



**LOYOLA
UNIVERSITY
CHICAGO**

Preparing people to lead extraordinary lives

**COMM211, Principles of Advertising
Fall 2018**

Lectures MoWeFr at 11:30 AM-12:20PM, Room 013 School of Communication
Instructor Jing Yang, Ph.D. Assistant Professor of Digital Advertising
Office Hours Wednesday 2:00-4:00 PM, or by appointment (jyang13@luc.edu)

Suggested Textbook:

1. *Sandra Moriarty, Nancy Mitchell, William Wells, Advertising and IMC: Principles and Practice, 10th Edition, Pearson*
2. *George E. Belch & Michael A. Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, 11th Edition, McGraw-Hill Irwin*

Course Description:

This course covers the enduring basics of advertising principles and the latest changes in the fast-moving advertising industry. Students will be exposed to 1) fundamental concepts and theories in advertising from the perspective of Integrated Marketing Communication (IMC), 2) case studies that examine the pros and cons of various advertising campaigns, and 3) project development that involves students' intellectual input through team works.

Course Learning Outcomes:

Students who complete this course successfully will possess:

- Knowledge of the key terms and development process of advertising programs
- Knowledge of the various factors that could influence the success of advertising campaigns
- Ability to evaluate and make decisions for advertising campaigns
- Ability to develop and implement advertising campaigns

Course Requirement:

Fundamentally, students are expected to attend class on time, and be mentally present during the class.

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Individual Presentations (10 points)

- The students each will give a 10-minute presentation in the class. The presentation should show a student's discovery of a recent interesting advertising campaign, which could be in any formats, print, video commercial, radio, interactive advertisements, outdoor advertisements etc. The presentation should include the advertisement campaign background, the focal issue (targeted market, consumer insights, and creative strategy), your personal analysis and evaluation of the campaign, summary and suggestions for the campaign. The presentation should be presented through PPT slides (8 – 12 slides) with quality design and clear description. A video clip could be part of the presentation but the video clip alone should not take more than 20% of the time of your presentation.

The evaluation of your presentation includes the following aspects:

- Relevance of the presented topic
- Clarity and aesthetic design of the presentation
- Research quality of the campaign details
- Insightful personal analysis of the campaign
- Presentation flow and Class Engagement Level

The schedule for the individual presentation is arranged alphabetically, if a change of the scheduled time is needed, the student shall notify the instructor in the beginning of the semester. Absence of the individual presentation will not be excused unless there is documented emergency that meets the school policy.

Group Projects (50 points)

Students will work in a team of 5 members, select their own choice of brand to work with for the duration of the class. There is a total of 5 major group projects, including the first 4 group projects and the last final presentation in both written report and PPT presentation format. The following are the topics of each project.

Project #1: Brand Research and Analysis (10 points)

Project #2: Consumer Research and Analysis (10 points)

Project #3: Creative Strategy Development (10 points)

Project #4: Media Planning Strategy (10 points)

FINAL PROJECT PRESENTATION (10 points)

Detailed requirements for each of the group projects will be given in class. All group members are expected to contribute equally to the projects, in terms of time, effort, work quality and collaboration. A problematic member may be asked to leave the group and complete the projects individually. It is the group's responsibility to inform the instructor promptly of any problem in the group. Peer evaluations will be conducted to weight students' project scores accordingly toward the end.

*Late submission of the group projects will not be excused unless there is documented emergency that meets the school policy.

Mini Exams (40 points)

During the course, four mini-exams will be given to examine students' intake of class information and peers' contribution (i.e., individual presentation and case discussion) to the classroom. Each exam will be composed of 20 questions, including 10 multiple-choice questions and 4 short discussion questions. Students will be given the class time to complete the mini-exams. Absence from taking the exam will not be excused unless there is documented emergency that meets the school policy.

Course Assessment:

Assignment Weights

Individual Presentation	10 points
Mini Exams	40 points
Group Project 1	10 points
Group Project 2	10 points
Group Project 3	10 points
Group Project 4	10 points
Final Group Project Presentation	10 points
Total	100points

Grading Schemes:

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

Course Policy:

Excused Absence: If you need to be absent from class, notify the instructor in advance with documented evidence that are permitted in the school policy.

Device Use: Unless explicitly required by the instructor for classroom purpose, no laptop, tablet, smartphone, or other electronic device shall be used for self-entertainment or interpersonal communication purposes in the classroom during the scheduled time of the class.

Course Weekly Content Calendar (subject to change)

	MONDAY	WEDNESDAY	FRIDAY
Week 1: Introduction (Aug.27 th ~ Aug.31 st)	What is Advertising? Course Overview, Group Formation & Expectations	A Day as Advertising Professional	The Characteristics & the Knowledge Structure of an Advertising Professional
Week 2: VERY IMPORTANT FACTS (Sep.3 rd ~ Sep. 7 th)	No Class (Labor Day)	History of Advertising and Where is it Now?	The Mini Exam #1
Week 3: Brand Communication (Sep.10 th ~ Sep. 14 th)	Brand Communication Principles	Brand Analysis & Report	Brand Analysis & Report Write-up (No Class Meeting)
Week 4: Consumer Insights Research (Sep. 17 th ~ Sep. 21 st)	Consumer Behavior & Consumer Segmentation (Group Project 1 Due 🥳)	Consumer Research Intro & Survey Design	Survey Results Analysis & Insights Detection
Week 5: Digital Consumer Insights (Sep. 24 th ~ Sep. 28 th)	Digital Consumer Insights Basics	Meltwater Intro & Practices	Google Analytics Intro
Week 6: The Media Side (Oct.1 st ~Oct. 5 th)	Media Planning Fundamentals (Group Project 2 Due 🥳)	Media & Medium Offerings & Characteristics	#Mini Exam 2
Week 7: Creative Strategy I (Oct. 8 th ~ Oct. 12 th)	No Class (Mid-Break)	Creativity, Arts or Sciences?	Coming up with A Creative Brief
Week 8: Creative Strategy II (Oct. 15 th ~ Oct. 19 th)	Creative Ideas Sharing & Critiques	Creative Ideas Sharing & Critiques	Materials Production (No-Class Meeting)
Week 9: Social Media (Oct. 22 nd ~ Oct. 26 th)	Owned Social Content (Group Project 3 Due 🥳)	Social Participation Campaign	Paid Social Campaign
Week 10: Social Media (Oct. 29 th ~ Nov. 2 nd)	Celebrity Endorsement & Social Media Influencer	Native Advertising & Sponsored Content	#Mini Exam 3
Week 11: Search Media (Nov.5 th ~ Nov.9 th)	Search Advertising – Google AdWords 1	Search Advertising – Google AdWords 2	Search Advertising – Google AdWords 3
Week 12: Mobile Media (Nov.12 th ~ Nov.16 th)	Mobile Advertising & Technology Evolvement	Mobile App/Web Design & Development 1 – long term	Mobile App/Web Design & Development 2 – short term
Week 13: Digital Media Project & Thanksgiving Week (Nov.19 th ~ Nov.23 rd)	Voice Activation Campaign Case Study & Development (Group Project 4 Due 🥳)	No Class	No Class
Week 14: Campaign Measurement (Nov.26 th ~ Nov.30 th)	Why Measurement? Key Terms (KPI, Media Math, and etc.)	Creative Measurement Method	#Mini Exam 4
Week 15: Final Presentation (Dec.3 rd ~ Dec. 7 th)	Final Presentation	Final Presentation	Final Presentation

APPENDIX

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. 7

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.)

Technology (Info Provided by LUC)

This course will require the use of technology. While students are not expected to own any specific technology for this course, they will be required to use technology to access course content, to complete and submit assignments and to communicate with the instructor and other students outside of designated class times.

The University has provided each student with a Loyola network ID to access institutional resources. It is expected that electronic communication with students will be via the Loyola ID and Loyola's email system, which can be accessed at: <https://outlook.luc.edu/>.

Your Loyola ID and password is your main resource for accessing Loyola systems. The Password Self-Service systems allows students, faculty, and staff on the University network to reset their own network password quickly and independently. Go to: <http://www.luc.edu/its/services/password-self-service.shtml> to learn more and to manage your password.

Course materials will be provided via the Sakai learning management system, which can be accessed at: <https://sakai.luc.edu/>. It is expected that students will access and submit assignments and other coursework via the Sakai system using their Loyola ID and password.

This course may include online activities such as live (synchronous) or outside of designated class time (asynchronous) activities. For online synchronous activities the instructor may require the use of computers with webcams and microphones. For these types of activities, it is expected that students have access to and setup the necessary equipment prior to the online class. To learn more about technology support for online course activities go to:

<http://www.luc.edu/online/resources/technology/>.

Digital Media Services (DMS) manages and maintains a number of multimedia and digital media computer labs and services across the Lake Shore and Water Tower campuses. Students can visit the labs to checkout various technologies, receive consultation, and access various types of training for coursework. More information on hours of operation can be found at: <http://www.luc.edu/digitalmedia/>.

While the instructor will provide access to certain technologies and course materials within the Sakai learning management system, students may require additional technology support. The Information Technology Services (ITS) Help Desk provides general technology support. Please note that while the ITS Help Desk provides extended hours of support, it is not a 24-hour service. To learn more about Help Desk services and the hours of operation please go to:

<http://www.luc.edu/its/helpdesk/>.