



LAMAR UNIVERSITY

“If I were starting life over again, I am inclined to think that I would go into the advertising business in preference to almost any other...The general raising of the standards of modern civilization among all groups of people during the past half century would have been impossible without the spreading of the knowledge of higher standards by means of advertising.”

— Franklin D. Roosevelt

COMM 2371 – Advertising Principles and Practices

Fall 2017 1:50-3:10 MW Communication 113

Instructor

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Office hours: 9:00-11:00 am, MW, or by appointment

Please send all your emails only to the address listed above. In your email, please include your first and last name and the class and section in which you are enrolled. I will try my best to get back to you via email within 48 hours (not including the weekends and holidays). If you do not receive an email reply from me within 48 hours please email again: occasionally emails may not come through.

Course Description

An overview of the field of advertising, examines the economic, social, legal, ethical, and creative nature of advertising.

Course Objectives and Student Learning Outcomes

Students who successfully complete this course will:

1. know the historical development of advertising and branding.
2. understand advertising as an industry, its developing trend, and its critical value to businesses and non-profit causes.
3. get to know the different roles and the working procedures in advertising profession, different types of advertising media, and different ways of constructing advertising messages.
4. understand the concept of Integrated Marketing Communication and branding.
5. gain hands-on experiences of developing advertising campaign strategy and materials for a real organization.

Academic Prerequisites

Admission to Lamar University and completion of COMM 1373 with a D or better, or with the instructor's permission.

Course Materials

Required Text

Bendinger, B, et al. (2009). *Advertising & the business of branding: An Introduction to careers & concepts in advertising & marketing*, 4th (media revolution) ed. Chicago, IL: The Copy Workshop. ISBN: 978-1-887229-38-8.

Other reading materials will be provided in class or on Blackboard

Blackboard

This course utilizes Blackboard as one of its main forms of communications between the professor and the students. You will access all readings, assignments, and grades via Blackboard. Your knowledge and efficiency of Blackboard is vital to your success in this course. Blackboard may be accessed at <https://luonline.blackboard.com>.

Grading Policy and Evaluation – 900 possible points

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| 1. Syllabus test: | 10 points. |
| 2. Two take-home exams:
(Exam 1 covers introduction, conclusion, and chapters 1, 2, 12, 3, 4, 5, and 8; exam 2 covers chapters 6, 10, 7, 9, and 11). | 200 points. |
| 2. Resume and cover letter for a summer internship: | 100 points. |
| 3. Professional interview: | 100 points. |
| 4. Individual project:
(produce a print ad or a 30-second audio-visual commercial for an organization that you choose). | 40 points |
| 5. Group projects:
(Design an advertising campaign plan and write a 10-page plans book (including research, campaign goals, campaign message, media plan, and evaluation) for an organization that your group chooses. Prepare a PowerPoint and present the campaign plan to the class. 250 points. Group meeting minute: 10 points. Group presentation critiques: 40 points.) | 300 points |
| 6. Class participation: | 100 points. |
| 7. Attendance: | 50 points. |

The two take-home exams will be administrated online. They are open book exams, but students should complete them independently. The exams will include multiple choices, true or false, and term or essay questions. A substantial part will come from the lecture notes and textbook. Paying special attention to the terms at the end of each chapter will help you do well in the exams.

Cover letter and resume need to be submitted at the beginning of the semester (50%). Then keep being improved and submitted again at the end of the semester (50%). The revision is mandatory and the grading of the second submission is mainly based on the revision. During the revision, please visit Lamar Center for Career & Professional Development for advices (their web and

contact info: <http://www.lamar.edu/career-and-testing-services/career-services/resume--cover-letter-assistance.html>).

Everyone in the class needs to find and interview a professional who is now working in an advertising agency (preferably in a 4A agency) or the advertising department of a company anywhere in the US, no matter he or she is a creative, account manager, media analyst, or account planner. Prepare some questions that you want to know about the industry most and get answers from the professional through your interview via face-to-face, e-mail, Skype, phone call, or other possible communication media. Results of the interview need to be written as a five-page, double-spaced essay, in Q&A or narrative format. Grading will be based on if the questions and answers are interesting, inspiring, and useful to the class. A working e-mail and a phone number of the professional need to be provided in the essay for verification use. This is also an opportunity for you to establish a professional contact. Since it takes time to find a professional willing to talk to you, please plan for this assignment as early as the semester starts.

Basic questions you can ask include:

- How did you prepare yourself for the profession and how did you get into it?
- What do your normal working days look like? How does your work look like in the big picture of your agency (company)?
- What are the greatest satisfactions in your work? What do you perceive as the social meaning of the advertising profession?
- What are the greatest challenges in your work? What do you think are the greatest technical, social, ethical, and legal challenges for advertising now and in the future?
- What are the greatest changes that you predict in the future of advertising and marketing communications?
- If you are recruiting a new person for your agency (company), what types of students are you going to hire? What most critical characteristics, knowledge, and skills are you looking for from a candidate?
- What suggestions do you have for colleges to train advertising and marketing communication students?

An organization, for-profit or non-profit, in the Golden Triangle area, Huston area, Texas, the US, or the world needs to be chosen for your individual project and group project. Preferably, the organization should be in the Golden Triangle area or the Great Huston area. A written permission from the organization also should be acquired at the beginning of the semester, stating that the organization allows you or your group to create the advertising work for it and it will wholeheartedly support your endeavors. You or your group is also encouraged to participate in the Formula Five competition (http://pbhfoundation.org/pdfs/pri_sec/retail/formula_5/2016/FormulaFive2016shortened.pdf). In that case, the submitted intent to participation is treated as the organization permission.

For the individual project, you can choose to create a print ad or a 30-second commercial for the chosen organization. If you choose to do a 30-second commercial, grading will not be based on video shooting and editing skills but on the big idea. In the case that a student truly has a problem accessing video shooting and editing skills and equipment, with the instructor's permission, the student can create a storyboard or a script in lieu of a video.

Groups will be formed at the beginning of the semester, with four to five students in each group, to create a campaign plan for the chosen organization. Your campaign plan must contain all components discussed in the textbook and class, such as background of the organization and its products/services, analysis of markets and competitors with a summary of SWOT analysis of the campaign, campaign research, campaign goal and objectives, creative strategies, media strategies, budget, and measurement and evaluations.

Group peer-evaluations will be conducted at the end of the semester and performance in the group projects will be graded according to peer-evaluations. Each member in the group needs to evaluate all other members based on a 5-point scale: 1. Very poor: missed most of the group meetings, discussions, or calls; did not submit assigned tasks on time or submit assigned task on time but with very poor quality that other members need to make major changes. 2. Poor: missed most of the group meetings, discussions, or calls; finished tasks assigned on time but with poor quality that other members may need to make changes. 3. Average: missed some group meetings, discussions, or calls; contribute little idea to the group project, but finished tasks assigned on time and with acceptable quality. 4. Good: contribute to the idea of the group project; initiate some and participate all group meetings, discussions, or calls; finished tasks assigned on time and with good quality; help other members in the group. 5. Excellent: Initiate group project plan or initiate most and participate all group meetings, discussions, or calls; contribute significantly to the project; finish tasks assigned on time and with very high quality; help group members who cannot finish their jobs. **Missing the group peer-evaluation will lower your grade for the group project significantly.**

Your individual projects and the group project can be for the same organization. If that is the case, individual projects can be used as sample materials in the group project. Both group projects and individual projects must be presented in class at the date chosen by the presenters at the beginning of the semester. Group projects will be graded in two parts: plans book (60%) and presentation (including the PowerPoint; 40%). Group peer-evaluations will be conducted at the end of the semester and performance in the group projects will be graded according to peer-evaluations. Missing the group peer-evaluation will lower your final grades significantly. The final campaign plan must be at least 10-page long. Plan books and presentations will be evaluated based on the NSAC criteria posted on the Blackboard.

Professional interview, individual projects, and group projects (plans book & presentation PPT) also need to be submitted on the course blog: <http://lamarad.wordpress.com/> (for the 30-second commercial, submit it to Youtube and then embed the video to the course blog). Failure in submitting to either place in the required format will result in your project not accepted.

Calculation of Final Course Grade

- A = 90% or above
- B = 80%-89.9%
- C = 70%-79.9%
- D = 60%-69.9%
- F – 59.9% or less

Make-up Work

Students are specifically warned that all assignments must be turned in on or before the due date.

Absolutely no late work will be accepted. This includes quizzes, discussion postings, projects and other in- and out-class assignments. No exceptions will be made to this policy.

Attendance Policy

Students are expected to attend all classes. Excuses will be granted for legitimate reasons such as health and family emergencies and university-related activities. For those reasons, before leaving the class, students need to write to the instructor, provide available official document (if the document is not available when apply for extension of the deadline, submit it as soon as it is available), and receive an approval. Otherwise, the leave is not excused.

Course Content and Assignments (subject to change)	
Week 1 (Sep. 5-8. No Face-to-face meeting. Lecture notice will be uploaded to Blackboard)	Syllabus, Introduction, & Conclusion Readings <ul style="list-style-type: none"> • Course Syllabus • Introduction • Conclusion: You & Your Career Assessment <ul style="list-style-type: none"> • Syllabus test. <i>DUE: Sunday, Sep. 10, by 11:59 pm</i>
Week 2 (Sep. 11-15. Face-to-face meeting tentatively starts)	Chapter 1 Readings <ul style="list-style-type: none"> • Chapter 1: From Advertising to Marketing Assessment <ul style="list-style-type: none"> • Cover letter and resume first submission. <i>DUE: Sunday, Sep. 17, by 11:59 pm</i>
Week 3 (Sep. 18-22)	Chapter 2 & 12 Readings <ul style="list-style-type: none"> • Chapter 2: The Modern Marketplace • Chapter 12: The Power of New Ideas
Week 4 (Sep. 25-29)	Chapter 3 Readings <ul style="list-style-type: none"> • Chapter 3: Advertising & Society
Week 5 (Oct. 2-6)	Chapter 4 Readings <ul style="list-style-type: none"> • Chapter 4: Marketers & Advertisers

<p>Week 6 (Oct. 9-13)</p>	<p>Chapter 5 Readings</p> <ul style="list-style-type: none"> • Chapter 5: Advertising Agencies <p>Assessment</p> <ul style="list-style-type: none"> • Professional interview. <i>DUE: Sunday, Oct. 15, by 11:59 pm</i>
<p>Week 7 (Oct. 16-20)</p>	<p>Chapter 8 Readings</p> <ul style="list-style-type: none"> • Chapter 8: Marketing & the Planning Process <p>Assessment</p> <ul style="list-style-type: none"> • Take-home exam 1. <i>DUE: Sunday, Oct. 22, by 11:59 pm</i>
<p>Week 8 (Oct. 23-27)</p>	<p>Chapter 6 & Chapter 10 Readings</p> <ul style="list-style-type: none"> • Chapter 6: The World of Media • Chapter 10: Media & the Marketing of Message
<p>Week 9 (Oct. 30-Nov. 3)</p>	<p>Chapter 7 Readings</p> <ul style="list-style-type: none"> • Chapter 7: Marketing Services
<p>Week 10 (Nov. 6-10)</p>	<p>Chapter 9 Readings</p> <ul style="list-style-type: none"> • Chapter 9: Creativity & Communication
<p>Week 11 (Nov. 13-17)</p>	<p>Chapter 11 Readings</p> <ul style="list-style-type: none"> • Chapter 11: Evaluation & Integration
<p>Week 12 (Nov. 20-22. Thanksgiving, Nov. 23-24)</p>	<p>Individual Project Workshops Assessment</p> <ul style="list-style-type: none"> • Take-home exam 2. <i>DUE: Sunday, Nov. 26, by 11:59 pm</i>
<p>Week 13 (Nov. 27-Dec. 1)</p>	<p>Group Meeting & Individual Project Presentation Readings</p> <ul style="list-style-type: none"> • On Bb <p>Activity</p>

	<ul style="list-style-type: none"> Group meetings on project Assessment <ul style="list-style-type: none"> Group meeting minute due in class Cover letter and resume resubmit. DUE: Sunday, Dec. 3, by 11:59 pm
Week 14 (Dec. 4-8. Last day, make-up days).	Individual & Group Projects Presentation Assessment <ul style="list-style-type: none"> Individual projects. DUE: Wednesday, Dec 6, by 11:59 pm
Final (Dec. 11, regular class time)	Group Project Presentation and Finalization Finalized version of the plans book. DUE: Monday, Dec 11, by 11:59 pm

Technology Prerequisites

Students are not required to have advanced technology training or skills to be successful in the class. They should, however, feel confident about their ability to navigate through typical online websites. The minimum technical skills and the system requirements for this course:

System Requirements

Computer/Technology Requirements

- Students will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
 - Any current Flash-compliant browser (recent versions of Firefox or Safari)
 - Please note that Blackboard may not support Internet Explorer or Chrome.
 - 1GB of RAM, more preferred
 - Broadband connection (cable modem, DSL, or other high speed) required
 - Video display capable of high-color 16-bit display – 1024 x 768 or higher resolution
 - A sound card and speakers or headphones
 - Current anti-virus software must be installed and kept up to date.
 - Students will need some additional free software for enhanced web browsing. Be certain to download the free versions of the software.
 - Adobe Reader
 - Adobe Flash Player
 - Most home computers purchased within the last 3-4 years meet or surpass these requirements.
- At a minimum, students must have Microsoft Office 2003, XP, 2007 or OpenOffice, or Student Office for Mac. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission will also be required. If you

do not have Microsoft Office or Student Office for Mac, you can check with the bookstore to see if they have any student copies.

3. **Your computer must be compatible with Blackboard.** Please see the [Blackboard Supported Browsers and Operating System](#) page to make sure your system will allow you to use all the tools and features available.

Technology Skills Requirements

You need to be able to:

- Navigate websites, including downloading and reading files from them.
- Download and install software or plug-ins such as Adobe Reader, Window Media Player or Flash.
- Use e-mail, including attaching and downloading documents/files from e-mail.
- Save files in commonly used word processing formats (.doc or .docx).
- Copy and paste text and other items in computer documents.
- Save and retrieve documents and files on your computer.
- Locate information on the Internet using search engines.

Accessibility Statement

Lamar University is committed to providing equitable access to learning opportunities for all students. The Disability Resource Center (DRC) is located in the Communications building room 105. Office staff collaborate with students who have disabilities to provide and/or arrange reasonable accommodations.

For students:

- If you have, or think you may have, a disability (e.g., mental health, attentional, learning, chronic health, sensory, or physical), please contact the DRC at [409-880-8347](tel:409-880-8347) or drc@lamar.edu to arrange a confidential appointment with the Director of the DRC to explore possible options regarding equitable access and reasonable accommodations.
- If you are registered with DRC and have a current letter requesting reasonable accommodations, we encourage you to contact your instructor early in the semester to review how the accommodations will be applied in the course.

Copyright Policy Statement

Copyright is defined as the ownership and control of the intellectual property in original works of authorship which are subject to copyright law. As an institution of higher learning that values intellectual integrity, Lamar University prohibits the distribution of published materials (print or electronic) in violation of copyright law.

Academic Integrity Statement

Lamar University expects all students to engage in academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in their academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. Disciplinary proceedings may be initiated against a student accused of any form of academic dishonesty including, but not limited

to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion, and the abuse of resource materials.

Plagiarism shall mean the appropriation of another's work or idea and the unacknowledged incorporation of that work or idea into one's own work offered for credit.

Collusion shall mean the unauthorized collaboration with another person in preparing work offered for credit.

Abuse of resource materials shall mean the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.

Academic work shall mean the preparation of an essay, report, problem, assignment, creative work or other project that the student submits as a course requirement or for a grade.

Students are specifically warned against all forms of plagiarism, which include "purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm." Plagiarism is defined as, "the appropriation and the unacknowledged incorporation of another's work or ideas into one's own offered for credit" (82). Students seeking to avoid plagiarism should consult either the course instructor or the most recent addition of the *MLA Handbook for Writers of Research Papers*. The course instructor will complete a thorough and impartial investigation of any instance of academic dishonesty. A student found guilty of academic dishonesty will be notified in writing by the instructor of the violation, the penalty, and the student's right to appeal the determination of dishonesty and/or the sanction imposed. Penalties for academic dishonesty in this course will result in either a lowered letter grade or failure of the course as determined by the instructor.

Netiquette (Online Etiquette) Statement

Please adhere to the same standards of behavior and professional respect online that you would follow in face-to-face communication with others, but most particularly when writing email and when taking part in collaborative and discussion board activities. Lamar provides access to network resources, including the Internet, in order to support learning and to prepare students for the 21st century world. Students, however, are expected to adhere to the *Lamar University Acceptable Use Policies when Using Networks*.

- **Acceptable Use**

Students must respect the integrity and security of LU's computer systems and network, and the privacy and preferences of other users. Responsibility for learning about and complying with LU's Acceptable Use Policy ultimately rests with the individual. The network may be used to download, copy, or store any software, shareware, digital media files or freeware, as long as the use complies with copyright law; licensing agreements, and campus policies such as storage space limitations and network bandwidth restrictions. The network may not be used for any activity, or to transmit any material, that violates United States or local laws.

- **Unacceptable use**

The network may not be used for commercial purposes. Advertising and sponsorships on UW web sites is restricted. In addition, students may not permit other persons to use their usernames, passwords, accounts or disk space, or disclose their usernames, passwords or account information to any third party. Students may not log on to someone else's

account, Internet address, or other network codes, or attempt to access another user's files. Students may not create false or dummy accounts to impersonate someone else. Students may not try to gain unauthorized access ("hacking") to the files or computer systems of any other person or organization. Students may not impersonate another person by forging e-mail, web pages or other electronic media. Students who maliciously access, alter, delete, damage or destroy any computer system, computer network, computer program, or data will be subject to disciplinary action by LU, and criminal prosecution as well. Students may not disrupt or attempt to disrupt network traffic, and they may not attempt to monitor or capture network traffic in any way. Finally, students may not intentionally create, store, display, print or transmit information that violates the university's Sexual Harassment Policy.

General Guidelines to Respect All Participants

- Respect the right of each person to disagree with others.
- Treat people the same as you would face-to-face.
- Respect the time of others

Guidelines When Communicating with Others (email, discussion, etc.)

- Always sign your names to any contribution you choose to make.
- Be constructive in your responses to others in the class.
- Do not use all caps. (Doing so may be interpreted as shouting.)
- Re-read your postings before sending them.
- Always think before you write.
- Respond respectfully.
- Use appropriate grammar and structure.
- Spell-check your postings.
- Use short paragraphs focused on one idea.
- Use appropriate business language at all times.

Privacy Policy Statement

Student records maintained by Lamar University comply with the Family Education Rights and Privacy Act of 1974 as amended (PL93-380). Detailed information should be accessed through this link: <https://sacs.lamar.edu/catalog/PrefMaterial/V.GenAcademicPol.htm#edurights>.

Drop Dates

This course adheres to the add/drop standards for each term as stated by Lamar University. For more details, refer to the Academic Calendar at www.lamar.edu.

Course Evaluation

Instruction as well as student performance is subject to evaluation. Procedures for evaluation will be provided near the end of this course.

myLamar Portal

Students are required to obtain a Lamar Electronic Account username and password so they can log onto the myLamar Web site. Students may get information on how to get into the myLamar Web site from the University's homepage (<http://www.lamar.edu>) by clicking on the myLamar

link on the left top corner of the screen. Follow the steps to secure your myLamar username and password. Access to library resources is described on the Academic Partnership page, also available through the <http://www.lamar.edu>.

In the event of an announced campus closure in excess of four days due to a hurricane or other disaster, students are expected to login to Lamar University's website's homepage (www.Lamar.edu) for instructions about continuing courses remotely."

LU Writing Center

The Writing Center, located on the 1st floor of the library offers individualized tutoring sessions to help students develop their writing skills. The Writing Center aspires to more than just the short-term goal of improving a particular paper. Indeed, they seek to improve the student writer's composing skills so that he or she can approach any writing assignment in a progressively more skilled and thus more confident manner. Overall, the Writing Center's goal is to provide authentic learning of the writing process, not quick fixes for papers. Walk-ins are welcomed, but students are strongly encouraged to make appointments by calling 880-8571, emailing UWC@lamar.edu, dropping by the 1st floor of the library, or at <http://lamar.mywconline.com/>. Visit <http://dept.lamar.edu/writingcenter/> for more information.

Student Tutoring and Retention Services (STARS)

STARS, located in COMM 109, offers a variety of support services for students. STARS offers individual and small group tutoring for any undergraduate or post-baccalaureate student. STARS makes every effort to find a tutor in any subject requested, and tutoring is available by weekly appointment or during our walk-in hours. It is important to plan ahead early in the semester for maximum benefit. The STARS Tutoring Center is located on the first floor of the Mary and John Gray Library. To apply for free tutoring visit <http://dept.lamar.edu/stars/Tutoring/index.html> or call the STARS office at (409) 880-7201.

Instructional Associates

The information about Instructional Associates will be provided through an email. Instructional Associates have been selected based upon their teaching experiences and accomplishments, their interest in interpersonal communication, and their pedagogical understanding about interpersonal communication. Course activities and assignments are to be posted in the appropriate areas of Blackboard. Questions and correspondence are to be emailed to the Instructional Associates. They are ready to help. University faculty members have ultimate responsibility for all assessments and final course grades. Each semester, faculty members will conduct random reviews of materials to ensure inter-rater reliability among all Instructional Associates.

Emergency Procedures

Many types of emergencies can occur on campus; instructions for severe weather or violence/active shooter, fire, or chemical release can be found at: <http://www.lamar.edu/about-lu/administration/risk-management/index.html>. Following are procedures for the first two:

Severe Weather:

- Follow the directions of the instructor or emergency personnel.
- Seek shelter in an interior room or hallway on the lowest floor, putting as many walls as possible between you and the outside.

- If you are in a multi-story building, and you cannot get to the lowest floor, pick a hallway in the center of the building.
- Stay in the center of the room, away from exterior walls, windows, and doors.

Violence/Active Shooter (CADD)

- **CALL** - 8-3-1-1 from a campus phone (880-8311 from a cell phone). Note: calling 9-1-1 from either a campus phone or cell phone will contact Beaumont City Police Dispatch rather than University Police.
- **AVOID** – if possible, self-evacuate to a safe area outside the building. Follow directions of police officers.
- **DENY** – Barricade the door with desks, chairs, bookcases or any other items. Move to a place inside the room where you are not visible. Turn off the lights and remain quiet. Remain there until told by police it is safe.
- **DEFEND** – Use chairs, desks, cell phones or whatever is immediately available to distract and/or defend yourself and others from attack.

Academic Continuity Statement

In the event of an announced campus closure in excess of four days due to a hurricane or other disaster, students are expected to log to Lamar University's website's homepage (www.lamar.edu) for instructions about continuing courses remotely.

Syllabus Agreement

I have received the COMM 2371 syllabus. I have read and agree to the policies set forth in the syllabus, including the Academic Integrity Statement listed above. By enrolling as a student in COMM 2371 at Lamar University, I have agreed to abide by all rules prohibiting academic dishonesty (including plagiarism) and understand it is my responsibility to successfully use technology to succeed in this course.

My signature put in when I take the syllabus test also confirms that I agree to and will abide by the course policies set forth in this syllabus.