



**University of Texas at El Paso - Department of Communication  
Official Online Course Outline & Information – Spring 2018  
COMM 4350 – Selected Topics in Advertising**

**NOTE:** This Course Syllabus serves as an official agreement between the instructor, Carolyn T. Mitchell, and the enrolled students. You will be held to 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: 17973 Session 702**

**First Class Session: Mon., March 12, 2018**

**Instructor: Professor Carolyn Mitchell**

**Phone: 915-747-5129 Fax: 915-747-5236**

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

**Online Office Hours:**

**Monday – Thursday**

**8:30 a.m. – 9:30 a.m. (Mountain Time) or by  
appointment**

**NOTE:** Response to email, discussion forums, and telephone messages may not be instantaneous except as noted for the online office hours. During that time period your instructor will be online and available to answer your questions. Please factor in additional response time when communicating with your instructor outside of the online office hours.

**COURSE DATES:** This three-credit course is a seven-week course that follows the UTEP Online calendar. The course begins on March 12, 2018 and ends April 28, 2018.

**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 is designed to familiarize students with recent developments in advertising and marketing communications. This course will cover topics that are considered emerging and therefore not included in previous course materials. Students will also learn important concepts that can help them to incorporate both Word-of-Mouth Marketing and Native Advertising into any advertising and marketing communications activities and/or campaigns. The class is designed to be informative and educational, and to encourage students to have "fun" with the material. Written communication skills are especially important and emphasized throughout the semester.

**COURSE PREREQUISITES:**

Required core prerequisites for Department of Communication majors include COMM 1370 Introduction to Communication Studies and COMM 2330 Principles of Advertising or with permission from the instructor and/or advisor.

**COURSE OBJECTIVES and STUDENT OUTCOMES:**

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

1. Distinguish between paid advertising and Word-of-Mouth marketing;

2. Understand why everyone is talking about a certain brand and why other brands are ignored;
3. Learn the five essential steps that make word of mouth work,
4. Develop a Word-of-Mouth marketing plan;
5. Study how native advertising breaks down the traditional barrier between advertising and editorial content; and
6. Discover why native advertising is an effective tool in a company's digital marketing strategy.

**REQUIRED TEXTS:**

*The Native Advertising Advantage*, Mike Smith (Author);  
Publication Copyright 2017; ISBN 978-1-259-83568-1.  
Available as an e-book through McGraw-Hill Education;  
e-ISBN 978-1-259-83569-8.

*Word of Mouth Marketing*, Andy Sernovitz (Author);  
PressBox Publishing; 4th edition (January 31, 2015);  
ISBN-10: 0983429030; ISBN-13: 978-0983429036

In addition, there are numerous online readings required throughout the semester.



**METHODS OF INSTRUCTION:**

Online discussions and assignments along with book and online 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 materials 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 and new media. Likewise, subject related websites such as MediaPost, Web Marketing Today, Social Media and Word-of-Mouth Marketing, 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 materials 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 day of the due date, 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 which 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 of 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.

**DISABILITY STATEMENT:**

As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, if a student needs an accommodation then the Office of Disabled Student Services located at UTEP need 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 the Disabled Student Services. 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.

Individuals with disabilities have the right to equal access and opportunity. It is the student's responsibility to contact the instructor and The Disabled Student Services Office at The University of Texas at El Paso.

**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).

- Rule 1: Remember the Human
- Rule 2: Adhere to the same standards of behavior online that you follow in real life
- Rule 3: Know where you are in cyberspace
- Rule 4: Respect other people's time and bandwidth
- Rule 5: Make yourself look good online
- Rule 6: Share expert knowledge

- Rule 7: Help keep flame wars under control
- Rule 8: Respect other people's privacy
- Rule 9: Don't abuse your power
- Rule 10: Be forgiving of other people's mistakes

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

### **ASSIGNMENTS:**

Due dates for assignments and activities are clearly indicated in the class outlines 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.**

### **CLASS PARTICIPATION:**

Participating in class discussions is extremely important. Students are expected to be prepared for each class. It is the constant participation and demonstration of knowledge in class activities and discussions that will be used as the main criterion for the evaluation of student's performance and participation. Online discussions are enhanced when students post their comments one or two days prior to the stated deadline and at a time that promotes conversation with their peers.

### **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.

### **GRADING:**

Grading criteria are based on the following point system. Due dates for papers 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	30 points
Introduce Yourself Post	up to	40 points
Weekly Assignments (7@50 points each)	up to	350 points
Weekly Discussion Boards (7 @ 40 points each)	up to	280 points
Word-of-Mouth Marketing Proposal	up to	250 points
Native Advertising Research Paper	up to	150 points
Total	up to	1100 points

#### **1. Weekly Assignments**

Each week students will need to provide the answers to a scenario, problem, or series of questions that represent the material found in the weekly reading materials. The assignment may be submitted as a separate document 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 50 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 two 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 40 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. Semester Paper

Students will develop two (2) semester papers for this class: a Word-of-Mouth marketing proposal and a Native Advertising Research Paper. Students are required to provide references for all materials quoted or from which the student obtains ideas used in the essays. References should be substantive enough so that anyone interested can find the material referenced. Additional information on the essay topics will be posted online during the first week of class. Reports should be submitted 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\_WordofMouthProposal and MitchellC\_Native Advertising Research Paper. Be sure and include your name in the header of every submission. Always keep a copy of all the work you submit.

**Grading Scale:** Letter grades will be based on these final scores:  
990 - 1100 points = A  
880 - 989 points = B  
770 - 879 points = C  
660 - 769 points = D  
Below 659 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:

The last day for students to drop a class or completely withdraw with an automatic "W" is April 20, 2018. After the student drop deadline, students must be dropped from a course 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.

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, 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 quizzes.

**IMPORTANT DATES TO REMEMBER**

Monday, March 12, 2018  
Saturday, April 7, 2018  
Friday, April 20, 2018  
Saturday, April 18, 2018

First Day of Class  
WOM Marketing Proposal Due  
Last Day to Drop  
Native Advertising Research Paper Due

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