

{VERSION: Jan. 20, 23}

THE UNIVERSITY OF TEXAS AT EL PASO  
DEPARTMENT OF COMMUNICATION

COMM 2330: PRINCIPLES OF ADVERTISING  
(SPRING 2023) (3 Credits) (CRN: 20591)

**THIS CLASS DOES NOT ALLOW LATE REGISTRATION. ANYONE WHO MISSES THE FIRST WEEK WILL BE DROPPED.**

**In-Person Class Time: 9:00 am to 10:20 am (Fridays) [This is a hybrid class with ½ of the class time as self-study mode]**

**Classroom: COTTON MEMORIAL 207**

**e-Course Packet:**

[https://drive.google.com/drive/folders/164pH-1mGZfk8m6IYfnduXRvRgmHDy12?usp=share\\_link](https://drive.google.com/drive/folders/164pH-1mGZfk8m6IYfnduXRvRgmHDy12?usp=share_link)

**[Class materials will be sent via the Blackboard platform (main, zipped) and Google Cloud Drive (supplementary, zipped, and unzipped). Please check the Blackboard regularly]**

- **In order to address any unanticipated network disruption, it is advisable to download all course materials to your laptop for offline reading. Make sure you have printed or downloaded the syllabus for offline reading.**
- **Additionally, use this email ([YANG.UTEP.TEACHING@GMAIL.COM](mailto:YANG.UTEP.TEACHING@GMAIL.COM)) to contact me **only if** the UTEP server and network are down.**
- **If network disruption should occur, please check [facebook.com/yang.utep](https://www.facebook.com/yang.utep) or **UTEP YANG** (on Twitter) for any class updates.**
- **Please also include a non-UTEP email in the 1<sup>st</sup> week's survey.**

**INSTRUCTOR:**

**Dr. Kenneth C. C. Yang**

Email: [cyang@utep.edu](mailto:cyang@utep.edu)

Office Phone: 1-915-747-6517

Office: Room 208, Quinn Hall

Office Hours:

Virtual Office Hours: THURSDAYS: 9:00 am to 3:00 pm (via the Blackboard platform, email [cyang@utep.edu](mailto:cyang@utep.edu), Zoom, Skype, or Phone Call-Out) **(Please email [cyang@utep.edu](mailto:cyang@utep.edu) to make arrangements).**

Office Hours: FRIDAYS: 8:00 am to 9:00 am & 12:00 pm to 1:00 pm at Cotton Memorial 207.

[1<sup>st</sup> magic number: 2]

**OUR EMBEDDED LIBRARIAN:**

Mr. Jacob Galindo

Instruction Librarian

University of Texas at El Paso

Library Room 216

Tel. 915-747-6702

Email: [jrgalindo@utep.edu](mailto:jrgalindo@utep.edu)

Schedule an online appointment during the COVID-19 Pandemic: [utep.libcal.com/appointments/galindo](http://utep.libcal.com/appointments/galindo)

**THINK CAREFULLY BEFORE YOU TAKE THIS CLASS:**

**This hybrid class is designed as the first class for students pursuing a degree in advertising. As such, you will find the course and the assignments demanding to prepare you for the competitive business world. However, suppose you are taking this class as a non-advertising major or as a consumer; you will find this class useful because advertising has permeated contemporary society. With what you have learned in this class, you may find you will easily converse with advertising and marketing people or even simply as educated and informed consumers. Please read the syllabus**

before the first week of the class to see if the topics interest you. If you find this class is not for you, please approach me ASAP to receive a W to withdraw without affecting your total GPA.

[2<sup>nd</sup> magic number: 0]

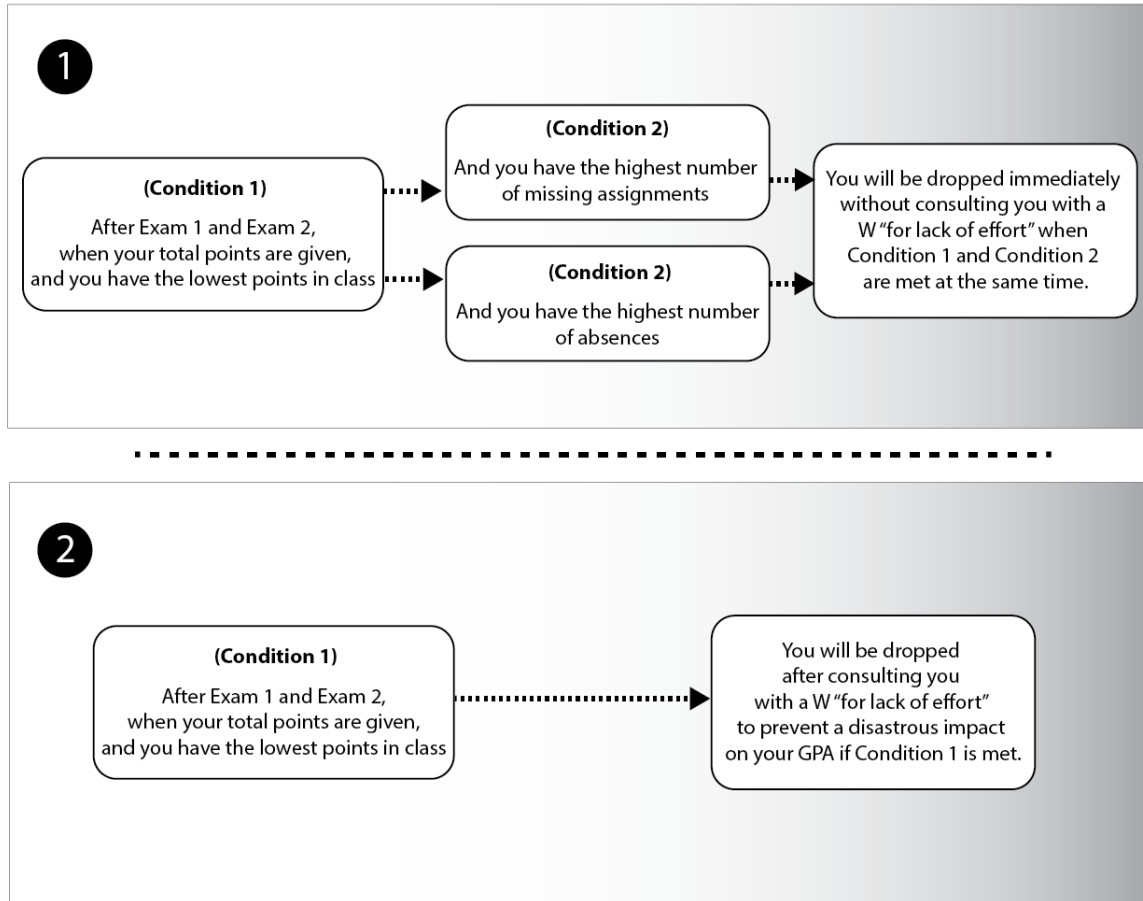
**DROP POLICIES:**

After Exam 1 & 2, you will be assessed by the following criteria to determine if you will be dropped from this class with a W for lack of effort. Please refer to the flow chart below to understand how this system works.

From my experience teaching this class, if you meet the criteria, you will likely fail this class with an F at the end of the semester. It is strategically to your benefit to drop this class and concentrate on other courses you are taking this semester.

## How to Avoid being Dropped from this Class?

You will be dropped from the class at **two critical junctures** of this semester



[3<sup>rd</sup> magic number: 5]

**COURSE OBJECTIVES:**

This hybrid course (½ online, ½ in person) is designed to help you understand the importance of advertising as a component of modern integrated marketing communications (IMC) and the processes by which its elements affect consumer decision-making. This hybrid course emphasizes the importance of a coordinated effort to develop a brand concept through an integrated marketing communications (IMC) approach that treats advertising as a vital part of an IMC campaign. You will learn essential advertising theories and concepts for the success of an IMC campaign. Concepts and theories learned in this course will help you plan strategy-oriented advertising campaigns in the latter part of your curriculum to prepare you to become a successful advertising professional.

**PEDAGOGICAL APPROACHES:**

- As a hybrid class, you must maintain the highest possible study-at-home self-discipline to succeed in this class. This hybrid class emphasizes self-learning, information-literacy skills, critical thinking, and scenario-based problem-solving capabilities. These skills will be helpful for you to succeed in your future career as an advertising and marketing communication professional.
- You are encouraged to form a small study group (no more than FIVE members in each group) to help each other. **Please click [here](#) to complete the survey (also counted as AS#1-1) to indicate your preferred team members ASAP. Otherwise, I will randomly assign you to one of the study groups in this class after JANUARY 29, 2023/SUNDAY.** All individual assignments and exams should be based on your efforts and must be submitted individually unless otherwise specified as a group task. **I encourage you to work with your study group, share your assignments, check the T/F answers, complete the problem-solving tasks, etc.**
- To accomplish these objectives above, we have relied on Blackboard, Google Cloud, and traditional email platforms to deliver course content and announcements. Please check all three platforms daily to receive class updates. **If the UTEP server and network are down, check emergency Facebook and Twitter accounts (page 1 of the syllabus) for class updates and contingency plans.**
- Please ensure you have previewed the course contents before each weekly online and self-study session. As a hybrid class, studying at your own pace is advantageous. However, please make sure you turn in your weekly assignments on time.

[4<sup>th</sup> magic number: 1]

**LEARNING OUTCOMES:**

It is expected that you will come out of this course with the following:

- An understanding of advertising from an integrated marketing communications (IMC) perspective;
- An understanding of advertising and its role in brand equity enhancement in a highly competitive marketplace;
- Familiarity with various approaches to using advertising to create synergy with other IMC components in an IMC campaign;
- Essential information literacy skills to help strategy-based decision-making;
- A preparation for careers in the advertising industry as a combination of theory and strategy leads to best practices in advertising.

**COURSE STRUCTURE AND HOW TO SUCCEED IN THIS CLASS:**

To succeed in this hybrid course, please follow the recommendations below:

<b>AT-HOME SELF-STUDY SESSION</b>	
<b>YOU MUST COMPLETE AS -1 (10 PTS) AND AS -2 (10 PTS) BEFORE EACH CLASS</b>	
about 2 hours	Read the weekly reading assignments first. (Refer to the syllabus). <b>You must purchase the textbook to succeed in this class (an e-copy will be fine). A team purchasing the e-textbook will be fine.</b>
1 hour 15 minutes	Study the lecture slides (available simultaneously on the Blackboard and Google cloud drive). <b>The pre-lecture slides include the lecture components of this hybrid class.</b>
1 hour	Complete two pre-lecture assignments (AS -1 & AS -2) before the class. The assignments need to be uploaded to Blackboard ( <b>preferred</b> ) or sent to <a href="mailto:cyang@utep.edu">cyang@utep.edu</a> ( <b>emergency only to meet the deadline time-stamp. Please</b>

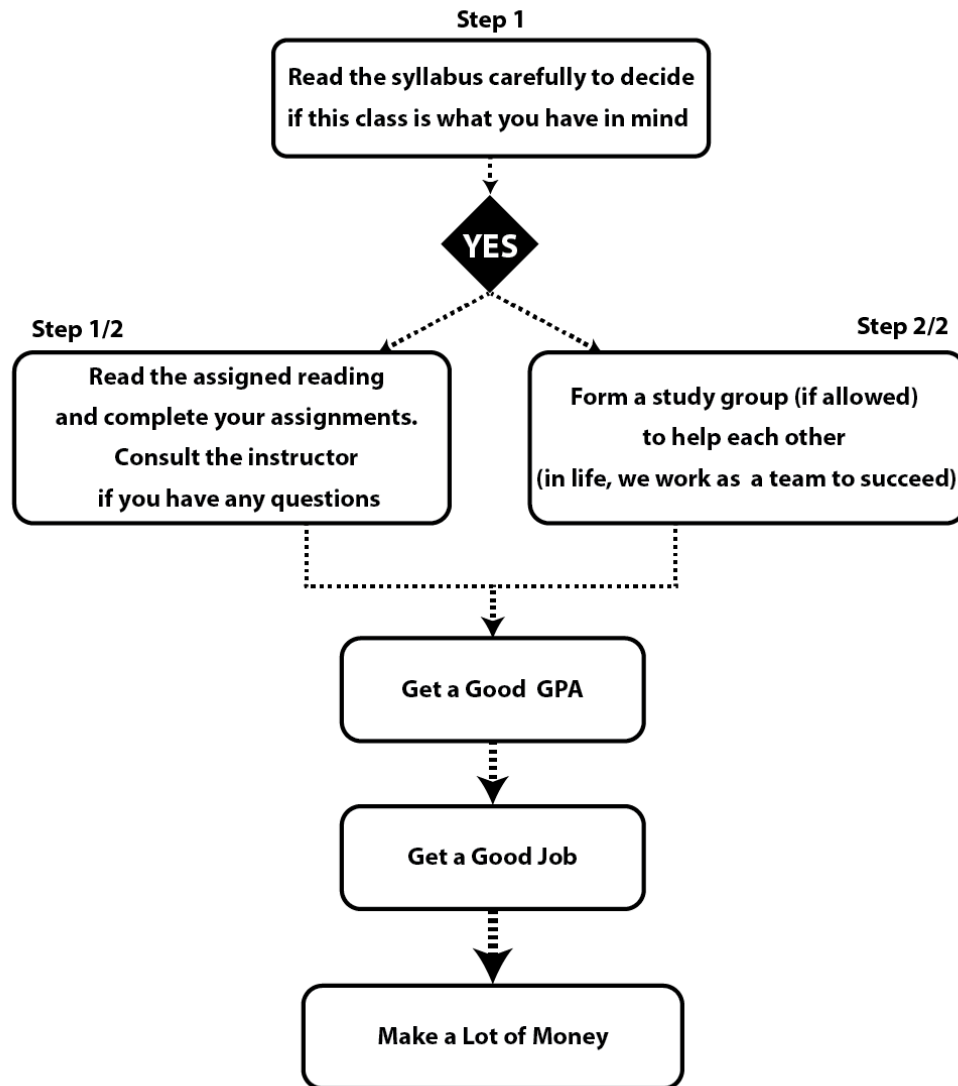
	continue to try Blackboard and upload your assignments).
5 minutes	<p>Double-check if you have received a confirmation submission notice from Blackboard to ensure you have uploaded your weekly assignments. Please ensure your submissions are readable (in Word or PDF only, no Mac Page format) and submit the correct assignments.</p> <p>If you plan to email me your assignments (emergency only), as a rule of thumb, you need to name your assignments as "First name_Last name AS#?"</p>
<b>FACE-TO-FACE &amp; IN-PERSON CLASS SESSIONS AT COTTON MEMORIAL 207 (30 PTS TO BE EARNED)</b>	
9:00-9:30 (FRIDAYS)	<p>We will go over the class materials and your weekly assignments and answer any questions to clarify.</p> <p>Complete AS -3 (QUIZ) (10 PTS)</p>
9:30-10:10 (FRIDAYS)	Complete scenario-based problem-solving, discussion, and presentation (AS -4/Team Work) (15 PTS)
10:10-10:20 (FRIDAYS)	Complete a short extra/exit assignment (5 pts) [usually AS# -5] to exit each session (5 PTS)
<b>SUPPLEMENTARY INSTRUCTION PLATFORMS TO HELP YOU LEARN BETTER.</b>	
9:00-15:00 (THURSDAYS)	Virtual Office Hours via Blackboard platform, email <a href="mailto:cyang@utep.edu">cyang@utep.edu</a> , Zoom, Skype, or Phone Call-Out (Please email <a href="mailto:cyang@utep.edu">cyang@utep.edu</a> to make arrangements)
8:00-9:00 (FRIDAYS) 12:00-13:00 (FRIDAYS)	In-Person Office Hours at Cotton 207

MONDAYS-SUNDAYS	Usually, I would respond to your email as soon as it comes in, so it can be similar to talking to me in person. However, if you do not receive my immediate responses, please allow about 5 hours to receive my responses.
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[5<sup>th</sup> magic number: 9]



To visualize the strategies, please see the figure below:



### **REQUIRED READING MATERIALS:**

- Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). Boston: McGraw-Hill. [ISBN/ISSN: 978-1-260-359-315] [Abbrev. Belch & Belch] [Available at the UTEP University Bookstore]. [The same book will be used for COMM. 3338: Integrated Marketing Communications in FALL 2021. An international edition is fine if the table of contents contains the same topics as in this edition. Please check the table of contents (<https://www.mheducation.com/highered/product/1260259315.html>) to ensure you read the same chapter and topics.] (Price of the book: USD 312.67. Cheaper options are available. Please check the link above.) [Please use this discounted ISBN for a better price: 978126415644] [Reading the assigned chapters before the class is essential for you to understand the slides, lectures, and a variety of class activities. The slides are not meant to replace the textbook and do not contain all information from the book chapters.][I have placed a Closed Reserved Copy in the Library with a 3-hour checkout time. Make sure that you read the assigned chapter(s).]
- This class will use Course Shell in Blackboard as the main content delivery platform. Please login to your UTEP account to access your Blackboard course shell. All course contents will be under COMM. 2330. In particular, look for Course Modules. Alert me immediately if you encounter any problems.
- We supplement the delivery of course materials via Google cloud drive. You are strongly advised to download a copy of all course materials installed on your computer as a backup. Google Drive E-Course Packet Link: [https://drive.google.com/drive/folders/164pH-1mGZfk8m6IYfnduXRVrRgmHDy12?usp=share\\_link](https://drive.google.com/drive/folders/164pH-1mGZfk8m6IYfnduXRVrRgmHDy12?usp=share_link)

### **OUTCOME ASSESSMENT/GRADING:**

1. **Two Individual Open-Book/-Note Exams (200 points):** 100 points for each exam. Exam schedules are confirmed and are not subject to change. Exam 1 (online) will be available from 12:01 am MST, MARCH 3, 2023, until 11:59 pm MST, MARCH 10, 2023. Exam 2 (online) will be available from 12:01 am MST, APRIL 28, 2023, until 11:59 pm MST, MAY 4, 2023. The exams will test your understanding of the advertising theories, concepts, terms, and campaign examples we go over in this course. Exams are not accumulative in terms of what will be tested. There will be NO make-up exam for this online class, given that you have almost four days to complete this exam anytime and anywhere.

2. **Individual Assignments (600 points) (Abbrev. AS):** [As a rule of thumb, two pre-lecture assignments will be due each Friday at 8 am before the in-person and face-to-face class. Late submissions will be rejected as the Blackboard will time-stamp all late submissions.]. A total of 12 assignments (50 points each) will be given throughout the semester to help you become more familiar with the theoretical concepts and professional practices. These assignments help you apply what you have learned each week to understand how a campaign is planned and think like an advertising professional. All assignments are to be completed and submitted (to the Blackboard) individually (even though discussions among your study group are allowed), except for problem-solving tasks (usually AS# -4) that you can submit as a group if you prefer and if you mark your Assignment as a group with all student names listed. There will be NO make-up assignments for this hybrid class. If you need to be out of town for any reason, please submit BEFORE, NOT AFTER, the deadline
3. **Group Competitive Analysis Project (200 points):** [This project will be divided into TWO submissions: an individual e-draft (50 pts) due at 8:00 am MST, MARCH 24, 2023/FRIDAY, and a final group project (150 pts) due at 8:00 am MST, MAY 12, 2023/FRIDAY]. Your study group will comprise a maximum of FIVE students (maximum) and function as an advertising agency. You will be working for a hypothetical client (BRAND X) to research and develop a competitive analysis (an essential component in a campaign planbook that you will be working on in the 4000-level capstone campaign class). This project is intentionally designed to be done as a group, with its target length requirements of about eight pages (meaning each team member will contribute two pages of text) (about 500 words X 10 pages=5,000 words [single-spaced] for a group of 5 persons) (APA 7<sup>th</sup> edition formatted, Single-Spaced, 12 Points, Time New Roman Font, Professionally Layout Design [See the Sample Project Folder]). This research-intensive project is not a campaign project, and you are NOT required to develop a brand-new campaign. However, your group, as an advertising agency, will be analyzing the client's competitor and its campaign so that you can provide insights for your client for future campaign recommendations. The project aims to help you develop your research skills and analytical abilities to generate insights that can be turned into a good campaign later. This competitive analysis project will be required to ensure that you are familiar with this class's concepts, theories, and approaches. The final written project will include the following FIVE components written for BRAND X to understand its competitors in terms of 1) An Overview of Your Campaign Assignment (TBA) (1/2 page/single-spaced [minimum for your draft to be acceptable]) 2) Positioning Strategies and Statements of the Assigned/Selected Campaign (1/4 page/single-spaced [minimum for your draft to be acceptable]); 3) Target Market and Segmentation Strategies of the Assigned/Selected Campaign (1/4 page/single-

spaced [minimum for your draft to be acceptable]); 4) Advertising Creative Message Appeal, and Execution Style Strategies of the Assigned/Selected Campaign (3/4 page/single-spaced [minimum for your draft to be acceptable]); 5) Media Strategies of the Assigned/Selected Campaign (1/4 page/single-spaced [minimum for your draft to be acceptable]); 6) References, Tables, Figures, Charts (1 page or more/single-spaced/APA 7<sup>th</sup> edition [minimum for your draft to be acceptable]).

**Please make sure each of you will contribute to the team project with a high-quality contribution. Your group project will be graded as a team so that some poorly-done sections could pull down your group grade. As a last resort, students who are not responsible will be removed from the team to complete the project alone or completely removed from the class with a W or an F.**

**TOTAL POINTS=1000 POINTS**

[6<sup>th</sup> magic number: 7]

**4. Extra point opportunities (70 Points):** No make-up for this component.

4-1. **Exam 1 Survey [10 points]:** Along with your online Exam 1, complete the anonymous Exam 1 Survey, screenshot the completion page, and upload the screenshot to the WEEK 7 folder, along with Exam 1 [for emergency only, email the screenshot file to cyang@utep.edu] no later than **11:59 pm MST, MARCH 3, 2023/FRIDAY**. Please name your file "**FIRST NAME LAST NAME EXAM 1**". Please upload your screenshot to the Blackboard under the WEEK 7 Folder (**DUE ON MARCH 3, 2023/FRIDAY**)

4-2. **Exam 2 Survey [10 points]:** Along with your online Exam 2, complete the anonymous Exam 2 Survey, screenshot the completion page, and upload the screenshot to the WEEK 13 folder, along with your Exam 2 [for emergency only, email the screenshot file to cyang@utep.edu] no later than **11:59 pm MST, APRIL 28, 2023/FRIDAY**. Please name your file "**FIRST NAME LAST NAME EXAM 2**". Please upload your screenshot to the Blackboard under the WEEK 13 Folder (**DUE ON APRIL 28, 2023/FRIDAY**)

4-3. **Teaching Evaluation [10 points]**: Complete the online teaching evaluation online between **APRIL 24, 2023, and MAY 7, 2023**, screenshot the completion page, and upload the screenshot to the folder [for emergency only, email the screenshot file to cyang@utep.edu] no later than **11:59 pm MST, MAY 12, 2023/FRIDAY**. Please name your file "**FIRST NAME LAST NAME TEACHING**". Please upload your screenshot to the Blackboard under the WEEK 17 Folder (**DUE ON MAY 12, 2023/FRIDAY**)

4-4. **Research Project Participation: [40 points]**: Complete the research participation extra points [40 pts]. Refer to the Week 1 Folder, Blackboard, for details no later than **6:00 pm MST, JANUARY 20, 2023/FRIDAY**.

**Your written assignments/sub-assignments will be graded using the rubrics below:**

<b>10-point Assignment</b>	<b>15-point Assignment</b>	<b>What does your grade mean?</b>
2	7	Rubrics have not been followed strictly. It was poorly done. It did not show that you applied what you learned to your write-up.
4	9	Show some basic understanding of the course materials. However, it did not show that you applied what you learned to your write-up. Rubrics have been followed minimally.
6	11	Show an average understanding of the course materials. Show moderate efforts to apply what you have learned to your analysis. Rubrics have been followed to some extent.
8	13	Good job. Show a good grasp of all course materials. Show reasonable efforts in applying what you have learned to your analysis. Rubrics have been followed to a great extent. However, a full mark is reserved for those who have done the analysis excellently. Your assignments are graded competitively.
10 (Reserved for the top)	15 (Reserved for the top)	It was excellently done. Only 1/3 of the students in this class will be awarded this full mark. Show excellent understanding of all course contents.

1/3 of the class)	1/3 of the course)	Demonstrate excellent application of course concepts, theories, and approaches to your analysis. Follow the grading rubrics strictly. Excellent presentations of your thoughts, analyses, and formats.
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[7<sup>th</sup> magic number: 9]

**5. Class attendance is mandatory.** Attendance will be taken at the beginning of the class each time. Depending on your attendance, points from your accumulated points (like a saving account in the bank) will be deducted using the following scheme. Because the class will be using a team-based learning approach, missing a course means that you will not be able to work with your team for various class activities and cannot accrue points. **My experience teaching this course is that severe attendance irregularity will lead to low grades and even failing this class.**

	1 <sup>st</sup> time	2 <sup>nd</sup> time	3 <sup>rd</sup> time	4 <sup>th</sup> time	5 <sup>th</sup> time	>6 <sup>th</sup> time Each occurrence
Late	0	0	-20	-25	-30	-35
Excused Absence	0	-20	-40	-60	-80	-100
Unexcused Absence	0	-40	-80	-120	-160	-200

Your grade will be based on the total points accumulated throughout the semester. You are encouraged to take advantage of all extra point opportunities that will be counted toward your end-of-semester grade. **The class does not use a curve system, and we do not adjust your grade.**

- Grade A      900 points and above
- Grade B      800—899 points
- Grade C      700—799 points
- Grade D      600—699 points
- Grade F      Under 599 points

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

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Service (CASS) at 747-5148 or by email at [cass@utep.edu](mailto:cass@utep.edu). Due to the coronavirus pandemic, a dedicated portal is provided below: [cassportal.utep.edu](http://cassportal.utep.edu). If the pandemic situation improves, their office is at 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. Consult CASS if you are not certain if you meet their criteria.

[8<sup>th</sup> magic number: 9]

**ACADEMIC MISCONDUCT STATEMENT:**

The University of Texas at El Paso prides itself on its standards of academic excellence, and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, submitting Work for credit that is attributable in whole or part to another person, taking an examination for another person, and any act that gives or attempts to give an unfair advantage. **Please follow APA or MLA rules to avoid any academic misconduct.**

**PLAGIARISM AND ACADEMIC DISHONESTY:**

In preparing your assignments, you must give credit to any sources of information that are not your ideas. Follow APA's in-text citation rules to credit your sources of information. You should paraphrase any information you obtained from another source and write the source according to the reference style published by the American Psychological Association (APA). APA Format Guideline is available on Purdue University OWL website (<https://owl.english.purdue.edu/owl/section/2/10/>). Unless you put them in "quotation marks", do not copy anything word by word. Violation of this guideline will constitute plagiarism and is serious academic dishonesty. In addition, all projects or exams must represent an individual effort. An individual who copies another student's Work constitutes

academic dishonesty. **According to the UTEP Regulations, offenses will be reported to the Dean of Student Affairs. Penalties include a verbal warning, zero on Assignment, grade deduction, probation, or suspension.**

### **MAKE-UP POLICY:**

- All course assignments need to be completed as required by the instructor. This hybrid class does not allow make-up exams or late assignments. **The Blackboard submission system will prevent you from uploading or completing assignments once you are late. Email submissions will be dated. Please plan your schedule accordingly. As a rule, you should always turn in your assignments early.**

### **DEADLINES:**

- **Punctuality is essential in the advertising industry. The class is designed to ensure you internalize punctuality as part of your work attitude.**

### **NO FREE-RIDER POLICY:**

At the end of each exam, free-rider(s) in a team will be identified after surveying the team members. An investigation will be conducted to clarify the free rider problems. The aforementioned free rider will be dropped from the class with a W or an F, or the person will become an individual agency to complete their Assignment. The advertising industry is a team enterprise. It would be best if you learned how to collaborate with other team members by completing the agreed-upon assignments you are responsible for.

### **DIVERSITY STATEMENT**

*It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength, and benefit. It is my intent to present materials and activities that are respectful of diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally or for other students or student groups. In addition, if any of our class meetings conflict with*



*your religious events, please let me know so that we can make arrangements for you.* (directly taken from University of Iowa College of Education, n.d.)

**ACCESSIBILITY STATEMENT**

This class also follows the principles of accessibility, equity, and accommodation to all students to share your concerns about individual differences in learning, barriers, and ways to maximize success in this class.

[9<sup>th</sup> magic number: 6]

<<COURSE SCHEDULE>>

BLACKBOARD LOCATION: COURSE MODULES	DATES	TOPICS	READING ASSIGNMENTS	ASSIGNMENT
WEEK 1 FOLDER		You are encouraged to form a small study group (no more than FIVE members in each group). <b>Please click <a href="#">here</a> to complete the survey (also counted as AS#1-1) to indicate your preferred team members ASAP. Otherwise, I will randomly assign you to one of the study groups in this class after JANUARY 29, 2023/SUNDAY</b>		
WEEK 1 FOLDER	JANUARY 20, 2023 (FRIDAY)  <b>[We will meet at Main Library 204A today]</b>	Course Introduction  Make sure you know how to use the Blackboard  Download the electronic course packet from Google cloud drive  Set up your Zoom account	Read COMM. 2330 Course Syllabus  e-Course Packet WEEK 1 FOLDER  <b>Blackboard WEEK 1 FOLDER</b>	Assignment #1 (Due before 8:00 am, <b>JANUARY 20, 2023/FRIDAY</b> )  Research participation extra points. Due before 8:00 am, <b>JANUARY 20, 2023/FRIDAY.</b>

		<p>Set up your Skype account</p> <p>What will you learn from this class?</p> <p><b>Librarian Presentation (10:00-10:15 am)</b></p>		
WEEK 2 FOLDER	JANUARY 27, 2023 (FRIDAY)	<p>The Concept of Marketing Mix</p> <p>The Major Forms of Integrated Marketing Communications (IMC Mix)</p>	<p>Read Belch &amp; Belch, Chapter 1</p> <p>e-Course Packet WEEK 2 FOLDER</p> <p><b>Blackboard WEEK 2 FOLDER</b></p>	<p>Assignment #2 (<b>Due before 8:00 am, JANUARY 27, 2023/FRIDAY</b>)</p> <p><b>Group assignments published on the Blackboard (January 29, 2023)</b></p>
WEEK 3 FOLDER	FEBRUARY 3, 2023 (FRIDAY)	<p>Brands, Branding, and IMC</p> <p>Emotional Branding</p>	<p>Read Baisya, Chapter 2, "Brand, Its Meaning, Value, and Power," pp.14-45 (Filename: Comm2330 WK3-1)</p> <p>Read Gobé, Introduction, pp. xvii-xxxiv (Filename:</p>	<p>Assignment #3 (<b>Due before 8:00 am, FEBRUARY 3, 2023/FRIDAY</b>)</p>

			<p>Comm2330 WK3-2) in your e-Course Packet</p> <p>e-Course Packet WEEK 3 FOLDER</p> <p><b>Blackboard WEEK 3 FOLDER</b></p>	
WEEK 4 FOLDER	FEBRUARY 10, 2023 (FRIDAY)	Market Segmentation Strategy	<p>Read Belch &amp; Belch, Chapter 2 (pp. 48-58)</p> <p>e-Course Packet WEEK 5 FOLDER</p> <p><b>Blackboard WEEK 4 FOLDER</b></p>	Assignment #4 (Due before 8:00 am, FEBRUARY 10, 2023/FRIDAY)
WEEK 5 FOLDER	FEBRUARY 17, 2023 (FRIDAY)	Understanding Positioning Strategy	<p>Read Belch &amp; Belch, Chapter 2 (pp. 58-67)</p> <p>e-Course Packet WEEK 5 FOLDER</p> <p><b>Blackboard WEEK 5 FOLDER</b></p>	Assignment #5 (Due before 8:00 am, FEBRUARY 17, 2023/FRIDAY)

WEEK 6 FOLDER	FEBRUARY 24, 2023 (FRIDAY)	The Communication Process: SMCR, Models of the Response Process, ELM, and FCB Model	Read Belch & Belch, Chapter 5 e-Course Packet WEEK 6 FOLDER  <b>Blackboard WEEK 6 FOLDER</b>	Assignment #6 (Due before 8:00 am, FEBRUARY 24, 2023/FRIDAY)
WEEK 7 FOLDER	MARCH 3, 2023 (FRIDAY)	<b>NO IN-PERSON CLASS TODAY.</b> <b>Open-Book/- Note Exam 1 (100 Points)</b> <b>[Covering Week 1-Week 6 Materials]</b> <b>Go to The Blackboard to Access Your Exam 1</b> <b>Exam 1 will be available from 12:01 am MST, MARCH 3, 2023, until 11:59 pm MST, MARCH 10, 2023</b>		
WEEK 8 FOLDER	MARCH 10, 2023 (FRIDAY)	Understanding Consumer Behavior: The Consumer Decision-Making Process (CDP), External Influences of Consumer Behavior	Read Belch & Belch, Chapter 4 e-Course Packet WEEK 9 FOLDER  <b>Blackboard WEEK 8 FOLDER</b>	Assignment #7 (Due before 8:00 am, MARCH 10, 2023/FRIDAY)
WEEK 9 FOLDER	MARCH 17, 2023 (FRIDAY)	<b>NO IN-PERSON CLASS TODAY.</b> <b>SPRING BREAK (MARCH 12-17, 2023)</b>		
WEEK 10 FOLDER	MARCH 24, 2023 (FRIDAY)	Creative Strategy Choosing Celebrity Endorsers: TEARS and Meaning Movement Models	Read Belch & Belch, Chapter 6 Read Belch & Belch, Chapter 8	Assignment #8 (Due before 8:00 am, MARCH 24, 2023/FRIDAY)

		Creative Strategies, Tactics, Advertising (Message) Appeals, and Execution Styles	Read Belch & Belch, Chapter 9  e-Course Packet WEEK 10 FOLDER  <b>Blackboard WEEK 10 FOLDER</b>	Upload your individual e-draft (50 points) (Due before 8:00 am, MARCH 24, 2023/FRIDAY)  Name your file as "FIRST NAME LAST NAME DRAFT"
WEEK 11 FOLDER	MARCH 31, 2023 (FRIDAY)	<b>NO IN-PERSON CLASS TODAY. CESAR CHAVEZ HOLIDAY</b>		
WEEK 12 FOLDER	APRIL 7, 2023 (FRIDAY)	<b>NO IN-PERSON CLASS TODAY. SPRING STUDY DAY</b>		
WEEK 13 FOLDER	APRIL 14, 2023, 2022 (FRIDAY)	Creative Strategy  Creative Strategies, Tactics, Advertising (Message) Appeals, and Execution Styles	Read Belch & Belch, Chapter 6 Read Belch & Belch, Chapter 8 Read Belch & Belch, Chapter 9  e-Course Packet WEEK 13 FOLDER  <b>Blackboard WEEK 13 FOLDER</b>	Assignment #9 (Due before 8:00 am, APRIL 14, 2023/FRIDAY)

<p>WEEK 14 FOLDER</p>	<p>APRIL 21, 2023 (FRIDAY)</p>	<p>Media Planning and Strategy SMCR Revisited, Basic Terms, and Concepts</p>	<p>Read Belch &amp; Belch, Chapter 10  e-Course Packet WEEK 14 FOLDER  <b>Blackboard WEEK 14 FOLDER</b></p>	<p>Assignment #10 (Due before 8:00 am, APRIL 21, 2023/FRIDAY)  Assignment #11 (Due before 8:00 am, APRIL 21, 2023/FRIDAY)</p>
<p>WEEK 15 FOLDER</p>	<p>APRIL 28, 2023 (FRIDAY)</p>	<p>Social and Ethical Issues in Advertising Criticism of Advertising Regulations of Advertising</p>	<p>Read Belch &amp; Belch, Chapter 20 Read Belch &amp; Belch, Chapter 21  e-Course Packet WEEK 15 FOLDER  <b>Blackboard WEEK 15 FOLDER</b></p>	<p>Assignment #12 (Due before 8:00 am, APRIL 28, 2023/FRIDAY)</p>
<p>WEEK 16 FOLDER</p>	<p>MAY 5, 2023 (FRIDAY)/ LAST DAY OF THE CLASS IS ON MAY 4, 2023</p>	<p><b>NO IN-PERSON CLASS TODAY.</b> <b>Open-Book/- Note Exam 2 (100 Points)</b> <b>[Covering Week 8-Week 15 Materials]</b> <b>Go to the Blackboard to Access Your Exam 2</b> <b>Exam 2 will be available from 12:01 am MST, APRIL 28, 2023, until 11:59 pm</b> <b>MST, MAY 4, 2023</b></p>		
<p>WEEK 16 FOLDER</p>	<p>MAY 5, 2023 (FRIDAY)</p>	<p><b>NO IN-PERSON CLASS ON MAY 5, 2023 (FRIDAY).</b> <b>THE LAST DAY OF THE CLASS IS MAY 4, 2023 (THURSDAY).</b></p>		

<p>WEEK 17 FOLDER</p>	<p>MAY 12, 2023 (FRIDAY)</p>	<p><b>NO FINAL EXAMS</b> <b>YOUR GROUP COMPETITIVE ANALYSIS</b> <b>PROJECT IS DUE TODAY</b></p>	<p>Upload your final group project (in professionally-looking format) (150 points) (Due before 8:00 am, MAY 12, 2023/ FRIDAY)</p> <p>Name your file as "Group #"</p>
<p>WEEK 17 FOLDER</p>	<p>MAY 12, 2023 (FRIDAY)</p>	<p><b>TEACHING EVALUATION DUE ON MAY 12, 2023 (FRIDAY)</b> <b>EARLY SUBMISSIONS OF ALL REMAINING GRADING COMPONENTS</b> <b>ARE ALWAYS WELCOME</b></p>	

[10<sup>th</sup> magic number: 8]