

OFFICIAL COURSE OUTLINE AND INFORMATION

COMM 4350- 24479 – Introduction to Advertising Professions / Spring 2023

Course info:

Course Number 4350

CRN: 24479

Cotton Memorial Building 207

Tuesdays and Thursdays 1:30 pm - 2:50 pm

Instructor:

Sondra Jones

email: skjones@utep.edu

Office: Room 205 / Cotton Memorial

Office Hours:

You'll find me in Cotton Memorial in room 205, just to the left of the front doors.

I'm for certain in the office during the hours below, but I'm often around at other times. You're welcome to drop in!

And of course, I'm available by appointment, either in person or remote. Email me at skjones@utep.edu to schedule.

- Tuesdays & Thursdays Noon – 1:00 pm
- Wednesdays 11:00 am - Noon

I respond to email within 24-48 hours of seeing your email. Again, my email is skjones@utep.edu. (Please be careful NOT to use my old Miners email, which remains active)

Department Office:

Room 201/Cotton Memorial

915-747-5129

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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.

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 themselves 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.

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.

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.
- Take away a better understanding of your interests and skills that can help you in any field

COURSE SCHEDULE & COURSE CURRICULUM:

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 a 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

Developing an elevator pitch

COURSE POLICIES:

Grading Values:

| GRADING | Possible Points |
|---------------------|-----------------|
| Quizzes | 70 |
| Final project | 20 |
| 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. Keep up with the video assignments, and you should be able to manage easily. 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: Participating in class, turning in all your assignments completed and on time will earn you a perfect class participation score of 10.

You can reach out to me with questions at any time. Email me. I check my email at least twice every weekday. 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. You must turn in each quiz or assignment on time, or you will not receive a 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 March 30, 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 at once if you believe an incomplete is called for. If granted, we will establish a contract of work to be completed (with deadlines).

COVID-19 PRECAUTIONS:

The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area. For more information about the current rates, testing, and vaccinations, please visit epstrong.org or the [CDC website](https://www.cdc.gov). In our classroom, I encourage you to wear a mask if you're in an at-risk situation. I encourage you to get vaccinated and boosted. For more information on UTEP resources, visit [this UTEP link](#). Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodation. If you have tested positive for COVID-19, please report your results to covidaction@utep.edu, so the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to supply COVID-19 testing.

If you're considered high-risk according to CDC guidelines and/or you live with people who are considered high risk, you can contact CASS, the Center for Accommodations and Support

Services, to discuss temporary accommodations for on-campus courses and activities

ABSENCES:

If you miss class, it's up to you to keep up with any reading, videos and quizzes.

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-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 aid 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 [this link](#) for more information about Microsoft Office 365 and follow the instructions.

IMPORTANT: If you have 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 help. The Help Desk is much better equipped than I am to help 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:

The use of recordings will enable you to have access to class lectures, group discussions, etc. in the event you miss a 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.

UNIVERSITY POLICIES

Academic Integrity, Scholastic Honesty and Student Discipline:

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:

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 for the University. Students requesting 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 supplies 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 various counseling services including individual, couples, and group sessions and 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.