

LABETTE COMMUNITY COLLEGE SYLLABUS

FALL SEMESTER 2017

COURSE NUMBER: COMM 103
COURSE TITLE: INTRODUCTION TO ADVERTISING
SEMESTER CREDIT HOURS: 3 Credit Hours
DEPARTMENT: Communication
DIVISION: General Education
INSTRUCTOR: Tonya D. Bell, Professor of Communication
tonyab@labette.edu
Office location: H202 Office phone: 620-820-1121

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE:

Advertising Creative Strategy, Copy and Design, 3rd Edition, by Altstiel and Grow, Sage.
ISBN 978-1-4522-0363-8

Additional materials will be supplied by the instructor.

COURSE DESCRIPTION:

This course examines strategies, techniques and principles behind effective advertising. Students will explore the history and role of advertising; marketing, planning, and researching in successful advertising, and the execution of advertising.

COURSE OUTCOMES AND COMPETENCIES:

Students who successfully complete this course will be able to:

1. Understand the role and significance of advertising.

- Demonstrate knowledge of advertising characteristics.
- Understand the roles of advertising.
- Gain insight to the role and organization of the advertiser.
- Know who performs advertising functions.
- Gain a general understanding of legal considerations involved in advertising work activities.

2. Understand the basic terms and know the basic strategies, techniques and principles of advertising.

- Gain understanding of the basic process of communication.
- Demonstrate effective advertising skills in their projects.
- Understand advertising activities in corporations.
- Gain an understanding of advertising strategy planning.
- Understand the process of target market selection.
- Write and organize a basic program plan for an advertising activity.

WEEKLY COURSE OUTLINE:

Please note: This is a tentative weekly overview of the course schedule and is subject to change.

Week 1: Introduction of course: review syllabus – Getting acquainted icebreakers – Advertising vs. Public Relations – Communication components in advertising assignment

Week 2: Students share Communication components – Read “Advertising and Brands” from AdText – Reading assignment/outline Ch. 1 (Copy, Design, and Creativity) – Identify brands based on logos – Ch. 1 exercise: Personal Branding Timeline – Students share Branding Timelines – Why do some brands resonate?

Week 3: Discuss Ch. 1 and turn in outline – Reading assignment/outline Ch. 2 (Before You Get Started) – Discuss Ch. 2 and turn in outline – Discuss persuasion in advertising (ethos, pathos, logos) – Reading assignment/outline Ch. 3 (Branding)

Week 4: Students share ads utilizing ethos, logos, and pathos) – Discuss additional advertising appeals – Discuss Ch. 3 and turn in outline – Discuss advertising campaign expectations – Discuss primary and secondary research – Brainstorm and research assignment to determine advertising campaign company/business/organization/product/non-profit/cause

Week 5: Students share preliminary research for ad campaign – Discuss boom factor, puffery, lifestyle and unethical ads – Students share ads utilizing puffery, lifestyle, and ethically questionable – Begin work on Copy Platform, Creative Brief, and Campaign Narrative for individual ad campaigns

Week 6: Discuss and design questionnaires/surveys for individual campaigns – Reading assignment/outline Ch. 10 (Body Copy) – Look at “long copy” in advertising – Discuss Ch. 10 and turn in outline – Reading assignment/outline Ch. 11 (Print)

Week 7: Discuss Ch. 11 and turn in outline – Newspaper ads, magazine ads, billboards discussion – Peer review surveys – Surveys should be finalized for dissemination – Compile survey results

Week 8: Students share survey results – Discuss color theory in advertising – Discuss expectations for Magazine ads – Magazine ad examples and rough draft due for peer review – Reading assignment/outlines Ch. 12 (Electronic Media)

Week 9: Magazine ad final draft due – Discuss Ch. 12 and turn in outline – Discuss expectations for Newspaper ads – Newspaper ad examples and rough draft due for peer review

Week 10: Newspaper ad final draft due – Discuss expectations for Radio ads – Radio ad example and rough drafts due for peer review – Reading assignment/outline Ch. 13 (Digital)

Week 11: Radio ad final draft due – Discuss Ch. 13 and turn in outline – Discuss expectations for TV Storyboards – TV ad examples and TV storyboard rough draft due for peer review – Reading assignment/outline Ch. 14 (Direct Marketing)

Week 12: TV storyboard final draft due – Discuss Ch. 14 and turn in outline – Reading assignment/outline Ch. 16 (Beyond Media) – Discuss criteria for writing a digital/social media plan

Week 13: Discuss Ch. 16 and turn in outline – students share digital/social media plans – Discuss expectations for Billboard ads – Billboard ad examples and rough draft due for peer review

Week 14: Billboard ad final draft due – Discuss expectations for Non-traditional ads – Non-traditional ad examples and rough draft due for peer review – Discuss Advertising Campaign Pitch and ad of choice – Field trip to ad agency (if time/budget allow) – Prepare Advertising Campaign Pitches

Week 15: THANKSGIVING BREAK – No Classes – Have a Fun, Safe Break!

Week 16: Complete preparation for Advertising Campaign Pitches – Deliver Campaign “Pitches” – Review for final (Ch.’s 1-3, 10-14, 16)

Week 17: Final’s Week – Refer to finals schedule

METHODS OF INSTRUCTION:

Lecture/class discussions, computer presentations, videos, handouts, group work, and both in and out-of-class assignments/projects.

METHODS OF EVALUATION:

The instructor reserves the right to modify, add, and/or take away assignments based on the circumstances that may develop during the semester.

Possible Points:

Please note: This is a tentative overview of assignments/points and is subject to change.

• Creating Advertising	Points
○ Research and Survey for Ad Campaign	25
○ Magazine (ex. 5 pts., rough draft 5 pts., peer review 5 pts., final 10 pts.)	25
○ Newspaper (ex. 5 pts., rough draft 5 pts., peer review 5 pts., final 10 pts.)	25
○ Radio (ex. 5 pts., rough draft 5 pts., peer review 5 pts., final 10 pts.)	25
○ TV (ex. 5 pts., rough draft 5 pts., peer review 5 pts., final 10 pts.)	25
○ Social Media(ex. 5 pts., rough draft 5 pts., peer review 5 pts., final 10 pts.)	25
○ Billboard (ex. 5 pts., rough draft 5 pts., peer review 5 pts., final 10 pts.)	25
○ Non-traditional (ex. 5 pts., rough draft 5 pts., peer review 5 pts., final 10 pts.)	25
○ Advertising Piece of Your Choice	25
• 9 Chapter Outlines (10 pts. ea.)	90
• 10 Advertising Assignments (10 pts. ea.)	100
• Field Trip to Ad Agency and Reflection Paper	25
• Advertising Campaign Presentation	80
• 1 Final (50 pts. ea.)	50
• Attendance	<u>20</u>
Total Possible Points	590

Grade:

Final course grades are determined by the total point accumulation of all grades. Prior to submitting final grades, a 5-point deduction per unexcused absence will be figured in to a student's overall course grade (see Attendance Requirements for additional information).

531 – 590 = A

472 – 530 = B

413 – 471 = C

354 – 412 = D

353 & Below = F

The grading scale for assignments and presentations:

90% – 100% = A	Student does an outstanding project or presentation. Excellent content, well organized, excellent wording, for presentations – good eye contact and an energetic delivery – and/or superior accomplishment on the criteria established for that presentation or paper.
80% – 89% = B	Project or presentation approaching the qualities of an “A” speech. A good presentation, not necessarily any major weaknesses, but not achieving a standard of excellence in any or enough areas to merit an “A”. A good job in meeting most established criteria.
70% – 79% = C	An acceptable project or presentation. Reasonably clear purpose, adequate support, apparent organization, but may not be entirely clear to the entire audience, some problems in wording or delivery or both; and/or some deficiencies in meeting many of the major criteria established.
60 – 69% = D	An unclear purpose and serious deficiencies in some and perhaps all areas of content, organization; and/or poor delivery.
59% & Below = F	The person does not complete the project or presentation at all or simply demonstrates that there has been no preparation for the project or presentation both in content or delivery.

ATTENDANCE REQUIREMENTS:

Daily activities in the classroom are designed to accomplish many of the objectives of the course; therefore, students should attend every class. If a student will be absent, notify the instructor *before* missing class—this applies to all absences, including LCC sponsored events. If an emergency occurs and it is not possible to notify the instructor prior to class, contact the instructor within the same day of the missed class to discuss the absence. Failure to do so may result in zeros on any assigned work/activities. If a student contacts the instructor and the absence is excused, arrangements can be made to complete the missed work upon return. ***On field trip or presentation days, students will only be excused for officially approved LCC events, a documented illness, or bereavement.*** *Students who make a habit of providing excuses for absences that are not school related will be required to schedule a conference with the instructor and provide written documentation regarding the nature of the absences.*

Attendance is taken at the start of class. Students must actively participate in roll call and in-class activities and discussions in order to be counted present. If a student enters the classroom after the instructor has started roll call, they will be counted tardy. 3 tardies will result in 1 unexcused absence. Since attendance and participation are critical, if a student exceeds 6 unexcused absences for Monday/Wednesday/Friday sections or 4 unexcused absences for Tuesday/Thursday sections they may be dropped from the course.

All students will receive a grade for the course after the last day to withdraw for the semester regardless of the number of absences.

CLASSROOM BEHAVIOR:

Disruptive behavior that hinders the learning process is grounds for being dropped from class. The following behaviors are considered disruptive or unacceptable:

- Sleeping
- Using cell phones or other electronic devices not previously approved by the instructor
- Inappropriate language or distracting/inappropriate chatting
- Disrespectful responses and comments to classmates or the instructor
- Interrupting or disrespecting classmates during presentations (please do not enter or leave the room during presentations except for emergencies)

STUDENTS WITH DISABILITIES:

Students who need special assistance should contact the ADA Coordinator by calling the Human Resources office at (620) 421-6700, ext.1230, or visit the Business Office on the main campus.

ADDITIONAL CLASSROOM POLICIEIS ARE AVAILABLE AT:

www.labette.edu/catalog

- **ACADEMIC HONESTY**
- **CELL PHONE IN CLASSROOM**
- **CHILDREN (GUESTS) IN CLASSROOM**
- **CODE OF CONDUCT**
- **TOBACCO USE**
- **WEATHER**

COMMUNICATION:

All communication concerning this course or college business will be sent to your LCC student e-mail address. It is your responsibility to check this account regularly.