

OFFICIAL COURSE OUTLINE AND INFORMATION

COMM 4350-25306 – Introduction to Advertising Professions / Spring 2022

Course Number 4350
CRN: 25306
Meeting: Room 309, Education Building
Monday & Wednesday 1:30 - 2:50pm

Instructor: Sondra Jones
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Office: Room 205 / Cotton Memorial

Office Hours:
Mondays: 12:00 noon - 1:00 pm
Tuesdays: 12:00 noon - 1:00 pm
Wednesdays: 10:30 am - 12:00 noon
Or by appointment

Department Office:
Room 201/Cotton Memorial
915-747-5129



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

REQUIRED TEXTS:
There is no textbook for this class. Your class material will all be on Blackboard.

I. **COURSE DESCRIPTION:**
Advertising has always been an industry that changes with the times. Unlike most other professions, advertising roles and responsibilities shift, too. At smaller design studios and in-house advertising departments, workers find themselves covering more than one job description. At large advertising agencies, the opposite can be true. A copywriter in a huge agency, for example, might find herself specializing in copywriting only for dairy clients or only for the mobile communications industry.

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 kind of 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 job in advertising. Advertising can be hard to get your head around because it embraces such a huge range of skills.

This class will give students an idea how their interests and personal strengths might fit into an advertising career. If students understand where they may be headed in advertising, they can choose their minors with more confidence, and choose classes and internships that will help them succeed when their studies are complete.

II. COURSE OBJECTIVES:

- Explore the many job roles in the advertising industry.
- Develop an understanding of how an advertising company operates, whether it's a small design studio or a large ad agency.
- Get a brief look at advertising from the client side.
- Help students get a realistic picture of what working in advertising is like.

III. LEARNING OUTCOMES:

At the end of this class, you should be able to:

- Form an opinion about which roles interest you most.
- Understand how the various job roles in advertising work together.
- Make more informed choices for any upcoming advertising classes or your choice of a minor or an internship to support a media advertising degree.

IV. IMPORTANT DATES FOR THIS CLASS (subject to change)

Jan. 17	UTEP closed for Martin Luther King Day
Mar. 14-18	Spring Break
Apr. 1	Spring drop day (you must drop by this date to receive a "W")
May 5	Last day of fall classes
May 6	Final project is due

V. COURSE SCHEDULE – A week-by-week course calendar is in a separate file. Here is the general order, subject to change.

Agency Organization and Structure - 2 weeks

Typical ad agency
 Design or digital shop
 In-House agency

Departments & Roles - 6 weeks

Curriculum sources include: interviews with professionals working in the industry today. They'll help you understand these roles:

Account Service: Account Director, Account Executive, Agency CEO
 Planning: Account Planner
 Media: Media Planner, Media Buyer

Creative: Creative Director, Art Director, Designer, Copywriter, UX
 Support Roles: Project Manager, Producer

Advertising from the Client Side - 1 week

Curriculum sources include: interview with an international brand marketing director/advertising director

- What your client expects
- What you can expect if you are the client
- Navigating work politics

Agency Challenges & Management - 3 weeks

Curriculum sources include case study pitch documentaries from AMC’s “The Pitch” and potentially a guest agency CEO.

- Managing an agency
- Prospecting for new business

How to plan for a job in advertising - 2 weeks

Which role looks promising to you? Let’s plan for future study to help you get there.

- About networking and connections
- Planning for portfolios, internships and projects that may help you.
- Starting your resumé

VI. COURSE POLICIES

GRADING:

Possible Points

A.	Quizzes	70
C.	Final project	20
D.	Class participation	10
Total		100

Exams & Final Project: Rather than big exams in this class, we’ll use small quizzes and possibly discussion boards that relate to the content. Your final project will be creating a plan for future study, networking, future projects, and future portfolio pieces so you can begin to craft the resume you would like to have closer to graduation.

Class Participation: Turning in all your assignments complete and on time will earn you a perfect class participation score of 10.

Assignment Deadlines: I do not accept late assignments. You must turn in each quiz or assignment on time or you will not receive a grade. If you turn in all your work on time and miss no assignments, that will count for a perfect class participation grade.

Letter grades will be based on these scores:

4.0	A = 90 - 100
3.0	B = 80 - 89
2.0	C = 70 - 79
1.0	D = 60 - 69
0.0	F = 59 and below

The last day for students to drop a class or completely withdraw with an automatic "W" is April 1, 2022. Students who drop after the deadline will receive an F.

Incomplete Grade Policy

You may request an incomplete grade 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).

COVID-19

Since this class doesn't meet in person, we don't have any traditional concerns about COVID-19 transmission risk. I do hope you will stay safe, and I encourage you to get vaccinated and follow all current CDC guidelines for your own protection and the safety of your family.

The CDC currently recommends that we wear face masks indoors, even if we are fully vaccinated. I would appreciate your wearing a mask if you come to visit me during my office hours, making sure your mask covers both your nose and mouth.

Absences and Course Drop Policy:

It's up to you to keep up with any reading, videos and quizzes. There are no scheduled class times.

- If you miss a week of work because of illness, I will need a doctor's note.
- If you miss a week of class because of personal travel or another personal event you chose to attend rather than do your class work, that is not excused.

According to UTEP Curriculum and Classroom Policies, "When, in the judgment of the instructor, a student has been absent to such a degree as to impair his or her status relative to credit for the course, the instructor may drop the student from the class with a grade of "W" before the course drop deadline and with a grade of "F" after the course drop deadline." See academic regulations in the UTEP Undergraduate Catalog for a list of excuse absences. 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.

TECHNOLOGY AND CLASS "NETIQUETTE":

You'll find this course's content via the Internet through Blackboard. Ensure your UTEP email account is working and that you have access to the Web and a stable web browser. Please use your UTEP email address for all communications with me. Google Chrome and Mozilla Firefox are the best browsers for Blackboard; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You'll need to have access to a computer/laptop. You'll need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course. The UTEP Help Desk can assist you with any questions you may have.

If you don't have word-processing software, you can download Word and other Microsoft Office programs (including Excel, PowerPoint, Outlook and more) for free via UTEP's Microsoft Office Portal. Click the following link for more information about Microsoft Office 365 and follow the instructions.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [UTEP Help Desk](#) since they're trained specifically to help with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you.

Netiquette:

Online communication can be challenging. There's no tone of voice, body language or facial expression to give anyone clues about what you mean. Unclear, hasty writing can also cause misunderstandings. Please keep these netiquette (network etiquette) guidelines in mind. Failure to observe them may result in disciplinary action.

- o Always consider your audience. This is a college-level course; therefore, all communication should reflect polite consideration of others' ideas. Politeness extends to small things, too. (Use a greeting in your emails, for example, rather than jumping right to your question.)
- o Please use respect and courtesy toward your classmates and the instructor at all times. This class will not tolerate harassment or inappropriate postings.
- o When reacting to someone else's message, address the ideas, not the person. Post only what you would comfortably say in a face-to-face situation.
- o Blackboard is not a public internet venue; all postings to it should be considered private and confidential. Whatever you post in these online spaces is for classmates and professor only. Please do not copy documents and paste them to a publicly accessible website, blog, or other space.

Class Recordings:

The use of recordings will enable you to have access to class lectures, group discussions, etc. in the event you miss a synchronous or in-person class meeting due to illness or other extenuating circumstance. Our use of such technology is governed by the Federal Educational Rights and Privacy Act (FERPA) and UTEP's acceptable-use policy. A recording of class sessions will be kept and stored by UTEP, in accordance with FERPA and UTEP policies. Your instructor will not share the recordings of your class activities outside of course participants, which include your fellow students, teaching assistants, or graduate assistants, and any guest faculty or community-based learning partners with whom we may engage during a class session. You may not share recordings outside of this course. Doing so may result in disciplinary action.

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. Advertising is all about creating ideas, so write in your own words. Come up with your own ideas. Do not use written source material without crediting it. These are violations of copyright law and a violation of UTEP's scholastic honesty policy.

UTEP's scholastic honesty policy:

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

Specific scholastic honesty advice for this class:

Advertising is about creating ideas, not stealing them. Ideas or writing that is not your own original work are completely unacceptable.

Some of your course work and assessments may submitted to SafeAssign, a plagiarism-detecting software. SafeAssign is used review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

ACCOMMODATIONS:

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services \(CASS\)](#). Contact the Center for Accommodations and Support Services at 915-747-5148, or email them at cass@utep.edu, or apply for accommodations online via the [CASS portal](#).

Student Resources

UTEP provides a variety of student services and support. Familiarize yourself with the bookmarks on the right-hand side of the Blackboard student portal (visible before entering into a course) as well as the resources below.

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.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.

Individual Resources

- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.

COPYRIGHT NOTICE

Many of the materials used in 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. It is a violation of copyright law for you to use them for purposes other than this class or to share them with anyone not enrolled in this course.