

Communications 211: Principles of Advertising
Fall Semester 2015
Course Syllabus

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Office Hours: Tues. & Thurs. 2:30 – 4:00 PM, or by appointment

Required Text: George E. Belch & Michael A. Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 10th Edition, McGraw-Hill Irwin. Textbook or digital versions are available.

Additional readings will be provided by the instructor in class.

Course Description:

Advertising and marketing communications are the means of putting a face on a brand or giving a company its personality. For many organizations, advertising is the best means of distinguishing itself from the competition.

This course is designed to provide an introduction to integrated marketing communications (IMC) strategies and tactics, the practices we know best as advertising, promotion, direct response, public relations and marketing communications. The course will examine communications theory as well as provide hands-on experience in creating advertising and media plans. It will also examine how marketers integrate and link their communications to generate maximum impact and leverage for the brand.

Course Objectives:

1. To introduce the student to the strategic process of developing advertising & integrated marketing communications.
2. To demonstrate the breadth of advertising and communications tools available today.
3. To provide real world examples of successful advertising & communications campaigns.
4. To provide the student with practical hands-on problem-solving experience.

Course Outline:

Advertising is a business. The course is designed to expose the student to a range of communication strategies and techniques and provide hands-on experience in applying them. The course will use a combination of lecture, readings, video, guest speakers, a project and tests. How grades will be weighted:

Class Participation: 10%

Showing up for class on time is a given. Participation means contributing regularly to the class, via discussion, presentation, answering and raising questions. Discussion and debate are ways of assuring your understanding and adding valuable perspective. The class gives you the chance to test your problem-solving skills and hone your skills as a communicator.

It is important to come to class prepared, having read the assigned readings and ready to discuss them. Be sure to speak up in class. Share your ideas, questions and point-of-view with the class. If you've seen or heard a particularly interesting ad, bring it in and bring it up. Let's have a dialog, not a lecture. Participation accounts for 10% of your final grade.

Tests: 30%

There will be two of them, to make sure you have a solid foundation of advertising knowledge. The midterm will focus on marketing, planning and creative aspects of advertising; the final will focus on means of reaching target audiences (via the media, direct response, promotion, public relations, etc.). The tests will cover information presented in class and the readings. Each test is 15% of your grade.

Projects and written assignments: 60%

You will create an advertising plan. The plan is made up of a series of interrelated projects (market research, creative strategy, media strategies, promotion strategies, etc.). To simulate the plan development process there will be a series of four projects, each representing 15% of your final grade. Each assignment represents an element of the plan. They include:

- 1) Client Brief & Advertising Strategy Outline
- 2) Creative Recommendation
- 3) Media Plan
- 4) IMC Recommendation.

Taken together, the four project phases form a comprehensive advertising and IMC program. Time permitting, students will have a chance to present their work in class.

You will select a client from a short list of *real companies*, each in need of a timely new advertising campaign. When you select a client, that company will be your focus for all project assignments in class. Details for each project phase will be provided in class. The instructor needs to approve your team and client selection before you begin.

Advertising is a team business. You will work in groups of two or three people. Groups have the advantage of sharing the work and collaboration, key advantages in developing ideas. Members will evaluate each other's contributions and are permitted to vote a non-contributing member off the island. Discuss those situations with the instructor first. The instructor will allow some time in class to work on the project.

Grading

Evaluation of advertising is often subjective or so it may seem in this course. But the instructor has evaluated thousands of advertising concepts in his career and will provide guidance and feedback with each assignment. Advertising awards and "A's" are reserved for exceptional work. In addition to the letter grades (below) you will receive written comments on each test or major assignment.

A	93-100	B-	80-82	D+	67-69
A-	90-92	C+	77-79	D	64-66
B+	87-89	C	73-76	F	below 64
B	83-86	C-	70-72		

Deadlines:

Advertising professionals always meet deadlines. The jobs depend on it. Assignments are due in class.

Original Work:

Originality is the hallmark of the advertising industry. Anyone caught plagiarizing or borrowing past or current content will receive a grade of “F” for the assignment. Consult the School of Communication Statement on Academic Integrity (attached) for more information.

Attendance:

The instructor does not recommend missing any class sessions as in-class exercises or homework could be given in your absence. Making up the missed work may not be possible. If you have to miss a class, make arrangements to get assignments from another student and complete them by the due date. Absences on the day of a test or when a project is due will not be acceptable. If you must be absent one of those days you must contact the instructor in advance. You will be required to present medical or other emergency/official documentation explaining your absence before you will be permitted to make up the exam.

Audibles:

As in a football game, plans in the real world require a change in plans from time to time. The instructor reserves the right to make changes in the course schedule, assignments and materials presented to take advantage of new opportunities or time requirements. Your regular attendance, just as in the working world, is your best assurance of keeping up with changes that might occur.

Writing:

Every advertising & marketing position requires an ability to communicate effectively. Presentations, research findings, media plans, recommendations, memos, all depend on the ability to communicate *succinctly* and *persuasively*. You are a writer for life.

Classroom Manners:

Turn off cell phones. Use laptops and pads for notes, not entertainment or You Tube. Be respectful of fellow students and be in your seat when class begins. Hold side conversations outside the classroom.

Tips for succeeding in the course:

- Attend class. If the instructor talks about it during class, it probably has some significance.
- Read the text. It’s thick but an easy read: lots of pictures, ads, sidebars, etc. It could be the first and only reference book you may need on advertising.
- Proof & edit your work. Re-write, edit, and edit again. A typo can make a CEO look like an idiot.
- Don’t try to eat an elephant in one bite. Keep up with the work.
- Present your ideas with conviction. Support your recommendations with facts.
- Style points count. A good looking paper or presentation has a way of earning extra points.
- Have fun. Advertising is still the “toy department” of the business world.

Advertising Course Schedule (subject to change)

<u>Week of Tuesday:</u>	<u>Subjects, Readings & Assignments</u>
Week 1, August 25	Course Introduction & Overview of IMC Readings: Belch & Belch, Chapter 1
Week 2, September 1	Marketing process, Ad Agencies & Departments; Readings: Belch & Belch, Chapter 2, 3
Week 3, September 8	Consumer Behavior, Communications Process; Readings: Belch & Belch, Chapter 4, 5. Review Client Brief and Ad Strategy Outline (Wagner) <u>Select your group & client by September 8</u>
Week 4, September 15	Message & Channel Factors; Establishing Budget & Objectives Readings: Belch & Belch, Chapter 6, 7 <u>Client Brief & Ad Strategy assignment due: September 17</u>
Week 5, September 22	Creative Planning & Development Readings: Belch & Belch, Chapter 8
Week 6, September 29	Creative Implementation Readings: Belch & Belch, Chapter 9
Week 7, October 6	No Class Oct. 6—Fall Break
Week 8, October 13	<u>Creative recommendation due: October 13</u> Midterm review <u>Midterm Exam: October 15</u> (covering chapters 1-9)
Week 9, October 20	Media Planning & Strategy Readings: Belch & Belch, Chapter 10
Week 10, October 27	Broadcast Media Readings: Belch & Belch, Chapter 11
Week 11, November 3	Media Strategy Print: Out-of-Home and Specialty Media Readings: Belch & Belch, Chapter 12 & 13
Week 12, November 10	Direct Marketing Readings: Belch & Belch, Chapter 14 <u>Media recommendation due: November 12</u>
Week 13, November 17	Internet & Interactive Media; Readings: Belch & Belch, Chapter 15
Week 14, November 24	No class Nov 26—Thanksgiving Break Sales Promotion; Readings: Belch & Belch Chapter 16
Week 15, December 1	Public Relations; Readings: Belch & Belch, Chapter 17 <u>IMC assignment due: December 3.</u> Review for Final Exam
Fri., Dec. 11	<u>Final Exam, 1:00 – 3:00 PM</u>

School of Communication Statement on Academic Integrity

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source>.

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at: http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

(The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)