

# Intro to Advertising

ADVR 3300-M50 & ADVR 3300-M3A

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UofMGlobal/Canvas

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## COURSE REQUIREMENTS

### Catalog description

Exploring advertising as a career and a field. Both traditional and non-traditional advertising will be studied. Problems and techniques of planning and coordinating an integrated series of advertising efforts for a successful plan will be discussed.

### Prerequisites

None

### Textbooks, Software and Required Materials

Arens, W., & Weigold, M. (2022). *M: Advertising* (4th ed.). McGraw-Hill Education.

### Classroom format

This course seeks to build foundational understanding of the advertising industry and its interaction with public relations and marketing in the field of integrated marketing and communications. Advertising's role in this field is the creation and strategy of sending paid messages to targeted audiences. This course examines audiences, planning and creative messaging.

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for ADVR 3300 to enter your course and read the instructions on the welcoming page

### Course Requirements

- All assignments are to be submitted electronically via Canvas.
- Each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as well as the production specifications for the assignment, will receive a grade of 0.
- All homework and quizzes are due at 11:59 p.m. Saturday of the week they are assigned. Late work is not accepted and may not be turned in for the revision deadline.

### Honors

Any student who would like to receive honors credit for this course must enroll in the honors

section of the course before the registration deadline. Honors students will write an additional 250 words in the final project.

## Grading

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%

B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%

C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%

D+ = 66.5-69.4%; D = 59.5-66.4%

F = 0-59.4%

NOTE: Students in Journalism & Strategic Media must earn a C- or better to earn credit in the course. Students completing an honors contract must earn a B or better for honors credit.

### *Grade Distribution:*

<b>Assignment</b>	<b>Percent</b>
Quizzes	30%
Discussion boards	30%
Assignments	30%
Final Project	10%

## Writing style

Although this is primarily a design course, students will be required to write a minimal amount as part of their study. In these cases, students are expected to adhere to the Associated Press style guide. Additionally, in design projects, students will use text as part of their projects. Within creative reason, the text used in these projects must also follow the AP guidelines.

## COURSE SCHEDULE

### *Module 1: What is Advertising*

Advertising foundations. Purposes of advertising. Types of media.

Readings: Chapter 1.

Assignments: Quiz 1. Discussion 1.

### *Module 2: Environment of Advertising*

Advertising in society. Ethics. Laws. Pop culture.

Readings: Chapter 2.

Assignments: Quiz 2. Discussion 2.

### *Module 3: Business of Advertising*

Ad agencies. Account management. Jobs in advertising.

Readings: Chapter 3.

Assignments: Quiz 3. Discussion 3. Assignment 1.

### *Module 4: Targeting and the Marketing Mix*

Target audiences. Demographics. Psychographics.

Readings: Chapter 4.

Assignments: Quiz 4. Discussion 4.

*Module 5: Communication and Consumer Behavior*

Messaging. Consumer routines.

Readings: Chapter 5.

Assignments: Quiz 5. Discussion 5. Assignment 2.

*Module 6: Account Planning and Research*

Meeting clients. Managing expectations. Research methods.

Readings: Chapter 6.

Assignments: Quiz 6. Discussion 6.

*Module 7: Marketing, Advertising, and IMC Planning*

Intersection of Advertising, Public Relations and Marketing.

Readings: Chapter 7.

Assignments: Quiz 7. Discussion 6. Assignment 3.

*Module 8: Creating Ads: Strategy and Process*

Messages. Big ideas. Creative strategy.

Readings: Chapter 8.

Assignments: Quiz 8. Discussion 8.

*Module 9: Creative Execution: Art and Copy*

Copywriting. Art direction. Design. Video. Audio.

Readings: Chapter 9.

Assignments: Quiz 9. Discussion 9. Assignment 4.

*Module 10: Print Media*

Traditional print media outlets.

Readings: Chapter 10.

Assignments: Quiz 10. Discussion 10.

*Module 11: Audio and Video Media*

Audio ads for radio and podcast. Video for television and digital.

Readings: Chapter 11.

Assignments: Quiz 11. Discussion 11.

*Module 12: Digital Interactive Media*

Internet advertising. Social media.

Readings: Chapter 12.

Assignments: Quiz 12. Discussion 12.

*Module 13: Out-of-Home, Direct Mail, and Promotional Product Advertising*

Direct means of advertising.

Readings: Chapter 13.

Assignments: Quiz 13. Discussion 13. Assignment 5.

#### *Module 14: Media Planning and Buying*

Choosing media. Media mix. Reach and Frequency.

Readings: Chapter 14.

Assignments: Quiz 14. Discussion 14.

#### *Module 15: Direct Marketing, Personal Selling, Packaging, and Sales Promotion*

Consumer facing IMC practices

Readings: Chapter 15.

Assignments: Quiz 15. Discussion 15.

#### *Module 6: Public Relations, Sponsorship, and Corporate Advertising*

Brand-building IMC practices.

Readings: Chapter 16.

Assignments: Quiz 16. Discussion 16. Assignment 6.

## **ASSESSMENT AND OUTCOMES**

### **Professional Values and Competencies in ADVR 3300**

- Apply the principles and laws of freedom of speech and press, in a global context, and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.

### **How professional values and competencies will be met**

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

- 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)*

- 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

### *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

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

### Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

### Electronic devices

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 Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

## Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

## Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

## Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

## **Deadlines**

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

## **AP Style and grammar**

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

## **Disability and accommodations**

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

## **Diversity and inclusivity**

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

## **Weather policy**

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

## **Student support**

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.