

JOUR 3300 – M50  
Survey of Advertising  
Fall 2011  
Online Asynchronous

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Office hours: TT 9:00 a.m.-11:30 a.m.-12:30 p.m.-3:30 pm  
MW 2:30-3:30 p.m. F 9-11 a.m.  
Test 4—Dec. 13-14, 2011  
Journalism web address: [www.memphis.edu/journalism](http://www.memphis.edu/journalism)

### **COURSE SPECIFIC REQUIREMENTS**

#### **CATALOGUE/COURSE DESCRIPTION:**

Exploration of creative function of advertising; emphasis on role of media

#### **PROFESSIONAL VALUES AND COMPETENCIES FOR Survey of Advertising:**

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently

#### **PREREQUISITE:**

None

#### **TEXTBOOK:**

Advertising Procedure, 18th Edition, ISBN 13: 978-0-13-611082-8, Authors: W. Ronald Lane, Karen Whitehill King, Tom Reichert

#### **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

**Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically): Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):**

*Awareness:*

- Students will become aware of the historical aspects of advertising from its origins until the Civil War.
- Students will become aware of the changing nature of media.
- Students will become aware that there are diverse audiences and how proper media selection enables advertisers to reach those audience segments.
- Identify ethical and legal issues associated with products and services, especially those associated with health related issues.

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR Jour3300:**

Earn a passing score on four exams and twenty-two quizzes. Plus participate in online class discussions.

**CLASSROOM FORMAT:**

This class will be presented on line through Power Point slides covering lecture notes, Podcasts of actual lectures and discussions on the class discussion board . Class discussion will cover the many aspects of advertising.

**OBJECTIVE OF COURSE:**

This course is designed to provide students with a view of the overall field of advertising, the nature of diverse audiences and many of the services related to the field. It is intended to assist the student in focusing on a career track within the advertising field.

**COURSE REQUIREMENTS:**

You are expected to read the chapters as indicated and bring any questions that you might have to class. The course is lecture in nature. Students are encouraged to participate in class discussion, bringing up topics relevant to the lecture.. You should have a high speed internet connection..

**GRADING:**

A combination of test scores and required quizzes as well as online discussions will be used to evaluate your progress in the course. Your required test and quiz taking is important to your grade as well as use of the discussion board, so pay attention to the dates and times that these are able to be accessed.

Four tests will be given in the course. Each grade will carry equal weight. and count 70 % of your grade. The total scores of your quizzes will carry 20% of our final course . Your participation in the discussions will count as 10% of grade. Your 4th test is scheduled for Dec. 13-14.

**OTHER ISSUES:**

Students will become aware of the history of advertising from the start of advertising through the Civil War through lecture material presented using Power Points. Students will also become aware of media diversity and reaching diverse audiences through research and proper media selection. There will be an awareness of images used in advertising, discussing those which attract and the reasons others do not. Students will become aware of ethical issues regarding various products, especially those that focus on health issues but contain extensive health warnings. These will be contrasted with other products that make no such claims but are advertised to have significant merit.

Material on Schedule. The Topic/Assignment section are the lectures. The additional Info. represents the chapters you should be reading.

**JOUR 3300-001**  
**Class Schedule for Fall 2011**

| Date | Topic/ Assignment                        | Additional Info              |
|------|--|------------------------------|
|      | History of Advertising                   | Chapters 1 & 2               |
|      | The Marketing Situation and Ad Objective | Chapter 3                    |
|      | The Appeal and its Presentation          | Chapter 4                    |
|      | Psychology & Sociology of Advertising    | Chapter 15                   |
|      | Test 1-notes and chapters<br>Sept. 20-21 | 50 Multiple choice questions |
|      | Advertising Copy Writing                 | Chapter 16                   |
|      | Words & Headlines                        |                              |
|      | Ad Layout                                | Chapter 17                   |
|      | Typography & Engraving                   | Chapter 18                   |
|      | Test 2-notes & chapters<br>Oct. 6-7      | 50 Multiple choice questions |
|      | Reaching a Diverse Audience              | Chapters 7 & 23              |
|      | Newspapers                               | Chapter 10                   |
|      | Magazines                                | Chapter 11                   |
|      | Television & Radio                       | Chapters 8,9,19,20           |
|      | Direct Marketing & Internet              | Chapter 13                   |
|      | Test 3-notes & chapters<br>Nov. 10-11    | 50 Multiple choice questions |
|      | Supplementary Media                      | Chapters 12 & 14             |
|      | Trademarks, Legal Issues & Ethics        | Chapters 21 & 24             |
|      | Cost Factors in Advertising              | Chapters 5,6,22              |
|      | Test 4-notes & chapters                  |                              |
|      | Test 4 Dec. 13-14.                       |                              |

**DEPARTMENT POLICIES FOR ALL STUDENTS**

**EMAIL:**

You must have your UM email account activated. If you are using another provider such as gmail, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the university.

**CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university. "Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

**ONLINE SETES:**

You are urged to complete the SETEs evaluation of this class once before your instructor has posted your grade, once your grade is posted, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your student evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously, and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

**EXIT EXAM FOR ALL JOURNALISM MAJORS:**

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

### **ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.