

**OFFICIAL COURSE OUTLINE AND INFORMATION**  
COMM 2330 – Principles of Advertising/Fall 2018

This course syllabus serves as an official agreement between the instructor, Veronica Gonzalez, and the enrolled students. You will be held to the policies, procedures and standards stated within this syllabus. Therefore it is your responsibility to read it the first day of class. Please print this document and keep a copy for your records.

**Lecture Section: 18060**

**First Class Session:  
Monday, October 22, 2018**

**Instructor: Ms. Veronica Gonzalez**

**Phone: 915.747.7434. Fax: 915.747.8031  
Email: [vegonzalez@utep.edu](mailto:vegonzalez@utep.edu)**

**Online Office Hours:**

**Monday, Wednesday and Friday  
5:00 p.m. – 6:30 p.m.**

**Department Office:**

**105 Union Bldg. East / 915.747.7434**

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**NOTE:** Response to email, discussion forums, and telephone messages may not be instantaneous except as noted for the online office hours. During that time period your instructor will be online and available to answer your questions. Please factor in additional response time when communicating with your instructor outside of the online office hours.

**COURSE PREREQUISITES:**

Required core prerequisites for Department of Communication majors include COMM 1370 Introduction to Communication Studies.

**COURSE FUNDAMENTALS:**

To successfully navigate this course you must be computer competent in the following:

- Microsoft Word/Office
- Adobe Flash
- E-mail, including sending and receiving attachments
- The internet using a Web browser

**Note:** If you do not have Microsoft Office, check with your University of Texas branch store for the special Microsoft Office package which includes Word, Excel and PowerPoint. Contact the UTEP Bookstore (915) 747-5594 for more information.

## **BLACKBOARD LEARNING MANAGEMENT SYSTEM:**

You must use Blackboard to participate in this course. You will need a computer with access to the internet. Wi-Fi is available free at UTEP, and computers are also available for students to use in campus-wide computer centers. In order to use any UTEP Computer Lab you must have a valid UTEP Miner Gold Card.

- PC users: use the most current version of Google Chrome or Mozilla Firefox
- Mac users: use the most current version of Safari.

Your web browser should display frames, run the latest version of Java and JavaScript, and have cookies enabled. You must also be able to view:

- view pop-up windows
- PowerPoint presentations
- Word documents
- PDF files
- Flash files
- and be able to listen to sound It is recommended that you take the time to read the HELP screens and student support information available at:

<https://en-us.help.blackboard.com/>

OR

[https://en-us.help.blackboard.com/Learn/Reference/Blackboard\\_Learn\\_Videos/Student\\_Videos](https://en-us.help.blackboard.com/Learn/Reference/Blackboard_Learn_Videos/Student_Videos)

## **TECHNICAL REQUIREMENTS:**

The University of Texas at El Paso provides free 24/7 Helpdesk support to academic students and faculty members teaching on-line through the Tech Support Company. The Helpdesk can provide answers to questions about using technology and services, as well as, technical support. Please visit the technical support page for more information.

## **REQUIRED TEXT:**

Available at the UTEP Bookstore: *M Advertising*, Third Edition  
William F. Arens (Author), David H. Schaefer (Author), Michael F. Weigold (Author); Published by McGraw-Hill Education,  
Copyright 2018,  
ISBN: 978-1259815942  
Also available as an e-book through various online book sellers.



**ADDITIONAL READING/VIEWING ASSIGNMENTS:**

Throughout the course, students may be asked to read a variety of periodicals to include local, regional and national newspapers (i.e. New York Times), advertising trade industry periodicals (i.e. Advertising Age, AdWeek) and other reputable publications that contain articles on advertising. Likewise, advertising related websites such as MediaPost, Web Marketing Today, Sales Marketing and Management, among others, may be incorporated into readings and online discussions.

**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.

**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;
4. Recognize consumer audiences and their identification, segmentation, targeting and behavior;
5. Explore the areas of advertising research and its contributions to the planning process;
6. Comprehend the integrated marketing communication process and how it is represented in other marketing areas such as Public Relations, promotions, and direct marketing;
7. Understand how the creative process of advertising works to include developing creative strategies; and
8. Recognize how best to reach consumer groups through the various media channels.

**METHODS OF INSTRUCTION:**

Online 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 a variety of formats, including Word documents, PDF documents, and interactive Flash presentations with sound.

**ONLINE LEARNING:**

*If this is your first online class, this section is very important reading! Even if you have taken an online class before, please review this information.*

Class material and lectures will be presented in a variety of formats, including Word documents, PDF documents, and Flash presentations with sound. Often students new to online learning perceive and expect online courses to be easy and involve little to no work on their part. This is a misperception, in fact, online courses may be more demanding than a face-to-face course depending on the learning style of the student. It is important to remember that this online class is conducted over a seven-week period. However, the content represents the same content presented in a 15-week, traditional face-to-face classroom setting.

This course is conducted completely online. The primary mode of instruction is through UTEP's Blackboard Learning Management System. You are expected to communicate online with your instructor and other classmates about specific assignments. Most of your work, however, is done on your own through reading assignments and accompanying lecture materials. This course is not self-paced. You will have daily and weekly assignments with daily and weekly due dates, In order to successfully complete this course, you must submit your assignments on time. All posting deadlines expire as noted with the activities and assignments.

**IF YOU HAVE QUESTIONS:**

When taking an online course you must take the initiative to ask your instructor questions if you do not understand the material. Your response from the instructor may not be instantaneous. You must learn to factor in the response time when completing your work. If you wait until the last day, you may not have time to receive a response before your assignment is due.

**WEEKLY TIME COMMITMENT:**

Although this course is taught online, your total time commitment will be the same as a full semester (15 week) three-credit hour class. Each week you should expect to spend an average of 10-12 hours per week on this course. This includes online class time as well as study/homework per week. Multiple topics are discussed each week and multiple weekly assignments are required (refer to the "Important Dates to Remember" at the end of this syllabus for more information). A separate but detailed Pacing Schedule is provided to students and should be reviewed early in the semester.

Look carefully at your work schedule, school schedule, and family obligations and allow plenty of time for each.

**ASSIGNMENTS:**

Due dates for assignments and activities are clearly indicated in the accompanying pacing schedule as well as with the online assignments and activities. Students are expected to be ready for class by being prepared with reading assignments and/or discussion material. Late assignments will not be accepted, unless for a reason deemed valid by the instructor, and only if advance arrangements have been made with your professor at least 48 hours in advance.

**GRADING:**

Grading criteria are based on the following point system. Due dates for papers will be included with each assignment. The grading scale for this class is indicated below. An "A" represents a student's outstanding performance in the class and whose work is both distinctive and of a quality that indicates a full mastery of the subject.

Syllabus Quiz	up to 25 points
Introduce Yourself Blog	up to 25 points
Weekly Assignments (7@100 points each)	up to 700 points
Discussion Boards (7 @ 40 points each)	up to 280 points
Tests (2 @250 points each)	up to 500 points
Semester Paper	up to 170 points
Total	up to 1700 points
Bonus Activities (6@20 points each)	up to 120 points

**Grading Scale:**

Letter Grades will be based on these final scores:

- 1530 - 1700 points = A
- 1360 - 1529 points = B
- 1190 - 1359 points = C
- 1020 - 1189 points = D
- Below 1019 points = F

**Weekly Assignments**

Each week students will need to provide the answers to a scenario, problem, or series of questions that represent the material found in the weekly readings from the textbook and the accompanying lectures. The assignment may be submitted as a separate document or entered as text in the Blackboard area designated for the submission. If submitting as a separate document, students should save their work as a Word

document in Office 2007, Office 2010, or rich text format (rtf). Please do not submit Pages files, which your professor cannot open. Name your files with your last name, first initial and assignment name, like so: GonzalezV\_Assignment1. Be sure and include your name in the header of every submission. Always keep a copy of all the work you submit. Weekly assignments are worth up to 100 points each. All work MUST be submitted in Blackboard as required by the Registrar's Office.

### **Weekly Discussion Boards**

Each week one or two questions and/or a scenario will be posted for discussion among all of the students in the class. The questions and/or situations used for the discussion assignments are based on the assumption that students have completed the week's assigned readings. You will be asked to provide your personal responses plus add comments to two of your classmates' responses. Although there are no right and wrong answers to the questions, there are good and bad recommendations as solutions to the stated scenario. You will receive up to 40 points for participating in the discussion and responding to your classmates. If you do not participate in the discussion, you will receive zero points. If you only post your personal remarks and do not respond to your classmates, you will only receive a portion of the total available points. Discussions with your classmates must be comprehensive and provide a thoughtful response: simple agreement with or support of a classmate's post will not be counted as a response. Your professor reserves the right to remove postings that contain inappropriate or offensive content.

### **Tests**

Two (2) comprehensive tests will be given during the seven-week semester and cover material from the textbook. Tests will be comprised of true/false, multiple choice and fill-in-the blank questions. Students may use their textbook when taking the tests. The test is timed at 120 minutes and students have only one attempt when taking the test. Once the test is submitted, the test will be graded and reviewed by the instructor and test grades will be issued. Tests must be taken at the time of availability and may not be taken after the due date. Each test is worth up to 250 points.

### **Semester Paper**

Students will develop one (1) semester paper for this class from a list of comprehensive topics provided by the instructor. Students are required to provide references for all materials quoted or from which the student obtains ideas used in the essay. References should be substantive enough so that anyone interested can find the material referenced. Additional information on the essay topics will be posted online during the second week of classes. Semester project papers will receive up to 170 points. Reports should be submitted as a Word document in Office 2007, Office 2010, or rich text format (rtf). Please do not submit Pages files, which your professor cannot open. Name your files with your last name, first initial and assignment name, like so: GonzalezV\_SemesterPaper. Be sure and include your name in the header of every submission. Always keep a copy of all the work you submit.

### **Bonus Activities**

Each week students will have the opportunity to earn extra credit points by participating in a weekly bonus activity. The activities are primarily web-based and include reviewing videos and/or websites and then commenting on a discussion board about their findings. Students should share their thoughts with their classmates and respond accordingly in order to receive the maximum 20 extra credit points.

A grade of "I" for "Incomplete" will be given only when unusual circumstances have prevented a conscientious student from completing the course requirements in a timely manner. An "I" is a rare grade, and if used, the student and instructor must fill out and file an incomplete grade contract form. Course activities will be graded within seven days after the set due date. You can check your grades by going to Gradebook in Blackboard. If you note any problem with your grade, contact your professor through Blackboard email within one week. Your professor will review your work and respond to you directly.

All work **MUST** be submitted in Blackboard as required by the Registrar's Office. Your instructor cannot grade assignments that are submitted separately through e-mail. Therefore if you have any problems with posting your assignments in Blackboard, you should contact the HELP DESK immediately. It is advisable to complete the assignments early enough to take into account any problems that may occur. Late assignments will not be accepted.

### **STUDENT WITHDRAWAL:**

The last day for students to drop a class or completely withdraw with an automatic "W" is November 30, 2018. After the student drop deadline, students must be dropped from a course with a grade of "F". A grade of "W" can be assigned only under extenuating circumstances and only with the approval of the instructor and academic dean. The student must petition for the "W" grade in writing and provide the necessary supporting documentation. Extenuating circumstances include situations that cause obstacles to students attending class, taking a test or turning in assignments. Medical emergencies, a death in the family, jury duty, and the like may pose a conflict to scheduled class activities. Students should contact the instructor directly in her office, acknowledging and explaining the situation at hand. Personal business, out-of-town trips, counselor appointments, or any other type of personal business should be scheduled at a time that does not conflict with scheduled due dates for assignments, activities and/or book reports.

### **UNIVERSITY POLICIES**

#### **Scholastic Honesty and Student Discipline:**

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 scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism,

collusion, submitting work for credit that is attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

All alleged acts or scholastic dishonesty will be reported to the Office of Student and Conduct and Conflict Resolution for disposition. It is the Office of Student Conduct and Conflict Resolution's responsibility to investigate each allegation, dismiss the allegation, or proceed with disciplinary action in a manner that provides the accused student his or her rights of due process.

Students are expected to assume personal responsibility, to be socially mature and independent, and to function satisfactorily within a structured learning environment. Students attending class should ONLY be those students OFFICIALLY enrolled in the course and section.

**Center for Accommodations and Support Services policy:**

As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, individuals with disabilities have the right to equal access and opportunity. If you need an accommodation then the Center for Accommodations and Support Services (CASS) at UTEP needs to be contacted. If you have a condition which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of CASS. You may call 915-747-5148 for general information about the American with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability. You can also contact them by email to [cass@utep.edu](mailto:cass@utep.edu). Or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at [www.sa.utep.edu/cass](http://www.sa.utep.edu/cass). CASS Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities.

**CLASS POLICIES:**

**Assignments:**

Due dates for assignments and activities are clearly indicated in the accompanying pacing schedule as well as with the online assignments and activities. Students are expected to be ready for class by being prepared with reading assignments and/or discussion material. **Late work will not be accepted for any reason.**

**Class Participation:**

Participation in the weekly group discussions is extremely important. Students are expected to be prepared for each discussion. Please pay attention to the posting deadlines. You should post your initial response to the discussion question by the designated due date. Then on the following day, you should read and respond to your classmates as per the online directions. Grading for the discussion boards is based on both your initial response as well as your timely comments to your classmates.

### **Evaluation:**

Grammar, spelling, and style will be taken into account when grading written assignments. Please check your spelling and grammar before submitting your work. You are expected to use proper English grammar. IM, chat, and email slang and abbreviations are not acceptable forms of communication in this course. Please do not use them in homework, the discussion forum, or in emails to your instructor. Computer related problems are never a valid excuse for not completing or submitting an assignment on time, therefore it is advisable to complete the assignments early enough to take into account any problems that may occur. **Late assignments will not be accepted, unless for a reason deemed valid by the instructor.**

### **Netiquette Rules:**

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

### **Security**

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone,
- Change your password if you think someone else might know it, and
- Always logout when you are finished using the system.

### **General Guidelines:**

When communicating online, you should always •

- Treat instructor with respect, even in email or in any other online communication.
- Always use your professors' proper title: Dr. or Prof., or if you in doubt use Mr. or Ms.
- Unless specifically invited, don't refer to them by first name.
- Use clear and concise language.
- Remember that all college level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you".
- Use standard fonts such as Times New Roman and use a size 12 or 14 pt. font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Limit and possibly avoid the use of emoticons like ☺.
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive.
- Be careful with personal information (both yours and other's).

### **E-mail Netiquette**

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line
- Be brief
- Avoid attachments unless you are sure your recipients can open them
- Avoid HTML in favor of plain text
- Sign your message with your name and return e-mail address
- Think before you send the e-mail to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, “reply all”
- Be sure that the message author intended for the information to be passed along before you click the “forward” button.

### **Message Board Netiquette and Guidelines**

When posting on the Discussion Board in your online class, you should:

- Make posts that are on topic and within the scope of the course material.
- Take your posts seriously and review and edit your posts before sending.
- Be as brief as possible while still making a thorough comment.
- Always give proper credit when referencing or quoting another source.
- Be sure to read all messages in a thread before replying.
- Don't repeat someone else's post without adding something of your own to it.
- Avoid short, generic replies such as, “I agree.” You should include why you agree or add to the previous point.
- Always be respectful of others' opinions even when they differ from your own.
- When you disagree with someone, you should express your differing opinion in a respectful, non- critical way.
- Do not make personal or insulting remarks.
- Be open-minded.

### **Extenuating circumstances preventing class participation, test taking and/or class assignments being turned in on time:**

There may be situations arise that cause obstacles to students participating in the class activities, taking a test or turning in assignments. Medical emergencies, a death in the family, and the like may pose a conflict to scheduled class activities. Students should contact the instructor directly in her office, acknowledging and explaining the situation at hand. Personal business, out-of-town trips, counselor appointments, and the like should be scheduled at a time that does not conflict with your

### **IMPORTANT 2018 DATES TO REMEMBER: (subject to change)**

Monday, October 22	First Day of Class
Friday, November 9	Test #1
Friday, November 30	Last Day to Drop

Friday, November 30  
Saturday, December 8

Test #2  
Semester Paper

**2018 FALL SEMESTER PACING:**

(subject to change) The pacing of this course is designed so that students cover (1) appropriate course material so that they are adequately prepared for the demands that will be made on them in subsequent courses, and (2) material in sufficient depth and detail to allow students an opportunity to succeed in its mastery. A separate document titled "Pacing Schedule" is posted online in Blackboard and details the daily and weekly activities required for this course.

Week 1	Introduction to Course/Chapters 1 and 2
Week 2	Chapters 3, 4 and 5
Week 3	Chapters 6 and 7/Test #1
Week 4	Chapters 8 and 9
Week 5	Chapters 10 and 11
Week 6	Chapters 12, 13 and 14/Test #2
Week 7	Chapters 15 and 16/Semester Project

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