

COMM 4350 – 24479 • Intro to Advertising Professions

Spring 2023 • Professor Sondra Jones

Tuesdays & Thursdays 1:30 pm – 2:50 pm, Cotton Memorial 207

## Weekly Calendar

(Subject to Change)

### Abbreviations:

BB = Blackboard

### Assignments:

Highlights mean there is an assignment due. Any late quizzes and assignments receive zero points.

Blackboard will not display a quiz after the time it's due, and if you're still working on it, it could disappear. Make sure you give yourself adequate time to complete each quiz. Each quiz has a 30-minute time limit. Don't begin 30 minutes before it's due. Plan ahead to complete your work.

Week	Topics	Reading	Assignments	Notes
<b>Week 1</b> Jan. 17 – Jan. 20	Introduction  Understanding basic agency structure	introduction  Basic Agency Structure		Complete the "About you" form. Due Thursday, Jan. 19 11:00 PM
<b>Week 2</b> Jan. 23 – Jan 27	How does a design shop work?  How does an in-house agency work?	Videos & slides		
<b>Week 3</b> Jan. 30 – Feb. 3	Understanding account service	Videos & slides.	Quiz on account service role	AS Quiz due Saturday Feb. 4 11:00 PM
<b>Week 4</b> Feb. 6 – Feb 10	What is account planning?	Videos & slides	Quiz on account planning role	Planning Quiz due Saturday Feb. 11 11:00 PM
<b>Week 5</b> Feb. 13 – Feb. 17	Beginning to understand media	Videos & slides	Quiz on media planning and	Media Quiz due Saturday Feb. 18

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	planning		buying	11:00 PM
<b>Week 6</b> <b>Feb. 20 – Feb. 24</b>	Creative roles in advertising	Videos & slides	Quiz on creative roles	Creative Quiz due Saturday Feb 25 11:00 PM
<b>Week 7</b> <b>Feb. 27 – Mar. 3</b>	Support roles: project management and in-house production	Videos & slides	Quiz on Support roles	Support roles quiz due Saturday, Mar. 4, 11:00 PM
<b>Week 8</b> <b>Mar. 6 – Mar. 10</b>	Client-side perspectives	Videos & slides		Client Perspectives Quiz due Saturday, Mar. 11, 11:00 PM
<b>Spring Break</b> <b>Mar. 13 – Mar. 17</b>	Enjoy your break! Come back ready to work			
<b>Week 9</b> <b>Mar. 20 – Mar. 24</b>	Start-up Agency CEO	Videos & slides		
<b>Week 10</b> <b>Mar. 27 – Mar. 31</b>	Agency CEO: the person who brings it all together	Videos & slides		<b>March 30 is the last day to drop this class with a "W"</b>
<b>Week 11</b> <b>Apr. 3 – Apr. 7</b>	New business: the lifeblood of an ad agency	Episodes of new business reality show "The Pitch"	Quizzes covering two episodes	The Pitch Quizzes due Saturday Apr. 8 at 11:00 PM
<b>Week 12</b> <b>Apr. 10 – Apr. 14</b>	More on new business	Materials on BB	Possible Discussion board	
<b>Week 13</b> <b>Apr. 17 – Apr. 21</b>	Choosing an agency role and  Beginning a game plan	Videos and slides	Introducing your final project	

Week	Topics	Reading	Assignments	Notes
<b>Week 14</b> <b>Apr. 24 – Apr. 28</b>	Networking and connections	Material on BB		Work on your final project
<b>Week 15</b> <b>May 1 – May 5</b>	Developing an Elevator Pitch	LinkedIn Learning Resources to be provided		
<b>Week 16</b> <b>May 8 – May 12</b> <b>FINALS WEEK</b>			Your final project is due Thursday, May 11, 11:00 pm	