



**University of Texas at El Paso - Department of Communication  
Official Online Course Outline & Information – Fall 2023  
COMM 4335 – Advertising Campaigns**

**NOTE:** This Course Syllabus serves as an official agreement between the instructor, Carolyn T. Mitchell, and the enrolled students. You are expected to follow the policies, procedures and standards stated within this syllabus. Therefore, it is your responsibility to read it the first day of class. Please print this document and keep a copy for your records.

**CRN: 13292 Session 702**

**First Class Session: Mon., October 23, 2023**

**Instructor: Professor Carolyn Mitchell**

**E-Mail: [cmitchel@utep.edu](mailto:cmitchel@utep.edu)**

**NOTE:** Responses to email, discussion forums, and Blackboard messages may not be instantaneous. Your instructor will be online Monday through Thursday between 8:30 a.m. and 9:30 a.m. and will answer all posted communication. At the same time, your instructor will be available to answer any questions and address any concerns you might have. Please factor in additional response time when communicating with your instructor outside of the online office hours. If at any time you would like to schedule a one-on-one appointment via ZOOM with your professor, please try and request a preferred day and time at least 48 hours in advance.

**COURSE DATES:** This three-credit course is a 7-week course that follows the UTEP Online calendar. The course begins on October 23, 2023 and ends December 11, 2023.

**COURSE CREDITS:** 3 hours

**LOCATION:** This course is a full Web course and is conducted in Blackboard.

**COURSE DESCRIPTION and REQUIREMENTS**

**COURSE DESCRIPTION:**

This course provides a comprehensive overview of advertising and promotion from an integrated marketing communications (IMC) perspective. It provides information on traditional advertising and promotional tools, and shows how other key elements within the marketing communications mix (i.e. advertising, promotions, direct marketing and the Internet) can be integrated into a full-fledged advertising campaign. Attention is given to key subjects such as market research, media planning, creative strategies for traditional and non-traditional markets, advertising agency practices, competitive positioning, and how each influences the effectiveness of an advertiser's campaign. A primary goal of the course is to shift the perceptual focus of class members from an audience member to the creators of advertising and promotions strategies for businesses. Students will be encouraged to consider the interrelationships among the various elements in an advertising campaign. These relationships are what make an IMC campaign more effective.

**COURSE PREREQUISITES:**

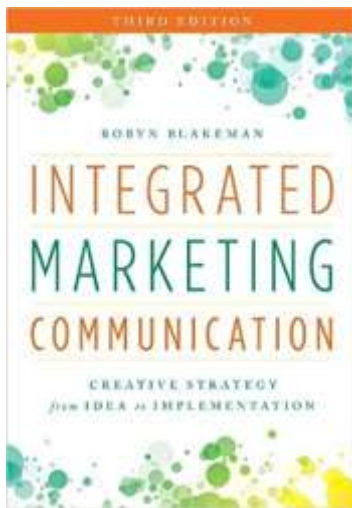
Required core prerequisites for media advertising majors include COMM 1370 Introduction to Communication Studies, as well as all of the appropriate online media advertising courses to include Principles of Advertising, Creative Strategy and Copywriting, and Media Planning.

**COURSE OBJECTIVES and STUDENT OUTCOMES:**

Upon satisfactory completion of this course, the student will be able to:

- A. Find out more about clients and their competitors, and how to develop a SWOT Analysis;
- B. Utilize a variety of research methods to better understand the target consumer group;
- C. Learn how to turn marketing strategies into advertising goals and develop the appropriate campaign objectives;
- D. Develop a cohesive creative strategy;
- E. Segment markets and select the media mix that reaches each most effectively;
- F. Measure advertising results; and
- G. Comprehend the integrated marketing communication process and how it is represented in other marketing areas such as Public Relations, promotions, and direct marketing.

**REQUIRED TEXT:**



Integrated Marketing Communications: Third Edition, Robyn Blakeman (author). Available through the UTEP bookstore or as an e-book through various online book sellers. ISBN-13: 978-1538101056

**METHODS OF INSTRUCTION:**

Online lectures and discussions along with textbook readings will be combined with planned exercises to provide opportunities for personal growth and understanding. Opportunities to view video material will be provided along with online blogs and articles from individuals in the professional arena. All class material and lectures will be presented in a variety of formats, including Word documents, PDF documents, and interactive Flash presentations with sound.

**WEEKLY TIME COMMITMENT:**

Although this course is taught in only seven weeks, your total time commitment will be the same as a full-semester (15 weeks) three-credit hour class. Each week you should expect to spend an average of 10-12 hours per week on this course. This includes online class time as well as study/homework per week. Multiple topics are discussed each week and multiple weekly activities are required (refer to the Pacing Schedule for more information). Look carefully at your work schedule, school schedule, and family obligations and allow plenty of time for each.

**SUPPLEMENTAL READING:**

Throughout the course, students may be asked to read a variety of periodicals to include local,

regional and national newspapers (i.e. *New York Times*), advertising trade industry periodicals (i.e. *Advertising Age*, *AdWeek*) and other reputable publications that contain articles on advertising. Likewise, advertising related websites such as MediaPost, Web Marketing Today, Business Insider, among others, may be incorporated into readings and online discussions.

## ONLINE LEARNING

### ONLINE LEARNING:

*If this is your first online class, this section is very important reading. Even if you have taken an online class before, please review this information.*

Class material and lectures will be presented in a variety of formats, including Word documents, PDF documents, and Flash presentations with sound. Often students new to online learning perceive and expect online courses to be easy and involve little to no work on their part. This is a misperception, and in fact, online courses may be more demanding than a face-to-face course depending on the learning style of the student.

This course is conducted completely online. The primary mode of instruction is through UTEP's Blackboard Learning Management System. You are expected to communicate online with your instructor and other classmates about specific assignments. Most of your work, however, is done on your own through reading assignments and accompanying lecture materials. This course is *not* self-paced. You will have daily and weekly assignments with daily and weekly due dates. In order to successfully complete this course, you must submit your assignments on time. All posting deadlines expire as noted on the assignments and activities.

### IF YOU HAVE QUESTIONS:

When taking an online course you must take the initiative to ask your instructor questions if you do not understand the material. Your response from the instructor may not be instantaneous so be sure and factor in the response time when completing your work. If you wait until the last day, you may not have time to receive a response before your assignment is due.

## COURSE TECHNICAL INFORMATION

### COURSE FUNDAMENTALS:

This course is a full Web course and is conducted in Blackboard. To successfully navigate this course you must be computer competent in the following:

- Microsoft Word/Office
- Adobe Flash
- E-mail, including sending and receiving attachments
- The Internet using a Web browser

**NOTE:** If you do not have Microsoft Office, check with your University of Texas branch store for the special Microsoft Office package that includes Word, Excel and PowerPoint. Contact the UTEP Bookstore (915)747-5594 for more information.

**BLACKBOARD LEARNING MANAGEMENT SYSTEM:**

You must use Blackboard to participate in this course. You will need a computer with access to the internet. Wi-Fi is available free at UTEP, and computers are also available for students to use in campus wide computer centers. In order to use any UTEP Computer Lab you must have a valid UTEP Student I.D. card.

- PC users: use the most current version of Google Chrome or Mozilla Firefox
- Mac users: use the most current version of Safari.

Your web browser should display frames, run the latest version of Java and JavaScript, and have cookies enabled. You must also be able to view:

- Pop-up windows
- PowerPoint presentations
- Word documents
- PDF files
- Flash files and
- be able to listen to sound via podcasts and your computer's media player

It is recommended that you take the time to read the HELP screens and student support information available at: <https://en-us.help.blackboard.com/> OR [https://en-us.help.blackboard.com/Learn/Reference/Blackboard Learn Videos/Student Videos](https://en-us.help.blackboard.com/Learn/Reference/Blackboard_Learn_Videos/Student_Videos)

**TECHNICAL REQUIREMENTS:**

The University of Texas at El Paso provides free 24/7 Helpdesk support to academic students and faculty members teaching on-line through the Tech Support Company. The Helpdesk can provide answers to questions about using technology and services, as well as, technical support. Please visit the technical support page for more information.

**UNIVERSITY POLICIES**

**SCHOLASTIC HONESTY AND STUDENT DISCIPLINE:**

The University of Texas at El Paso expects students to maintain the highest standard of honor in their scholastic work. Scholastic dishonesty (which includes the attempt of any student to present the work of another as his or her own, or any work which s(he) has not honestly performed, or attempting to pass any examination by improper means) is a serious offense and will subject the student to disciplinary action. The aiding and abetting of a student in any dishonesty is held to be an equally serious offense.

All alleged acts or scholastic dishonesty will be reported to the Dean of Students for disposition. It is the Dean of Student's responsibility to investigate each allegation, dismiss the allegation, or proceed with disciplinary action in a manner which provides the accused student his or her rights of due process.

Students are expected to assume personal responsibility, to be socially mature and independent, and to function satisfactorily within a structured learning environment. Students participating in this online class should ONLY be those students OFFICIALLY enrolled in the course and section.

**CENTER FOR ACCOMMODATIONS AND SUPPORT SERVICES POLICY:**

As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, individuals with disabilities have the right to equal access and opportunity. If a student needs an accommodation then the Center for Accommodations and Support Services (CASS) at UTEP needs to be contacted. If you have a condition which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of CASS. You may call 915-747-5148 for general information about the American with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability. You can also contact them by email to [cass@utep.edu](mailto:cass@utep.edu), or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at [www.sa.utep.edu/cass](http://www.sa.utep.edu/cass). CASS Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities.

**CLASS POLICIES and ACTIVITIES**

**NETIQUETTE RULES:**

Online etiquette is important to keep in mind when communicating with others on the Internet. These core rules of netiquette are excerpted from the book *Netiquette* by Virginia Shea (Albion Books, 1997) and other online sources.

Begin messages with a salutation and end them with your name. Use a signature (a footer with your identifying information) at the end of a message

Give a descriptive phrase in the subject line of the message header that tells the topic of the message (not just "Hi, there!").

Avoid sarcasm. People who don't know you may misinterpret its meaning.

Always use good grammar and correct spelling. Poor grammar and miss-spelled words are unprofessional and reflect poorly on you and your message.

Always proofread your message. Do not write messages that are confrontational, rude, foul mouthed, or All Caps (MEANS SHOUTING!). A good suggestion is to read aloud your message to ensure it is a polite and courteous communication for your audience.

Good tone is critical with electronic writing. The wrong words can leave a bad impression and upset the reader--especially with emails and in online classrooms.

Do not plagiarize. Someone spent a long time coming up with his or her content. When you borrow something from someone, give him or her the credit. Cite their name. Give the book, article or website where you have gotten your information.

Use proper quotes and always use the whole quote. Do not take quotes out of context and do not be selective about which part of the quote you want to use.

Adhere to the same standards of behavior online that you follow in real life. People sometimes forget that there is a human being on the other side of the computer; some people think that a lower standard of ethics or personal behavior is acceptable in cyberspace. It is not.

Share expert knowledge. If you are a participant in a discussion group and if you have researched a topic that you think would be of interest to others, write it up and post it. If you have a list of resources or bibliographies, share it with your classmates.

Be forgiving of other people's mistakes. If it is a minor error, you may not need to say anything. Even if you feel strongly about it, think twice before reacting. If you do decide to inform someone of a mistake, point it out politely and preferably by private email rather than in public. Give people the benefit of the doubt; assume they made an honest mistake.

For further information, go to: <http://www.albion.com/netiquette/corerules.html>

### **ASSIGNMENTS:**

Due dates for assignments and activities are clearly indicated in the accompanying pacing schedule as well as with the online assignments and activities. Students are expected to be ready for class by being prepared with reading assignments and/or discussion material. **Late assignments will not be accepted, unless for a reason deemed valid by the instructor, and only if advance arrangements have been made with your professor at least 48 hours in advance.** The class is designed to be informative and educational, and to encourage students to have "fun" with the material. However, keep in mind that written communication skills are especially important and emphasized throughout the semester.

### **DISCUSSION BOARDS:**

Participating in class discussions is extremely important. Students are expected to be prepared for each weekly discussion by reading all of the posted material in advance of the posting. Students should post a day or two early and prior to the posting deadline to ensure maximum points. The discussion boards are designed in such a way that you post your initial comments on one day and then read and respond to your classmates on the following day.

### **EVALUATION:**

Grammar, spelling, and style will be taken into account when grading written assignments.

Please check your spelling and grammar *before* submitting your work. You are expected to use proper English grammar. IM, chat, and email slang and abbreviations are not acceptable forms of communication in this course. Please do not use them in homework, the discussion forum, or in emails to your instructor.

Computer related problems are never a valid excuse for not completing or submitting an assignment on time, therefore it is advisable to complete the assignments early enough to take into account any problems that may occur. Should you encounter technical issues when using Blackboard, contact the UTEP Help Desk for assistance.

<https://www.utep.edu/irp/technologysupport/>

### **GRADING:**

Grading criteria are based on the following point system. Due dates for all online activities will be included with each assignment. The grading scale for this class is indicated below. An "A" represents a student's outstanding performance in the class and whose work is both distinctive and of a quality that indicates a full mastery of the subject.

Syllabus Quiz	up to 25 points
Introduce Yourself Posting	up to 25 points
Weekly Assignments (6@100 points each)	up to 600 points
Weekly Discussion Boards (6 @ 50 points each)	up to 300 points
Tests (2 @250 points each)	up to 500 points
Campaign Evaluation	up to 150 points
<b>Total</b>	<b>up to 1600 points</b>

### **1. Weekly Assignments**

Each week students will need to provide the answers to a series of questions that represent the material found in the weekly readings from the textbook and any of the posted lectures. The assignment may be submitted as a separate document on Blackboard or entered as text in the Blackboard area designated for the submission. If submitting as a separate document, students should save their work as a Word document in Office 2007, Office 2010, or rich text format (rtf). Please do not submit Pages files, which your professor cannot open. Name your files with your last name, first initial and assignment name, like so: MitchellC\_Assignment1. Be sure and include your name in the header of every submission. Always keep a copy of all the work you submit. Weekly assignments are worth up to 100 points each.

### **2. Weekly Discussion Boards**

Each week one or two questions and/or a scenario will be posted for discussion among all of the students in the class. The questions and/or situations used for the discussion assignments are based on the assumption that students have completed the week's assigned readings. You will be asked to provide your personal responses plus add comments to all of your classmates' responses. Although there are no right and wrong answers to the questions, there are good and bad recommendations as solutions to the stated scenario. You will receive up to 50 points for participating in the discussion and responding to your classmates. If you do not participate in the discussion, you will receive zero points. If you only post your personal remarks and do not respond to your classmates, you will only receive a portion of the total available points. Discussions with your classmates must be comprehensive and provide a thoughtful response: simple agreement with or support of a classmate's post will not be counted as a response. Your professor reserves the right to remove postings that contain inappropriate or offensive content.

### **3. Tests**

Two (2) comprehensive tests will be given during the seven-week semester and cover material from the textbook and posted lectures. Tests will be comprised of true/false and multiple choice questions. Students may use their textbook when taking the tests. The test is timed at 120 minutes and students have only one attempt when taking the test. Once the test is submitted, the test will be graded and reviewed by the instructor and test grades will be issued. Tests must be taken at the time of availability and may not be taken after the due date. Each test is worth up to 250 points.

### **4. Campaign Evaluation**

In the final week of the course, students will have the opportunity to review a comprehensive fully integrated advertising campaign. Criteria for the review is posted along with

the document and will represent all of the areas studied over the course of the seven weeks. This evaluation and review is worth up to 150 points.

**Grading Scale:** Letter grades will be based on these final scores:

1440 - 1600 points = A

1279 - 1439 points = B

1118 - 1278 points = C

957 - 1117 points = D

Below 956 points = F

A grade of "I" for "Incomplete" will be given only when unusual circumstances have prevented a conscientious student from completing the course requirements in a timely manner. An "I" is a rare grade, and if used, the student and instructor must fill out and file an incomplete grade contract form.

Course activities will be graded within seven days after the set due date. You can check your grades by going to Gradebook in Blackboard. If you note any problem with your grade, contact your professor through Blackboard email within one week. Your professor will review your work and respond to you directly.

#### **STUDENT WITHDRAWAL:**

Students may drop a class before the Census date without any penalty reflected in their transcript. The last day for students to drop a class or completely withdraw with an automatic "W" is October 30, 2023. After the student drop deadline, students must be dropped from a course with a grade of "F". A grade of "W" can be assigned only under extenuating circumstances and only with the approval of the instructor and academic dean. The student must petition for the "W" grade in writing and provide the necessary supporting documentation. The last day to withdraw with a "W" is November 30, 2023.

Extenuating circumstances include situations that cause obstacles to students attending class, taking a test or turning in assignments. Medical emergencies, a death in the family, jury duty, and the like may pose a conflict to scheduled class activities. Students should contact the instructor directly at her UTEP email, acknowledging and explaining the situation at hand. Personal business, out-of-town trips, counselor appointments, or any other type of personal business should be scheduled at a time that does not conflict with scheduled due dates for assignments, activities and/or tests.

#### **IMPORTANT 2023 DATES TO REMEMBER:**

Monday, October 23	First Day of Class
Friday, October 30	Students may drop a class before Census date without any penalty reflected in their transcript
Monday, November 13	Test #1
Wednesday, November 30	Last Day to Withdraw with a "W" (forms required)
Monday, December 4	Test #2
Sunday, December 11	Course concludes

#### **COPYRIGHT NOTICE**

Many of the materials that are posted within this course are protected by copyright law. These materials are only for the use of students enrolled in this course and only for the purpose of this course. They may not be further retained or disseminated.