

## OFFICIAL COURSE OUTLINE AND INFORMATION

### COMM 2330-35346 – Principles of Advertising / Summer 2 2023

Course Number 2330

CRN: 35346

Meeting: Room: Worrell Hall Room 205

Monday through Thursday, 12 noon – 2:30 pm

Instructor: Sondra Jones

Best way to reach me: email: [skjones@utep.edu](mailto:skjones@utep.edu)

Office: Room 205 / Cotton Memorial

Office Hours:

Wednesdays: 2:40 – 4:00 pm

Or by appointment

Department Office:

Room 201/Cotton Memorial

915-747-5129



**PREREQUISITES:**

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

**REQUIRED TEXTS:**

Available through the UTEP Bookstore or online

eBook is preferable

Product: M: Advertising

Edition: 4th (must be the 4th edition)

Author: William Arens, Michael Weigold, Christian Arens, David Schaefer

ISBN10: 1260381897

ISBN13: 9781260381894

**I. COURSE DESCRIPTION:**

This course provides a comprehensive overview of advertising and promotion from an integrated marketing communications (IMC) perspective. It provides information on traditional advertising and promotional tools and shows how other key elements within the marketing

communications mix (i.e. advertising, promotions, direct marketing, and the Internet) can be integrated. Attention is given to key subjects such as market research, media planning, creative strategies for traditional and non-traditional markets, advertising agency practices, competitive positioning, and how each influences the effectiveness of an advertiser's campaign. A primary goal of the course is to shift the perceptual focus of class members from an audience to the creators of advertising and promotions strategies for businesses.

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.

## II. COURSE OBJECTIVES AND STUDENT OUTCOMES:

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

1. Identify advertising versus other forms of marketing and business communication;
2. Understand the role of advertising in a free-market society and its legal, social, and ethical responsibilities;
3. Distinguish the business side of advertising as represented by agencies, clients, and suppliers;
3. Recognize consumer audiences and their identification, segmentation, targeting, and behavior;
4. Explore the areas of advertising research and its contributions to the planning process;
5. Comprehend the integrated marketing communication process and how it is represented in other marketing areas such as Public Relations, promotions, and direct marketing;
6. Understand how the creative process of advertising works including developing creative strategies; and
7. Recognize how best to reach consumer groups through the various media channels.

## III. METHODS OF INSTRUCTION:

Lectures and discussions along with textbook 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 material and lectures will be presented in various formats, including Word documents, PDF documents, and sound videos.

## IV. IMPORTANT DATES FOR THIS CLASS, subject to change

- |      |                              |
|------|------------------------------|
| 7/11 | Summer 1 Classes begin       |
| 7/27 | Last day to drop             |
| 8/07 | Summer 1 Last day of Classes |

## V. COURSE SCHEDULE – Here is the general order, subject to change.

Week of July 10

Class begins July 11

Read Chapters 1, 2, 3, 4, 5

Exam in class July 17 on Ch 1-5

Week of July 17

Read Chapters 6, 7, 8, 9

Exam in class July 24 on Ch 6-9

Week of July 24

Read Chapters 10, 11, 12, 13

Exam in class July 31 on Ch 10-13

Week of July 31

Read Chapters 14, 15, 16

Exam in class Aug 7 on Ch 14-16

Week of August 7

Last Day of Class Aug 7

## VI. COURSE POLICIES

### GRADING:

Exams: 4 @ 80 points each	320
Class participation	80
Total possible points	400

**Exams & Final Project:** Rather than big exams in this class, we'll have four weekly exams (and potential extra credit discussion boards) that relate to the content. Keep up with the reading assignments, and you should be able to manage easily. Since this class is so short and reading is so intense, there is no final or final exam. Instead, there will be weekly exams only. I also grade based on in-class participation and attendance.

### Class Participation:

- In-class lectures will cover the principles detailed in the book
- You are responsible for reading the chapters.
- If there are video-watching assignments, they'll be in your weekly folder.
- Please take note of my office hours. If those hours aren't convenient, you can also easily schedule one-on-one time with me. Just drop me an email, and we'll work it out.

**Assignment Deadlines:** I do not accept late assignments. If you take all exams on time, have perfect attendance, and participate in class, that will earn you a perfect class participation grade.

Letter grades will be based on these scores:

- 4.0 A = 360 - 400
- 3.0 B = 320 - 359
- 2.0 C = 280 - 319
- 1.0 D = 240 - 279
- 0.0 F = 239 and below

The last day for students to drop a class or completely withdraw with an automatic "W" is July 27, 2023. 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).

### Absences and Course Drop Policy:

It's up to you to keep up with any reading, videos, and exams. Because this semester is so short, it's imperative that you attend class.

- If you miss two days of class because of illness, I will need a doctor's note.
- If you miss two days 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 excused absences. If I find that you are at risk of failing due to non-performance in the course, I will drop you from the course. I will provide 24-hour 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 the 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.

- 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.)
- Please always use respect and courtesy toward your classmates and the instructor. This class will not tolerate harassment or inappropriate postings.
- 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.
- 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:

This class is not recorded, and I do not allow lectures to be recorded.

## 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 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 one's 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 are not your own original work is completely unacceptable. Some of your course work and assessments may be submitted to SafeAssign, a plagiarism-detecting software. SafeAssign is used to 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 accommodation 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](mailto: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 a course) and 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.