



COMM 3371 – Advanced Advertising¹

3:50 -5:10 PM, MW, Fall 2017, Comm 117

Instructor

Qingjiang (Q. J.) Yao, Ph.D., Associate Professor
Office: Communication 100H Phone: (409) 880-7656
Email: qyao@lamar.edu
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 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

Research, media, and creative strategies in advertising.

The course discusses basic principles of research, planning, and budgeting for advertising campaigns. It trains students to develop a real-world research-based campaign in a very hands-on format. The process of constructing a competitive nationwide strategic communication plan for a real product or service, based on intensive research, requires students to acquire and practice fundamental advertising principles and techniques in an innovative way.

You will need to be organized into teams with two members. Each team needs to pick up a for- or non- profit organization in Golden Triangle, Great Huston and Texas, acquire their written permission, and develop a research-based campaign plan for it. I strongly encourage you to use this opportunity to help the advertising track or the LU Department of Communication to create a recruiting campaign, or help organizations that needs help most in the aftermath of the Storm Harvey.

The course is a combination of lecture, seminar, and lab.

Course Objectives and Student Learning Outcomes

Students who successfully complete this course will:

1. understand the whole process of developing a research-based campaign

¹ The syllabus is subject to revision when the course is proceeding.

2. know how to use different resources and databases to study the client and its market, and plan an effective creative strategy based on the research
3. know how to use research to plan effective media strategies.
4. know how to estimate the campaign effects
5. know how to analyze the research data and report the research results.

Academic Prerequisites

Admission to Lamar University and completion of COMM 2371 with a D or better, or approval of the instructor.

Course Materials

Required Text

Davis, J. (2012). *Advertising Research: Theory & Practice*, 2th ed. Upper Saddle River, NJ: Prentice Hall. ISBN: 978-0-13-212832-2.

Recommended Text

Jeffrey, M. (2010). *Data-driven marketing: The 15 metrics everyone in marketing should know*. Hoboken, NJ: John Wiley & Sons.

Other required or recommended reading materials will be provided in class or on Blackboard

Blackboard

This course utilizes Blackboard as a main form of communication 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 – 1000 possible points

Syllabus quiz	10 points
Media Plan Case Competition	100 points
Library research report	50 points
Simmons research report	50 points
Interview report	50 points
Store visit report	100 points
Focus group report	100 points
Survey report	100 points
Creative plan (test included)	100 points
Media plan	100 points
Plans book	100 Points
Participation	140 points

Syllabus quiz. This is a quiz on Blackboard to test your reading and understanding of this syllabus itself. You will also need to electronically sign the agreement to this syllabus and the Comm Departmental Academic Integrity Policy when you take the test.

Media Plan Case Competition Qualifying Round

The Media Plan Case Competition is sponsored by the Washington Media Scholars Foundation (<http://www.mediascholars.org/case-competition/>). It asks participating groups to create a strategic media plan for a hypothetical public policy issue in the qualifying round and, if the participating groups are selected, the formal round of case competitions. You are required to participate in the qualifying round in this class. Two of you need to form in a group to participate. Once you register, the organizer will send you a qualifying case and a tutorial video on media planning. Go through the case and the tutorial and take a 20-point quiz over them to prepare yourself for the case study.

In the qualifying round, your group should create a media plan and prepare a statement about the plan. A professional and concise cover letter is also required to accompany the competition package in your submitting email. Submitting the qualifying-round case package (black copying me via qyao@lamar.edu) will maximally earn your group another 30 points. The submission will be graded based on the level of the effective GRP arrangement in the media plan, the clarity of the media plan statement, and the quality of the cover letter. Each of you are also required to submit a brief statement about what you and your group colleague have done in developing the competition package. Adjustment of individual grades may happy based on those statements of labor division.

Reports and the Plans Book. Each report or plan should be double spaced, in 12 pt times new roman, no less than two letter-sized pages, and with no more than 1" margins around. The reports should be submitted with raw research materials. Specific requirements of the reports will be discussed in class or posted on Bb.

The final plans book should be an accumulation of the previous reports and plans, with an executive summary and an evaluation/measurement part (no less than 20 pages). The illustration and layout will also be a major part of consideration when grading the plans book.

Those reports and plans books are graded as a group project. By the deadline listed in the syllabus, each agency needs to submit a completed copy of the report and receive an initial group grade of maximally 40% of the points assigned to the report. Each member shares the same initial group grade for the first submission. I will also provide comments for the agencies to revise and improve their reports along the semester. All the improved reports will be put in the final plans books and graded for the second time with a maximum of the rest of 60%. Individual grades for the second time are determined by coefficients calculated from group peer-evaluations conducted at the end of the semester. The second-time grade will be added into the initial grade. Each member in the group need to evaluate the other member 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 will 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 grades for those projects significantly.**

Participation. May be in the format of attendance recording, or conducting activities of commenting or critiquing previous student campaigns or presenting chapters from the textbook. We will evaluate plans books and presentations provided by previous ECHO Challenge or the National Student Advertising Competition in randomly chosen classes. Each student need to provide critics and comments to those plans books. The participation quizzes can also be based on the required textbook. Those participating assignments will only be administrated in class and should be completed in class.

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, regular assignments and participating 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 heath or family emergencies and university-related activities. For those reasons, before leaving the class, students need to write to the instructor, provide the available official document (if the document is not available when apply for leave, submit it as soon as available), and receive an approval. Otherwise, the leave is not excused.

Course Content and Assignments (subject to change)	
<p>Week 1 (Sep. 5-8. No Face-to-face meeting. Lecture notice will be uploaded to Blackboard)</p>	<p>Syllabus & Intro to Research in Campaign Developing</p> <p>Readings</p> <ul style="list-style-type: none"> • Course syllabus • Chapters 1& 2. • Previous case materials (on Bb and distributed in class) • Planning points <p>Assessment</p> <ul style="list-style-type: none"> • Syllabus test due by Sep. 10.

<p>Week 2 (Sep. 11-15. Face-to-face meeting tentatively starts)</p>	<p>Situation Analysis & Library Research (Target audience, marketing plans, seasonality, geographical distribution, competition)</p> <p>Readings</p> <ul style="list-style-type: none"> • Chapters 3 & 17 • Business source complete (in library database) • Hoovers.com <p>Assessment</p> <ul style="list-style-type: none"> • Library research report due by Sep. 17.
<p>Week 3 (Sep. 18-22)</p>	<p>Market Analysis (Campaign goals, SWOT analysis, and challenges)</p> <p>Readings</p> <ul style="list-style-type: none"> • Chapter 18 • Experian marketing services <p>Assessment</p> <ul style="list-style-type: none"> • Simmons analysis report due by Sep. 24.
<p>Week 4 (Sep. 25-29)</p>	<p>Sampling, & Experimentation</p> <p>Reading</p> <ul style="list-style-type: none"> • Chapters 4 & 14
<p>Week 5 (Oct. 2-6)</p>	<p>Interview</p> <p>Readings</p> <ul style="list-style-type: none"> • Chapters 5 & 7 • Interview guidelines (on Bb) <p>Assessment</p> <ul style="list-style-type: none"> • Interview report due by Oct. 8.
<p>Week 6 (Oct. 9-13)</p>	<p>Store Visit</p> <p>Readings</p> <ul style="list-style-type: none"> • Chapters 8 & 9 • Observation guidelines (on Bb) <p>Assessment</p> <ul style="list-style-type: none"> • Store visit report due by Oct. 15.
<p>Week 7</p>	<p>Focus Group</p>

(Oct. 16-20)	<p>Readings</p> <ul style="list-style-type: none"> • Chapter 6 • Focus group guidelines (on Bb) <p>Assessment</p> <ul style="list-style-type: none"> • Focus group report due by Oct. 22.
<p>Week 8 (Oct. 23-27)</p>	<p>Survey</p> <p>Readings</p> <ul style="list-style-type: none"> • Chapters 10, 11, 12, & 13 • Survey guidelines (on Bb)
<p>Week 9 (Oct. 30-Nov. 3)</p>	<p>Continue Working on Survey</p> <p>Assessment</p> <p>Media plan case competition quiz due by Nov. 5.</p>
<p>Week 10 (Nov. 6-10)</p>	<p>Quantitative Data Analysis & Inference</p> <ul style="list-style-type: none"> • Chapters 15 & 16 <p>Assessment</p> <p>Survey report due by Nov. 12.</p>
<p>Week 11 (Nov. 13-17)</p>	<p>Concepting & Testing</p> <p>Readings</p> <ul style="list-style-type: none"> • Chapters 19 & 20 • Concepting and brainstorm process guidelines (on Bb) • Creative training materials (on Bb) • Copy testing guidelines (on Bb)
<p>Week 12 (Nov. 20-22. Thanksgiving, Nov. 23- 24)</p>	<p>Working on Creative Plan</p> <p>Assessment</p> <ul style="list-style-type: none"> • Creative plan due by Nov. 26.
<p>Week 13 (Nov. 27-Dec. 1)</p>	<p>Media Planning, Budget Analysis</p> <p>Readings</p> <ul style="list-style-type: none"> • Media Planning Basics & Guidelines (On Bb). • Kantar Media SRDS • The Nielson reports

	<p>Assessment</p> <ul style="list-style-type: none"> • Media plan due by Dec. 3.
<p>Week 14 (Dec. 4-8. Last day, make-up days).</p>	<p>Evaluation, Executive Summary, and the Plans Book</p> <p>Readings</p> <ul style="list-style-type: none"> • Chapter 21 • Winning plans books & presentation videos <p>Assessment</p> <ul style="list-style-type: none"> • Media plan case competition due by Dec. 10.
<p>Final (Dec. 11, regular class time)</p>	<p>Finalizing the Plans Book</p> <p>Assessment</p> <ul style="list-style-type: none"> • Plans book due in final meeting, submitted both on Bb and in hard copy.

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

1. 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.
2. 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

Please print this page, read the following statement, sign it, and turn it to me in class:

I have received the COMM 3371 syllabus. I have read and agree to the policies set forth in the syllabus, including the Academic Integrity Statement available on Blackboard. By enrolling as a student in COMM 3371 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 success in this course.

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

Name: _____ Date: _____

Signature: _____