

Survey of Advertising

ADVR 3300-001

Spring 2019

T 5:30-8:30pm

MJ 112

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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 of assignments, in-class collaboration, one test 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%
In-Class Quizzes/Collaboration	5 @	5%
Tests	1 @	30%
Final Project		40%
Work Plan		
Creative Brief		
Presentation (speech, PP, deliverables)		
Peer Evaluation		

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, 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, 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. A template will be provided. 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. 22	Introduction	• Read Ch 1-2 (before next class)
Jan. 29	History/Branding 2/5	• Read Ch 3-4 • Assignment #1 Branding due
Feb. 5	Creative Process	• Read Ch 5-6
Feb. 12	Idea Generation	• Read Ch 7-9 • Assign. #2 Target Aud. Due 2/19
Feb. 19	Storytelling	• Read Ch 10-11
Feb. 26	Digital Everything	• Read Ch 12-14 • Assignment #3 Media due 3/12
Mar. 5	SPRING BREAK – NO CLASS	
Mar. 12	Social Media	• Read 16-18
Mar. 19	Video & Audio	• Study for TEST
Mar. 26	TEST	• Assign #4 Research due 4/2
Apr. 2	Final Project Client Intro + Creative Brief Session	• Campaign Dev. Schedule due 4/9 • Creative Brief due 4/9
Apr. 9	Team Work on Final Project	
Apr. 16	Team Work on Final Project	
Apr. 23	Team Work on Final Project	
Apr. 30	FINAL PRESENTATIONS	• Peer Review – due EOC

FIVE PILLARS OF ADVR3300

- *Professionalism:* Students will learn the professional standards and practices of advertising by regularly hearing from professionals through class presentations and agency tours.
- *Writing:* Students will write response papers to various contemporary advertising issues and challenges.
- *Multimedia:* Students will demonstrate an understanding of how advertising messages apply to print, electronic, digital and social media.
- *Critical Thinking:* Students will demonstrate an understanding of target audiences for which advertising is intended through material about demographics and psychographics.
- *Media Literacy:* Students will be able to access, analyze and evaluate the complex messages they receive from print, electronic, digital and social media by creating messages.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR ADVR3300:

- 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.
- Understanding 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:

- 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 exams
- Write a series of response papers to various contemporary issues 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 ADVR3300:

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 the responses papers the practical use of advertising theories and methods.

JOURNALISM AND STRATEGIC MEDIA 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. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix, or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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:

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

COURSE REPETITION:

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

ACADEMIC INTEGRITY:

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism/mass media 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:

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

DEADLINES:

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

DISABILITY:

Students who need an accommodation based on the impact of a disability should 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. Media 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.

STUDENT SUPPORT:

Students who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.