

**OFFICIAL COURSE OUTLINE AND INFORMATION**  
**COMM 2330 – Principles of Advertising/Fall 2018**

**Section Number 001-11317**

**Tues/Thurs, 10:30 – 11:50**

Chemistry, Computer Science Bldg., 1.0204

**Instructor: Mrs. Rhonda Doré**

**Phone: 747-5490**

**email: rrdore@utep.edu**

**Office & Hours: COTT 205**

**Tuesdays & Thursdays, 9:30 to 10:30**

**Wednesdays, 10:00 a.m. to 2:00 p.m.**

**or by appointment**

**Department Office:**

**Room 201/Cotton Memorial • 747-5129**

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**PREREQUISITES:**

COMM 1370 with a grade of "C" or better.

**REQUIRED TEXT:**

**M: Advertising**, Third edition, by William F. Arens, Michael F. Weigold (McGraw Hill) ISBN: 978-1-259-81594-2.

A comprehensive introduction to advertising, this book will help us understand this multifaceted discipline: part science, part business, part art. From advertising's history to consumer insights to how to plan and create a campaign, the book offers you a solid grasp of the industry.

**ADDITIONAL TEXT (not required but useful):**

**Truth Lies & Advertising**, The Art of Account Planning, by Jon Steel. (John Wiley & Sons, Inc.) ISBN: 0-471-18962-6 (This may be the cloth edition, but any edition is fine).

Steel gives us an engaging and straightforward foundation for understanding clients, their goals and how their audiences might respond.

**I. COURSE DESCRIPTION:**

This course will help you learn the basic functions of advertising and decide if it may be a fit for you as a career. Every ad agency is a collection of people with diverse skills. Strategists, negotiators, experts in persuasion, creative thinkers and people who love interpreting data can all find a satisfying niche in advertising.

We'll look at how to research clients, how to formulate a good brief for creative development and how to form an account plan that includes strategy, media planning and more. We'll even do some creative concepting.

I'll expect polished work for assignments: no spelling, grammar or punctuation errors. If you have trouble with basics, I advise you to take advantage of university writing tutoring services at <http://uwc.utep.edu/> Word spell checks; so does most word-processing software. You can even download grammarly and use it at no cost: [www.grammarly.com](http://www.grammarly.com)

In the real world, mistakes cost money. In assignments and projects, they cost grade points. Please take advantage of the tools available to you so you can turn in polished work suitable for the advertising industry.

**II. COURSE OBJECTIVES:**

You'll leave this class knowing how work flows and accomplishes client goals in a full-service advertising agency, an in-house advertising department or a design studio. We will:

1. Learn about advertising history and its role in society.
2. Learn the working relationships of different roles in advertising.
3. Learn collaborative thinking, basic research and problem-solving.
4. Write a creative brief.
5. Put together a basic account plan book.

**LEARNING OUTCOMES:**

At the end of Principles of Advertising, you should be able to:

1. Use your advertising background to converse intelligently with any real-world advertising professional.
2. Know how to find insights into products, clients and consumers.
3. Draft a strategic advertising plan to help a client accomplish business goals.
4. Present your work.

**III. UNITS OF INSTRUCTION:**

- Unit 1. History and basics of advertising
- Unit 2. The elements of an advertising strategy
- Unit 3. Account planning and presentation

**IV. METHODS OF INSTRUCTION:**

Class lectures will contain information and examples the required text does not, so attendance is critical. Classroom work will include collaborative teamwork and problem-solving to train you for becoming part of an advertising agency team. There will be guest speakers to give you some real-world perspective. There will also be some presentation training, so you'll learn basics of how to present work effectively.

I'll use real-life advertising examples from a variety of sources, as well as supplemental case studies from sources such as Communication Arts, Lürzer's Archive (available online) and others.

**V. EVALUATION:****Possible Points**

A.	Written exams (two, worth up to 20 points each)	40
B.	Written Assignments – (three, worth up to 5 points each)	15
C.	Creative Brief Project (worth up to 25 points)	25
D.	Concepting Project (up to 10 points)	10
E.	Account Plan Project (up to 50 points)	50
F.	Overall Class participation (up to 10 points)	10

150

**Grading:**

Anything I cover in lectures or the book will be fair game for assignment questions or tests. Take good notes. There are only two formal tests this semester, and you'll know well in advance when they will be. Because of this, there will be no makeup tests. After grading, you'll be able to see your exam papers and assignments, but you won't be able to keep them.

Projects will work much like projects in an ad agency. I'll brief you. I'll answer questions. We'll do interim check-in sessions so you'll have a chance to see what you're missing or what's not going quite right, and you'll have time to adjust your work before you present it. Some project work will be on your own, some in groups. I will not accept any late projects, no exceptions. I'll take off points if your grammar, spelling and punctuation are not perfect.

Your individual participation and contributions are critical when you work in a team, and I will grade you accordingly. Ad agency teams expect every team member to do their part, so

expect to contribute. Agencies reward strong work ethics, both as individuals and in teamwork. I will evaluate your class participation on your attendance and punctuality as well as how active you are in discussions and how supportive and professional you are working within your assigned teams. **Peer evaluations:** When you prepare your team assignment, your team will evaluate your performance, and their assessment of how you're working with them will affect your grade.

Your account plan book will count as a final for this class. By the time we begin this project, we will have nearly finished our textbook, so you'll have the resources to produce an account plan book. The assignment will be very clear, and you should be able to call upon the experiences you've had during the semester to complete your book.

Letter grades will be based on these scores:

4.0	A = 121 - 150
3.0	B = 91 - 120
2.0	C = 61 - 90
1.0	D = 31 - 60
0.0	F = 30 and below

The last day for students to drop a class or completely withdraw with an automatic "W" is March 29, 2018. Students who drop after the deadline will receive an F.

## **VI. UNIVERSITY POLICIES**

### **Academic Integrity, Scholastic Honesty and Student Discipline:**

Specific advice for our class:

Be mindful of copyright laws. Do not lift wording from any sources verbatim. Do not use source material without crediting it. These are violations of copyright law and a violation of UTEP's scholastic honesty policy.

UTEP's policies:

The University of Texas 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 in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

For the official policies on academic integrity and scholastic dishonesty, please refer to the Handbook of Operating Procedures.

### **If you have a disability:**

The Center for Accommodations and Support Services (CASS) is here to help every student get the most from his or her class experience. If you have a condition that may affect your ability to

perform successfully in this course, it's your responsibility to contact CASS at 747-5148, or by email: [cass@utep.edu](mailto:cass@utep.edu). You can also visit the office 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). Only CASS Staff can validate, and if need be, authorize accommodations for students with disabilities.

## **VII. CLASS POLICY:**

### **Attendance:**

In an advertising agency, your team depends on you to come to work, be on time and do your best work. This class will be no different. You're learning to be a professional. If you're unavailable, late or otherwise not holding up your part of a team project, that will show in your grade.

Class participation will pay off with useful skills you won't be able to gain just by reading.

University policy allows students to miss six hours of class time without penalty. After six hours of absence, missing class will affect your grade.

Exceptions:

- If you miss class because of a university-sanctioned event, you must let me know in advance and provide written confirmation of the event. I will let you make up assignments and any exams that took place during the class you missed.
- Religious holidays: you may miss class to observe a religious holy day if you notify me in writing one week in advance.
- Medical emergencies, a death in the family, a flat tire... life presents challenges. If one of these causes you to miss class, I will expect to talk with you in person or I can't excuse your absence.
- These are not exceptions: personal business, travel, counselor appointments and any other business you can schedule so it doesn't conflict with class. Be smart about making arrangements for events like these.

### **Lateness:**

**It's rude.** When you're late, you show disrespect for everyone in the room and waste our time. If you are more than 15 minutes late, that counts as an absence. Absences count against your course participation grade.

Students attending class should ONLY be students OFFICIALLY enrolled in the course and section. Children and other family members, friends and guests of class members must wait for students outside the classroom.

**Assignments:**

In the advertising world, deadlines are sacred. There is no such thing as late work. If your computer breaks down, if your printer needs ink, etc., adapt and get the job done. Neither clients nor I will accept late work.

**Technology and Classroom Etiquette:****Personal laptops and tablets**

I expect you to take good notes in my class because I do not make my slides public. Stay focused. If you're verging into social media, chat or texting friends, I may ask you to leave class.

**Cell phones**

Please do not take photos of my slides. This is no substitute for taking proper notes, and I did not prepare these slides for release beyond our own closed audience. I do not allow recording or picture-taking. You do not have my permission to film, record or use my image or voice, or to distribute it in any medium, public or private. I will report violations to Student Affairs.

There may be instances when we use social media or other mobile applications for learning purposes. I will cue you with permission.

**VIII. IMPORTANT 2018 DATES FOR THIS CLASS: (subject to change)**

Sept. 3	Labor Day holiday
Sept. 6	Written assignment #1 is due
Sept. 20	Written assignment #2 is due
Sept. 27	Exam #1
Oct. 16	Team presentations of creative brief
Oct. 23	Campaign concepting due
Nov. 1	Written assignment #3 is due
Nov. 2	Fall drop / withdrawal deadline
Nov. 6	Exam #2
Nov. 8	Vital class: rules and regs for final assignment
Nov. 13	Rules and regs for your final assignment
Dec. 6	Campaign books are due
Dec. 13	FINAL (pick up final feedback and your account plan book) 10A-12:45P

**2018 FALL SEMESTER PACING: (subject to change)**

We may have to make adjustments, but the overall pacing is designed to give you good groundwork on advertising before you begin your final assignment.

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| Week 1 | <p>Reading: M Advertising: Chapters 1 &amp; 2<br/>                 August 28: Discuss books, syllabus, basics<br/>                 August 30: Discuss chapter 1 / evolution of advertising</p>  |
| Week 2 | <p>Reading: M Advertising: Chapters 3 &amp; 4<br/>                 Task: first written assignment<br/>                 September 4: Discuss chapter 2 / environment of advertising. First written assignment, chapters 1 &amp; 2<br/>                 September 6: Discuss chapter 3 / business of advertising. First written assignment is due</p> |
| Week 3 | <p>Reading: M Advertising: Chapters 5 &amp; 6<br/>                 Tasks: take the VALS survey, class exercise in targeting and segmentation<br/>                 September 11: Discuss chapter 4 / targeting and the marketing mix<br/>                 September 13: Discuss chapter 5 / communication and consumer behavior</p>                  |
| Week 4 | <p>Reading: M Advertising: Chapter 7<br/>                 Tasks: Second written assignment, chapters 3 - 5<br/>                 September 18: Video topics: behavioral economics and account planning<br/>                 September 20: Discuss chapter 6 / account planning and research. Second written assignment is due.</p>                   |
| Week 5 | <p>Reading: M Advertising: Chapters 7 &amp; 8<br/>                 Tasks: first exam, chapters 1-7 and class discussions<br/>                 September 25: Discuss chapter 7 / marketing, advertising &amp; IMC planning; short review<br/>                 September 27: first exam</p>   |
| Week 6 | <p>Reading: M Advertising: Chapters 9 &amp; 10<br/>                 Tasks: forming teams to research and write a creative brief<br/>                 October 2: Discuss chapter 8 / creative strategy<br/>                 October 4: Discuss Chapter 9 / creative execution</p>  |
| Week 7 | <p>Reading: M Advertising: Chapter 11<br/>                 Tasks: work on creative brief; prepare to present<br/>                 October 9: discuss chapter 10 / print advertising<br/>                 October 11: preparing to present your ideas</p>  |

Week 8	<p>Reading: M Advertising: Chapter 12</p> <p>Task: teams present creative briefs; begin campaign concept assignment</p> <p>October 16: Team presentations</p> <p>October 18: discuss chapter 11 / broadcast, cable, digital, satellite radio and TV. Discuss campaign concepting assignment. Additional material not in book / Chapter 4 of Hey Whipple</p>
Week 9	<p>Reading: M Advertising: Chapter 13</p> <p>Tasks: complete campaign concepting</p> <p>October 23: Discuss chapter 12 / digital interactive media. Campaign concepting due</p> <p>October 25: Discuss chapter 13 / OOH, DM, promotionals</p>
Week 10	<p>Reading: M Advertising: Chapters 14 &amp; 15</p> <p>Tasks: written assignment, chapters 8 - 11</p> <p>October 30: Discuss chapter 14 / media planning and buying</p> <p>November 1: Discuss chapter 15 / IMC, personal selling, packaging and promotion. Written assignment #3 is due.</p>
Week 11	<p>Tasks: second exam</p> <p>November 6: Second exam: chapters 8 to 15, plus class discussions</p> <p>November 8: Kickoff for final project / your campaigns book</p>
Week 12	<p>Tasks: research</p> <p>November 13: Lab: research pitfalls and coaching</p> <p>November 15: Lab: research</p>
Week 13	<p>Tasks: complete your research and write a premise</p> <p>November 20: Lab: book coaching</p> <p>November 22: Thanksgiving</p>
Week 14	<p>Tasks: campaigns book strategy and writing</p> <p>November 27: Lab: book progress check-ins</p> <p>November 29: Lab: book progress check-ins</p>
Week 15	<p>Tasks: Final campaigns book presentation</p> <p>December 4: final chance for consultation</p> <p>December 6: campaign books due by 10:30 a.m. In-class mini-presentations.</p>
FINAL	<p>Pick up final books and personal feedback</p> <p>December 13, 10 a.m. to 12:45 p.m.</p>

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