

Survey of Advertising

JOUR 3300-001

Spring 2017

M 5:30-8:30pm

MJ 112

Andrea Wiley

DCA Creative Communications Consulting

431 S. Main Street, Suite 302

Memphis, TN 38103

372-5100 (work)

487-5679 (cell)

alwiley@memphis.edu

COURSE REQUIREMENTS**CATALOG DESCRIPTION:**

Broad survey of advertising in an economy of abundance and its relationship to marketing. Traditional, non-traditional and social media advertising will be studied. Problems and techniques of planning and coordinating an integrated series of advertising efforts for a successful plan will be discussed.

PREREQUISITE:

None

TEXTBOOK:

Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads, 5th Edition,
Authors: Luke Sullivan and Edward Boches

CLASSROOM FORMAT:

This class will be presented in the lecture and discussion format. 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.

GRADING:

A combination ad critiques, group work, two tests and your final project will be used to evaluate your progress in the course. Your required class attendance has an impact on your grade, so be in class and on time. Grades are on the plus/minus system.

Assignments	4 @	25%
Final Project		45%
Research		
Work Plan		
Creative Brief		
Presentation (speech, PP, deliverables)		
Peer Evaluation		
In Class Participation	5 @	5%
Tests	2 @	25%

Extra Credit is available with Student AdFed meetings and AAF Memphis functions.

Assignments

Students should use their best writing for assignments, as they are worth 25%.

- Your name should be at the top of the first page. You don't need a cover sheet.
- They should be written in third person.
- They should be written in AP style.
- They must be between 350 to 400 words. Be concise in your writing.
- They MUST be uploaded to the drop box in eCourseware.
- Bring your assignment and ads to class for discussion.

Assignment #1/Branding

To learn how to analyze various brand identity elements including name, logo, symbols, colors, characters, spokespeople, slogans/tag lines, packaging design, etc. You will be provided with two ads of brands from the same category and discuss each of the above as they relate to the two brands. How effective is the branding strategy for each one? Bring your assignment and print ads to class for discussion.

Assignment #2/Target Audience

You will be provided with two ads for two brands in the same product or service category that market to different target audiences. What is the target audience for each brand? How are they being advertised? How is the advertising different and why? Bring ads to class for discussion.

Assignment #3/Media

You will be provided with two different ads for the same product from two different media (print, TV, radio, online, etc.). How are they consistent across the media (logo, symbols, colors, characters, spokespeople, slogans/tag lines)? How does the medium affect the advertisements? Bring ads to class for discussion.

Assignment #4/Research

Individually research your final project client and create a 2-3 page summary with the most pertinent background info that answers What? When? Why? Who? How? Don't just pull info from the website. See what you can find in terms of news articles, reviews, social media, etc. You will use this info throughout the development of your final project campaign and final presentation. Bring a copy to class.

Final Projects

The Final Project will be a culmination of all that has been covered in the course. The class will be broken into teams who will act as agencies all making a pitch. The team is expected to research the brand, create a strategy, conceptualize the advertising campaign, determine what media to use and when and present to the class an integrated campaign. Teams will be given 20 minutes to present their ideas.

Campaign Development Schedule

As a team, create a detailed schedule of team assignments, individual assignments and responsibilities. You can use the template attached. All of this work is to help your team. You will use this document to keep your team on schedule and for your peer evaluation. One schedule for each team needs to be created, but everyone should have their own copy and each individual should upload to eCourseware.

Creative Brief

As a class, we will work through the development of the creative brief together but it will be up to your team to write one brief and edit as needed before each individual uploads to eCourseware.

Group Presentation

Develop a PowerPoint presentation that introduces your team and project. Everyone should participate in the presentation covering the various aspects: main points of research, main points of your creative plan/brief, introduction of your big idea for your campaign theme and show your creative and how it works in 2-3 types of media. Tell the client why they should hire your team and ask for the business. Have fun!

TENTATIVE SCHEDULE

<i>Date</i>	<i>Area of Study</i>	<i>Assignment</i>
Jan. 23	History of Advertising	• Read Ch 1-3 (before next class)
Jan. 30	Creative Process	• Read Ch 4-6 (before next class) • Critique #1–Branding–due 2/6
Feb. 6	Idea Generation	• Read Ch 7-9 (before next class) • Assignment #1 Review
Feb. 13	Storytelling & Creative Mgmt	• Study for Test #1
Feb. 20	Test #1	• Read Ch 10-11 (before next class)
Feb. 27	Digital Everything	• Read Ch 12-14 (before next class) • Assignment #2-Target Audience due 3/13
Mar. 6	SPRING BREAK – NO CLASS	
Mar. 13	What’s Trending Media	• Read 16-18 (before next class) • Review Assignment #2 • Assignment #3-Media– due 4/3
Mar. 20	Video & Audio & Media	• Read 18-19 (before next class) • Review Assignment #3 • Study for Test #2
Mar. 27	Test #2 Final Project Client Intro	• Research Client – due 4/10 • Campaign Dev. Schedule – due 4/10
Apr. 3	Creative Brief Session	• Creative Brief due 4/17
Apr. 10	How to Get in the Biz Agency Tour, DCA	• Team Work on Final Project
Apr. 17	Presentation Prep	• Team Work on Final Project
Apr. 24	Final Presentations	• Peer Review – due EOC

FIVE PILLARS OF JOUR3300

- *Professionalism*: Students learn the professional standards and practices of advertising by discussing the composition and merits of award-winning ads presented in class.
- *Writing*: Students are required to write a term paper about an advertising topic approved by the instructor.
- *Multimedia*: Students will understand through lecture and demonstration how different forms of advertising apply to print, electronic media and the web.
- *Critical Thinking*: Students must demonstrate an understanding of the audience for which advertising is intended. This will be done through lecture material outlining the significance of demographics and psychographics.
- *Media Literacy*: Students will appreciate the increasingly changing media environment in terms of technological, economic and societal trends through class discussions.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR3300:

- 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 communication.
- Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communication 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.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):

Students will be able to:

- Define advertising
- Distinguish advertising from other management functions
- Explain how advertising evolved in the United States
- Describe the activities of advertising—what advertising people do.
- Identify target audiences—including under represented audiences.
- Describe and apply the advertising process—research, planning, message development, communication and evaluation.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):

Students will:

- Earn a passing score on four exams
- Write a term paper covering some aspect of advertising, which will enable students to have a better understanding of the ethics required in the field

- Participate in class discussions concerning target audience identification, changing creative strategies and legal issues

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET JOUR3300:

Awareness:

- Identify significant principles and applications in the development of advertising through quizzes and exams.

Understanding:

- Select audience segments for appropriate strategies within the advertising practice.

Application:

- Demonstrate within a paper the practical use of advertising theories and methods.

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.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, 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.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/his specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"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 course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a

teacher evaluation for that class. How to access your 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.

DEADLINES:

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

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.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.