b>	Using Out-of-Home, Exhibitivite, and Supplementary Media (Ch. 16)
<b>WK13</b>	<b>11/26</b>	Introducing Social Media (Ch. 17) <i>Research PT 9: Social Media</i>
	<b>11/28</b>	<b>No class – Thanksgiving holiday☺</b>
<b>WK14</b>	<b>12/3</b>	Relationship Building: Direct Marketing, Personal Selling, and Promotion (Ch.18) <i>Research PT 10: Managing Customer Relationship</i>
	<b>12/5</b>	Relationship Building: PR, Sponsorship, and Corporate Advertising (Ch. 19)
<b>WK15</b>	<b>12/10</b>	Exam 3 Review, Course Evaluation
	<b>12/12</b>	<b>Exam 3 (Ch.13 - Ch.19)</b>

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.