

Department of Communication  
University of Texas at El Paso  
Syllabus  
Principles of Advertising Comm 2330 – 01 Fall 2023 CRN 10522  
Monday 4:30pm to 7:20pm COTTON MEMORIAL  
Instructor: Raul Rodriguez  
Mobile 210 310 6467  
[Rrordriguez182@utep.edu](mailto:Rrordriguez182@utep.edu)  
Office Hours Mon/Wed 11 – 12pm  
Quinn Hall

**Course Description** – This course examines the role and impact of advertising in today's overcrowded field of communication. Advertising is one component of communication - marketing, branding advertising, public relations and promotion of products and, services, a business of a particular organization are other components. An overview of advertising principles and practices including media characteristics, rates and budgeting, introduction to campaigns, and social and economic criticism of advertising.

Basic concepts include marketing message creation, budget determination, agency-client relationships, creative strategy, media considerations, and social and ethical responsibility of advertisers.

**COURSE OBJECTIVES:** This course is designed to help you understand the importance of advertising as a component of modern integrated marketing communications (IMC), and (IMB) integrated marketing branding, the processes by which its elements affect and motivate the consumer decision-making process.

- The 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 advertising theories, concepts, strategies, tactics, and implementation of advertising campaigns that are essential to the success of an IMC/IMB campaign.
- The course will also explore the role of advertising agencies and their impact in the communication environment.
- The structure of advertising and promotion will also be discussed.

- Concepts and theories learned in this course will help you to plan strategy-oriented advertising campaigns in the latter part of your curriculum to prepare you to become a successful advertising professional.

**Course Methodology:**

- Methodology includes textbook readings, lectures, exams, student group assignment and presentations and instructor Power Point Slides.
- Students will participate in in diverse class exercises or discussions that will provide “real-world” professional situations.

**Learning outcomes:**

- Competence in identifying strategic target audiences and application of available media resources that will help organizations reach their goals.
- Recognize the planning, creative processes, importance of a brand and implementation of the advertising plan.

**Outcome Assessment/Grading**

- Students will demonstrate their skill and knowledge by successfully completing the course assignments and the design of an advertising campaign of a “real world” advertising case study.

**Required Textbook**

- eBook is available on Blackboard.
- Advertising and Brand Promotion
- 9<sup>th</sup> Edition/Copyright 2023
- Author: Angeline Close Sheinbaum, Thomas O’Guinn, Richard J. Semenik.

**Grading:**

- Grading requires active participation and completion and passing of exams and the completion final Advertising Campaign Assignment. Grades will be based on the following schedule.

A = 1000 – 900 points

B = 899 to 800 points

C = 799 to 700 points

D = 600 to 699 points

F = 599 points and below

- Exam 1 points 200
- Exam 2 points 200
- Exam 3 points 200
- Advertising/Promo Campaign/Teams 300
- Class Attendance and Participation 100

- Total Possible Points  
points

1000

### **Your Responsibilities**

- All written assignments will be submitted through Blackboard. Use 12-point type Times New Roman, Calibri, Arial, Double Spaced.
- Deadlines for any written assignment or exam will be strictly enforced. No late assignments. Missing a deadline is equivalent of not doing the assignment.
- Participation in class is expected from each student and must attend each class. Your active participation and perspectives are extremely important.
- Demonstrate Respect for other students and the learning environment. The use of cell phones, text messages, internet and social media won't be allowed during class time, unless specifically permitted by the instructor.

**Dropped from class:** To preserve a student's GPA, he/she **WILL** be dropped for failure to turn in or participate in two or more major assignments. The student also may be dropped from the class after **three** consecutive unexcused and unexplained absences.

### **Technology Requirements for the Class**

Ensure your UTEP email is working and that you have reliable access to the Web. You may use any of the primary Web browsers— Explorer, Google Chrome, Firefox, Safari, etc. When having technical problems, try switching to another browser.

You will have to have or have access to a computer/laptop, a webcam, and a microphone. You will need to purchase a USB (flash drive). You will need to download or update the following software: Microsoft Office, Adobe, Flashplayer, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course. If you encounter technical difficulties of any kind, contact the UTEP Help Desk. (915) 747-4357

### **Social Network and Blackboard Netiquette**

- Always consider the audience. Remember members of the class and the instructor will be reading the postings.
- Respect and courtesy must be provided to classmates and the instructor at all times. No harassment or inappropriate postings will be tolerated.
- When reacting to someone else's message, address the ideas, not the person. Post only what one would comfortably state in a face-to-face situation.
- Blackboard is not a public internet venue; all postings to it should be considered private and confidential. Whatever is posted on these online spaces is intended for classmates and professors only. Please do not copy documents and copy and paste them to a publicly accessible website, blog, or other space. If students wish to do so, they have the ethical obligation to first request the permission of the writer(s).

### **Drop Policy and Drop Class Deadline**

To drop or withdraw from the class, contact the Registrar's office to initiate the drop or withdrawal process. If you cannot complete this course for whatever reason, please contact me as soon as possible. If you do not, you are in danger of receiving an **F** for the course. **The drop deadline for this course November 3, 2023.**

### **Disability Accommodations**

If you have or suspect a disability and need accommodations, you should contact **The Center for Accommodation and Support Services (CASS) at 747-5148**. You can also email the office at [cass@utep.edu](mailto:cass@utep.edu), or visit them in **Room 106, Union Building East**. For additional information, visit the CASS website at [www.sa.utep.edu/cass](http://www.sa.utep.edu/cass).

### **Scholastic Integrity**

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 academic dishonesty is subject to discipline. Your personal credibility and perceived character are the important features of a persuasive communicator and an effective leader. Academic dishonesty includes but is not limited to plagiarism, cheating, submitting work attributable to another person, taking an exam for another person, or any act that gives a student unfair advantage over another. Acts of academic dishonesty will be dealt with a failing grade on the assignment or in the course, probation, suspension, or dismissal.

### **Artificial Intelligence Guide**

The use of generative AI tools such as Chat GPT is permitted in this course for the following activities, which must be noted or cited:

[For research and further explanation of theories, models, and concepts. Do not copy and paste. Use your own words and perspective.]

However, you may not use AI tools to complete the following activities:

[To complete tests, composition of essays or other written assignments. Do not copy and paste. Use your own words and refer to the textbook to complete these tasks.]

Students must cite any borrowed content sources to comply with all applicable citation guidelines, copyright law, and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

UTEP provides a variety of student services and support:

#### Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

#### Academic Resources

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.

- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [The Miner Learning Center](#): Join peer-led study sessions in person or online to review content and discover study strategies in core curriculum courses.
- [UTEP Edge](#): UTEP's cross-campus framework for student success and empowerment – develops students' assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni, and community partners.

### **ILLNESS PRECAUTIONS**

Please stay home if you have symptoms of a communicable illness. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations.

### **EXCUSED ABSENCES AND/OR COURSE DROP** According to UTEP

Catalog, "At the discretion of the instructor, a student can be dropped from a course because of excessive absences or lack of effort. A grade of "W" will be assigned before the course drop deadline and a grade of "F" after the course drop deadline." See Policies and Regulations in the UTEP Undergraduate Catalog for a list of excuse absences. Therefore, if I find that, due to non-performance in the course, you are at risk of failing, I will drop you from the course. I will provide 24 hours advance notice via email. Email me on any absence.

### **OR**

I will not drop you from the course. However, if you feel that you are unable to complete the course successfully, please let me know and then contact the [Registrar's Office](#) to initiate the drop process. If you do not, you are at risk of receiving an "F" for the course.

### **Deadlines, Late Work, AND ABSENCE POLICY**

#### Assignments

- Writing assignments will be due on Sundays at midnight (11:59 PM) via Blackboard. No late work will be accepted if the reason is not considered excusable.

**MAKE-UP Work** Make-up work will be given *only* in the case of a *documented* emergency. Note that make-up work may be in a different format than the original work, may require more intensive preparation, and may be graded with penalty (10 points off earned grade. If you miss an

assignment and the reason is not considered excusable, you will receive a zero. It is therefore important to reach out to me—in advance if possible—and explain with proper documentation why you missed a given course requirement. Once a deadline has been established for make-up work, no further extensions or exceptions will be granted.

**ALTERNATE MEANS OF SUBMITTING WORK IN CASE OF TECHNICAL ISSUES**

I strongly suggest that you submit your work with plenty of time to spare in the event that you have a technical issue with the course website, network, and/or your computer. I also suggest you save all your work (answers to discussion points, quizzes, exams, and essays) in a separate Word document as a backup. This way, you will have evidence that you completed the work and will not lose credit. If you are experiencing difficulties submitting your work through Blackboard, please contact the UTEP Help Desk. You can email me your backup document as a last resort.

**INCOMPLETE GRADE POLICY** Incomplete grades may be requested only in exceptional circumstances after you have completed at least half of the course requirements. Talk to me immediately if you believe an incomplete is warranted. If granted, we will establish a contract of work to be completed with deadlines.

**Calendar**

The instructor reserves the right to make necessary changes in the schedule/calendar/assignments/tests depending on the needs of the class.

Class Meeting	Topic-Activity	Reading
Week - 8/28	<ul style="list-style-type: none"> <li>Chapter 1</li> </ul>	<ul style="list-style-type: none"> <li>Complete Chapter</li> </ul>
Week 2 - 9/4 Labor Day	<ul style="list-style-type: none"> <li>Labor Day</li> </ul>	<ul style="list-style-type: none"> <li>Labor Day</li> </ul>
Week 3 – 9/11	<ul style="list-style-type: none"> <li>Chapter 2</li> </ul>	<ul style="list-style-type: none"> <li>Complete Chapter</li> </ul>
Week 4 – 9/18	<ul style="list-style-type: none"> <li>Chapter 5</li> </ul>	<ul style="list-style-type: none"> <li>Complete Chapter</li> </ul>
Week 5 – 9/25	<ul style="list-style-type: none"> <li>Chapter 6</li> </ul>	<ul style="list-style-type: none"> <li>Complete Chapter</li> </ul>
Week 6 – 10/2	<ul style="list-style-type: none"> <li>Chapter 8</li> <li><b>Test 1</b> Chapters 1,2,5,6</li> </ul>	<ul style="list-style-type: none"> <li>Complete Chapter</li> <li><b>Test Sunday</b> October 8 opens at 2pm and closes at 11:59pm. NO make-up.</li> </ul>
Week 7 – 10/9	<ul style="list-style-type: none"> <li>Chapter 9</li> <li>The Case for UTEP</li> </ul>	<ul style="list-style-type: none"> <li>Complete Chapter</li> </ul>

Week 8 – 10/16	<ul style="list-style-type: none"> <li>• Chapter 10</li> <li>• The Case for UTEP</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Chapter</li> </ul>
Week 9 – 10/23	<ul style="list-style-type: none"> <li>• Chapter 11</li> <li>• The Case for UTEP</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Chapter</li> </ul>
Week 10 – 10/30	<ul style="list-style-type: none"> <li>• Chapter 12</li> <li>• The Case for UTEP</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Chapter</li> </ul>
Week 11 – 11/6	<ul style="list-style-type: none"> <li>• Chapter 13</li> <li>• <b>Test 2</b> Chapters 9,10, 11,12</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Chapter</li> <li>• <b>Test Sunday</b> November 12 opens at 2 pm closes at 11:59pm. NO Make-up</li> </ul>
Week 12 – 11/13	<ul style="list-style-type: none"> <li>• Chapter 14</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Chapter</li> </ul>
Week 13 – 11/20	<ul style="list-style-type: none"> <li>• Chapter 15</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Chapter</li> </ul>
Week 14 – 11/27	<ul style="list-style-type: none"> <li>• Chapter 16</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Chapter</li> </ul>
Week 15 – 12/4	<ul style="list-style-type: none"> <li>• The <b>Case for UTEP</b> presentations</li> </ul>	The <b>Case for UTEP</b> presentations
Week 16 – 12/11 – 12/15	<ul style="list-style-type: none"> <li>• Fall Final Exams</li> <li>• <b>Test 3</b> Chapters 14,15,16</li> </ul>	<ul style="list-style-type: none"> <li>• Fall Final Exams</li> <li>• Test 3 Chapter 14,15,16</li> </ul>