

61-250 (Fall, 2006)

PRINCIPLES OF ADVERTISING

M&W: 3:30 p.m.-5:00 p.m.

Room: 23, Clow

INSTRUCTOR: Dr. James C. Tsao

OFFICE: 106F Clow

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OFFICE HOURS: M&W: 10:30-11:30 A.M. and also by email and appointment

TEXT:

Advertising and Integrated Brand Promotion, 4E. by Thomas C. O'guinn, Chris T. Allen, and Richard J. Semenik. South-Western, a division of Thompson Learning, 2006.

SUPPLEMENTARY READINGS:

Advertising Age: A trade publication in advertising, published weekly by Crain Communications. The publication is available in the main library and Journalism Reading Room. WWW.Adage.com

ADWEEK: A weekly publication of nationwide information on creative advertising campaigns. Old issues of the publication is available in the Journalism Reading Room. WWW.Adweek.com

American Demographics: A monthly publication covers major demographic and consumer trends in the United States. The publication is available in the main library.

Brandweek: A market review of top brands and branding strategy. The publication is available in the main library WWW.Brandweek.com

Mediaweek: A weekly publication of information on media planning and strategy for nationwide campaign. The publication is available in the main library. WWW.Mediaweek.com

Mediapost's Media: A monthly publication of news for the online advertising industry. The publication is available in the Journalism Reading Room. WWW.mediapost.com

RESERVED READING in Polk Library and in your instructor's office:

got milk? Jeff Manning, Prima Publishing Co. Rocklin, CA, 1999 (HF6161.M53 M36 1999 in Polk and also available in the instructor's office) (This is a required reading assignment for the topic, Creativity and Advertising, listed on the course outline.)

COURSE DESCRIPTION:

This course provides students with a broad perspective and balanced understanding of the practices and theory of advertising as a form of mass communication. As such, the course includes, but not limited to, the following areas to be examined: advertising environment, advertising strategy, ethics and regulations, media planning, creative executions, multicultural, global and retail advertising.

ASSIGNMENTS:

1. Exams and quizzes

Four exams and four quizzes with all multiple-choice questions will be given throughout the semester. Dates of the exams are listed on the outline pages. Each exam covers four chapters of your textbook, class lectures, and guest speeches. Each quiz covers one chapter from the text. To prepare the exams, you may check the Website, <http://oguinn.swlearning.com> to review the study chapters and take practice quizzes. Also, study lists will be made available on the course Website posted on www.uwosh.edu/d21 (as in Desire2Learn) approximately one week prior to the exam dates.

2. Exercises

One out-of-class and two in-class exercises will be given according to the selected chapters in the text. Information of the out-of-class exercise is posted on the course Website. The due days are listed in the class outline. No late exercises will be accepted. The exercises must be turned in during the class time. It is considered a late due if the assignment is handed in after the class. Be sure to save your file every few minutes while working on the exercises.

The out-of-class exercise is an individual activity, while in-class exercises are team assignments. Missing the exercise sessions will result in a zero grade point. No make-up is permitted.

3. Involvement, improvement, performance, etc.

This is a subjective evaluation on the instructor's part based on observing your interest, contribution, involvement, and improvement during the course. For example, regular attendance is seen as a measure of involvement and interest. So are evidence of having kept up with the reading and turning in assignments on time.

4. Bonus activities: Student ad club

Bonus scores will be awarded to your active participation in the student Ad Club. This is the only bonus activity to be awarded in this class. "Active" means holding an officer position and attending events regularly.

GRADING:

Exam 1	14%
Exam 2	14
Exam 3	14
Exam 4	14
Out-of-class exercise	15
In-class exercise 1	4
In-class exercise 2	5
Quiz 1	5
Quiz 2	5
Quiz 3	5
Quiz 4	5

Total	100%

The following is the grading structure:

93 or above=A; 89-92=AB; 83-88=B; 79-82=BC; 73-78=C; 69-72=CD; 62-68=D; 61 or below=F (The final grade may be curved depending on score distributions of the class.)

POLICIES:

1. Attendance:

Attendance is mandatory. Excessive absences (10% of class sessions) will absolutely lower your final grade. More than six absences will lead your final grade to be an "F." No bargaining on this grade at all. There will be NO make-ups to all the exams and quizzes in this class unless you can provide written proof of one of the following:

- a). An illness seriously enough to require a visit to a physician. (Proof: A doctor's note)
- b). A death in the family within one week of the scheduled exam. (Proof: An obituary or news clip indicating your relations with the deceased)
- c). An approved university field trip. (Proof: A note from your advisor of the organization)
- d). Severe weather preventing you from attending the class. (Proof: Weather report from newspapers or Web site)

Other reasons for absences also require some sorts of appropriate proof. Examples include car breakdown, air flight delay/cancellation, traffic jam, house fire, family problems, emotional breakdown, computer/printer malfunctions etc. It is your responsibility to check with your instructor to obtain missing class information.

3. Make-up exams/quizzes:

All make-up exams/quizzes are **essay questions** or that are preferably taken during the instructor's office hours. The make-ups must be taken within two working days after your return to the school from your legitimate absences. If you miss the make-up exam/quiz within the two days, your score is "0." There will be absolutely **NO** early-tests meaning taking a make-up test prior to your absence to the regular exam session. No exceptions will be made on the no early-tests policy.

4. Incomplete:

Due to the nature of the assignments and instructional methodology, it is impossible for you to take out an "incomplete" grade. If you cannot complete the course within the semester for one reason or another, you are strongly advised to see the instructor as soon as the situation arises, and to withdraw from the class.

COURSE OUTLINE/ACTIVITIES:

Visit the course Web site on the D2L at www.uwosh.edu/d2l (as in Desire2Learn) to download the color and normal-sized version of the course outline and scheduled activities. A handout on D2L is provided on the next page.

Welcome to Desire2Learn (D2L)

D2L provides a way for instructors to integrate online materials and activities into your courses. This sheet provides basic information about logging in and changing your password. For detailed instructions on what you need to do in your D2L course, refer to materials from your instructor. Further technical assistance can be found via a 24/7/365 help desk at 1-608-264-HELP (select option 1) or through your instructor.

Getting into D2L

- Log onto the computer and into the Student Server (Novell). Please see the appropriate instruction sheet for this if you are not familiar with the login procedures.
- Open a browser and go to <http://www.uwosh.edu/d2l> (as in **Desire2Learn**).
- Your first time, select the link “Click here to do a system check.” This will make sure your browser and computer are properly set to access D2L materials.
- To login, enter your username, which is the same as your Oshkosh email user name. This is typically the **first five letters of your last name, the first letter of your first name, and the last two digits of your SSN or for students who started at Oshkosh in 2004, it's the last two digits of your 7-digit Titan ID number.** (Do not include “@uwosh.edu.”)
- Enter your password. Your initial password is your 7-digit Titan ID number. If you change your password or don't know your Titan ID number, select “Forgot your password?” It will be emailed to your address of record (by default, your UW Oshkosh email account).
- You are now at **MyHome**, an area designed as a launch pad to all of your D2L courses. You can find links to your courses in the middle of your screen, under the heading **My Oshkosh Courses**. You will see a + next to the name of any college in which you are enrolled in a course that uses D2L, for example, + College of Nursing. Select that +. Then, you will see a + next to the name of any department in which you are enrolled in a course that uses D2L. Select that + too. Finally, you will see a course title underlined in blue. Select it and you will enter your course Home Page.

Change Your Password

Please change your password to ensure your information is secure:

- Choose **My Password** from the menu on the left.
- Enter your new password in the box; you will need to repeat it in the second box for verification.
- *Select the **Change Password** button.*
- If you change your password and forget what it is, use the **Forgot your Password?** link on the log-in screen. It will be emailed to your address of record (by default, your UW Oshkosh email account.)
- Although your username is the same as your Oshkosh email and Novell student server username, there is no interaction among the systems. When you change your password in D2L, it does not affect your email or Novell password. When you change your email or Novell password, it does not affect your D2L password.

Course outline:

Check an Excel file: J250 Outline fall 06.xls