Introduction to Advertising Syllabus
Dallas College

Instructor Information
Name: Sabine Winter
DCCCD Email: swinter@dcccd.edu
Office Phone: 972-860-7362
Office Location: N204
Office Hours: INET M T W R F
Division Office and Phone: Phone: G-Building: Room 138, 972-860-7124

Course Information
Course Title: Introduction to Advertising
Course Number: COMM 2327
Section Number: 41400
Semester/Year: Fall 2020
Credit Hours: 3
Class Meeting Time/Location: INET
Certification Date: October 24, 2020
Last Day to Withdraw: November 11, 2020

Course Prerequisites
None

Course Description
This is a Texas Common Course Number.
Course Description: Fundamentals of advertising including marketing theory and strategy, copy writing, design, and selection of media. (3 Lec.)
Coordinating Board Academic Approval Number 0909035106

Student Learning Outcomes
Upon successful completion of this course, students will learn about the origins of advertising, how it relates to marketing, and how each medium works. You will also
have the opportunity to create your own advertising. Beyond that, you will learn to combine creative and analytical skills. The following learning outcomes have been identified for journalism, and the ones in bold print are relevant to this course:

1. **First Amendment** -- Journalism students should value the implications the First Amendment has throughout their journalistic work. Produce documents appropriate to audience, purpose, and genre.

2. **Communication** -- Journalism students should be able to edit and communicate messages verbally and non-verbally for different media outlets and audiences.

3. **News** -- Journalism students should be able to identify newsworthy events, gather information about the same, and communicate those to audiences of different media outlets after editing. Technology Journalism students should demonstrate the use of different technologies.

4. **Ethics** -- Journalism students should apply the codes of ethics as well as legal rights and restrictions inherent to their chosen field of journalism.

5. **Research** -- Journalism students should demonstrate research skills throughout their practical and academic course work.

6. **Diversity** -- Journalism students should discuss the diversity of their professional environment as well as their audiences.

**Required Course Materials**

Required Text:

Title: *Contemporary Advertising*, 15th ed.
Authors: William F. Arens, Michael Weinberg, and Christian Arens
Publisher: McGraw-Hill
ISBN 13: 9781259737930

Note: A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer. **Important:** Students who are part of the IncludED program do not need to purchase any learning materials unless directed by the instructor.

**Technology Requirements**

**Word Processing:** You must have access to word-processing software. As a student you can use and download Office 365 for free. Google docs is also acceptable.

**Layout & Presentation:** A program facilitating layout; MS PowerPoint is sufficient, but knowledge in programs such as Photoshop, Illustrator, InDesign, or QuarkXPress is helpful as well. Any of these programs can be accessed in the journalism lab (contact me via email for access information).
e-Campus: You must be able to access your e-Campus account on Blackboard. You will be expected to access and submit course materials and assignments here, and it is also where grade information will be housed.

To access e-Campus, follow the following link:
https://dcccd.blackboard.com/webapps/portal/execute/tabs/tabAction?tabId=1&tabGroupId=1

If you experience problems accessing your e-Campus account, it is your responsibility to resolve this issue. The phone number for tech support is 1-866-374-7169 or 972-669-6402.

Email: All communication with the instructor must be conducted exclusively via the student’s district-provided email account. The instructor will not respond to emailed messages from other accounts.

To set up and access the above email account, follow this link:
https://www.dcccd.edu/services/onlineservices/email-ms-office/pages/default.aspx

If you experience problems accessing your e-Campus account, it is your responsibility to resolve this issue. The phone number for tech support is 1-866-374-7169. Other options to contact tech support are available by scrolling to the bottom of the page linked above.

ASSIGNMENTS SUBMITTED VIA EMAIL WILL NOT BE GRADED.

Graded Work
The tables below provide a summary of the graded work in this course and an explanation of how your final course grade will be calculated.

Summary of Graded Work

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>3 @ 10 percent each</td>
<td>30 percent</td>
</tr>
<tr>
<td>Quizzes</td>
<td>6 @ 2.5 percent</td>
<td>15 percent</td>
</tr>
<tr>
<td>Semester Project</td>
<td>Varies with Assignment</td>
<td>25 percent</td>
</tr>
<tr>
<td>Case Studies</td>
<td>Varies with Assignment</td>
<td>18 percent</td>
</tr>
<tr>
<td>Discussions</td>
<td>6 @ 2 percent each</td>
<td>12 percent</td>
</tr>
</tbody>
</table>

TOTAL: 100 percent
**Final Grade**

<table>
<thead>
<tr>
<th>Percentages</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>80-89%</td>
<td>B</td>
</tr>
<tr>
<td>70-79%</td>
<td>C</td>
</tr>
<tr>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>0-59%</td>
<td>F</td>
</tr>
</tbody>
</table>

**Description of Graded Work**

**Exams:** There will be three (3) exams, which will cover material from the assigned chapters in your textbook, the discussion board, assignments, quizzes and handouts. The exams can include multiple choice questions, true/false questions, fill-in-the-blanks, and short essay questions. You will find the link to the exams under their appropriate weekly tab as well as under the “Testing” link.

**Quizzes:** There will be six (6) quizzes testing your knowledge about the corresponding reading material. You may take each quiz three times.

**Semester Project:** For this project, you will be responsible to create an advertising campaign for a national nonprofit organization of your choice. You will create a marketing plan and advertisement executions and present them. The following chart contains the assignments:

- “Getting to Know Each Other”
- Selecting a Client
- Survey Questions
- Survey Results
- Situation Analysis including SWOT Analysis
- Marketing & Communication Goals & Evaluation
- Media Plan
- Creative Strategy
- Creative Execution
- Campaign Presentation

**Case Studies:** Each case study will allow you to apply the concepts discussed in the reading assignments to further your understanding. Case studies will vary by topic but may include a combination of steps, such as completing reading assignment and taking a quick comprehension test (not the same as the quizzes), a discussion, response paper, etc. Case studies will typically combine information from two or more chapters to help you connect different concepts.
See the list below for possible points:
- Case Study 1: 30 possible points
- Case Study 2: 30 possible points
- Case Study 3: 120 possible points

**Discussions:** Discussion Board Postings: There will be a minimum of six (6) discussion board postings. They will cover terminology and concepts defined in your textbook or other sources. You will be responsible for one (1) posting on each discussion board and two (2) responses to other posts. You can find each discussion board topic under its respective weekly tab as well as the “Discussion” tab. Discussions will be due at the end of each week unless otherwise specified.

You will be responsible to post your own original post as well as two responses to your classmates’ postings. The discussions and responses are designed to help you keep up with your class work and to ensure your progress throughout the semester. They will also give you the opportunity to discuss topics with your classmates, explore topics and concepts, and clarify things for each other. Whereas there is a minimum of three comments per week, you are more than welcome to contribute more. The more involved you become with the class contents, the easier you will find it to understand the concepts introduced in this class.

The guidelines for postings are as follows:
*Your own post:* You need to post between 200 and 400 words for each discussion. (To find out how many words your response has, copy it from the discussion board [Ctrl+C] into MS Word [Ctrl+V]. MS Word provides an automatic word count in the lower left corner of your window.) I recommend that you type written postings and responses in Word, save them on your computer, and paste them into the discussion board to ensure you fulfill the minimum requirement. This will also allow you to recreate entries in case technical problems prevent Blackboard from saving your response. (This paragraph contains 160 words including the parenthetical statement.) Your own post should show that you have read the corresponding material in our text and incorporate concepts, terminology and information relayed. The posts are designed to provide you with an opportunity to apply knowledge and to showcase your understanding of concepts introduced in this course.

*Your responses to other posts:* Check the discussion board daily. You are required to look at your classmates’ postings as well. These discussion comments are designed to help you keep up with your class work and to ensure your progress throughout the semester. They will also give you the opportunity to discuss topics with your classmates and clarify things for each other. Whereas there is a minimum requirement, you are more than welcome to contribute more. The more involved you become with the class content, the easier you will find it to understand the concepts introduced in this course. Your responses should provide relevant feedback to the author of the original post and further explore the material discussed (avoid platitudes like “Great example”). I recommend that you submit the comments daily, don’t wait until later. Not only will you
lose valuable points, but you will also not be able to receive responses to your postings from classmates.

**Grading**
You can earn up to 20 points each week for posts including responses. No late posts will be accepted. Your grade can earn the following possible points:
- Your original post -- 15 points
- Response 1 -- 2.5 points
- Response 2 -- 2.5 points

**Late Work Policy**
All assignments are due on the day and time stipulated. Late submissions will not be accepted. Failure to submit an assignment on time will result in a failing grade. This includes in-class assignments, homework, quizzes, and major assignments like semester projects and the final exam.

**EMAILED ASSIGNMENTS WILL NOT BE GRADED.**

**Other Course Policies**

**Academic Honesty & Plagiarism:** Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion.

As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog at [https://www1.dcccd.edu/catalog/GenerallInfo/CollegePolicies/code.cfm?loc=econ](https://www1.dcccd.edu/catalog/GenerallInfo/CollegePolicies/code.cfm?loc=econ)

Academic dishonesty includes, but is not limited to, cheating on tests, plagiarism, and collusion. Cheating includes copying from another student’s test or homework paper, using materials not authorized, collaborating with or seeking aid from another student during a test, knowingly using, buying, selling, stealing, or soliciting the contents of an unadministered test, and substituting for another person to take a test. Plagiarism is the appropriating, buying, receiving as a gift, or obtaining by any means another’s work and the unacknowledged submission or incorporation of it in one’s own written work. Collusion is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. Academic dishonesty is a serious offense in college. You can be given a failing grade on an assignment or test, can be failed for the class, or you can even be suspended from college.

Please be advised that academic dishonesty and plagiarism are serious issues that may result in serious consequences. Students should be aware that they are responsible for
their behavior concerning these issues. This class will adhere to the student’s “Responsibility” as detailed in the DCCCD district-wide statement and the Eastfield College Student Code of Conduct explained in the Eastfield College and district catalogs or online at the district website (https://www1.dcccd.edu/cat0608/ss/code.cfm). Consequences for Academic Dishonesty and/or Plagiarism: Any student in this class found guilty of cheating on an examination or of Plagiarism (using the definitions given for both terms in the attached document, student “Responsibility”) will receive one or more of the following penalties:

- The grade of zero (0) on that particular assignment.
- A course grade of F (depending on the severity of the student’s dishonesty or plagiarism).
- The professor may request that the student drop the class.

Classroom Etiquette & Student Conduct: Your enrollment in this class indicates acceptance of the standards of conduct published in the current edition of the Eastfield College Catalog. As you are a college student, I consider you to be a responsible adult. Any disruptive behavior in the classroom is not accepted and will not be tolerated. All rules, regulations, and guidelines as listed and explained in the Eastfield College, Dallas County Community Colleges Catalog, (Code of Student Conduct) will be followed. It is important that you read the Code of Student Conduct carefully. Some specific expectations of you as a student are that you:

- Help maintain a class atmosphere in which everyone can work without disturbance.
- Prepare before completing and posting assignments.
- Notify the instructor prior to missed assignments.
- Use respectful verbal and non-verbal language toward all persons in the class.

Should a student cause disruption, I will contact the student to discuss the matter. In extreme cases, the student will not be allowed to participate further in the course until said student has communicated with me or an administrator. For more severe penalties, see Student Code of Conduct in the current Eastfield College Catalogue on the website https://www1.dcccd.edu/catalog/GeneralInfo/CollegePolicies/code.cfm?loc=EFC.

Furthermore you are prohibited to record portions of a class or the entire class unless otherwise directed by Disability services or you have PRIOR approval from the instructor. You may at no time share a portion of a class or the entire class, including but not limited to online content, in a private or public forum outside class.

Should you at any time during the semester observe any behavior that makes you feel uncomfortable, please contact me or the Title IX Coordinator (contact information is listed below) immediately.
**Writing Expectations:** Students will compose materials that adhere to grammatical and stylistic standards of academic American English and follow Modern Language Association (MLA) style. All written assignments must be double spaced with 1-inch margins on all sides and in Times New Roman, size 12 font, with the four-line MLA style heading and MLA style page numbering. See the video on eCampus under week 1 to learn or review how to format your paper in MLA style on MS Word.

**Email Communication:** As email is vital to communication in this course, be sure to:

- Check your email daily to keep up with course correspondence.
- Emails will generally be responded to within 24-48 hours, if not sooner.
- Do not attempt to send work via email. All assignments must be submitted through eCampus. Any assignments emailed as an attachment will not be opened or graded.
- Emails concerning grades will not be responded to unless the student has emailed the instructor from a DCCCD student Outlook account.

**Email Etiquette:** Emails are a constant in the academic and professional worlds. Therefore, it is important that you practice proper email etiquette at all times. When emailing the professor, you are expected to:

- Begin with a greeting or salutation. This is both professional and courteous.
- Use Standard American English and proper grammar, punctuation, and spelling.
- All subject lines for this class should include your name and the course level and section, e.g. John Smith ENGL 1301-4XXX.
- Never type in all uppercase letters.
- Use courteous language and tone; write professionally—all college writing is business formal, not something you send to friends or family.
- Sign your name at the bottom of the email. Again, this is both professional and courteous.
- Emails concerning course grades will not be responded to unless the student has emailed the instructor from a DCCCD student Outlook account.

**Mandatory Assignments:** Both the final essay and final exam are mandatory, and failure to submit either will result in a failing semester grade.

**Grade Concerns:** If you feel an individual grade for essays, assignments, quizzes, the final exam, or attendance and participation is incorrect, it is your responsibility to address your concern with me during office hour or an appointment you set up. These matters cannot be addressed during class.

**Responsibility:** Each student shall be charged with notice and knowledge of the contents and provisions of the District’s policies, procedures, and regulations.
concerning student conduct. All students shall obey the law, show respect for properly constituted authority, and observe correct standards of conduct.

**Institutional Policies**

Institutional Policies relating to this course can be accessed using the link below. These policies include information about tutoring, Disabilities Services, class drop and repeat options, Title IX, and more.

[Eastfield Institutional Policies](http://www.eastfieldcollege.edu/syllabipolicies)

### Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Readings &amp; Assignments</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Orientation&lt;br&gt;Syllabus&lt;br&gt;Introductions&lt;br&gt;Chapter 1: Advertising IMC Today&lt;br&gt;Chapter 2: The Big Picture – The Evolution of Advertising&lt;br&gt;Discussion 1: Favorite Advertising (Certification Assignment)&lt;br&gt;Discussion 2: Timeline</td>
<td>October 20&lt;br&gt;October 20&lt;br&gt;October 26</td>
</tr>
<tr>
<td>2</td>
<td>Chapter 3: The Big Picture – Economic and Regulatory Aspects&lt;br&gt;Chapter 4: The Scope of Advertising – From Local to Global&lt;br&gt;Quiz 1: Syllabus, Chapters 1 &amp; 2&lt;br&gt;Discussion 3: Dove Commercial&lt;br&gt;Selecting the Client&lt;br&gt;Case Study 1: Organizational Aspects of an Advertising Agency&lt;br&gt;Research (due with Situation Analysis)</td>
<td>November 2&lt;br&gt;November 2&lt;br&gt;November 2&lt;br&gt;November 9</td>
</tr>
<tr>
<td>3</td>
<td>Chapter 5: Marketing and Consumer Behavior – The Foundations&lt;br&gt;Chapter 6: Marketing Segmentation and the Marketing Mix – Determinants of Advertising Strategy&lt;br&gt;Quiz 2: Chapter 4 &amp; 5&lt;br&gt;Survey Questions: Learning about Consumer Behavior&lt;br&gt;Exam 1 (Chapters 1-5)&lt;br&gt;Research (due with Situation Analysis)</td>
<td>November 9&lt;br&gt;November 9&lt;br&gt;November 16</td>
</tr>
<tr>
<td>4</td>
<td>Chapter 7: Research – Gathering Information for Advertising Planning&lt;br&gt;Chapter 8: Marketing and Advertising Planning</td>
<td></td>
</tr>
<tr>
<td>Week</td>
<td>Readings &amp; Assignments</td>
<td>Due Dates</td>
</tr>
<tr>
<td>------</td>
<td>----------------------------------------------------------------------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>5</td>
<td>Case Study 2: Research, Ethics, and Actions</td>
<td>November 23</td>
</tr>
<tr>
<td></td>
<td>Survey Evaluations</td>
<td>November 16</td>
</tr>
<tr>
<td></td>
<td>Discussion 4: GoldieBlox &amp; Consumer Behavior</td>
<td>November 16</td>
</tr>
<tr>
<td></td>
<td>Quiz 3 (Chapter 6-8)</td>
<td>November 16</td>
</tr>
<tr>
<td></td>
<td>Chapter 9: Planning Media Strategy – Disseminating the Message</td>
<td>November 23</td>
</tr>
<tr>
<td></td>
<td>Assignment</td>
<td>November 23</td>
</tr>
<tr>
<td></td>
<td>Chapter 10: Creative Strategy and the Creative Process</td>
<td>November 23</td>
</tr>
<tr>
<td></td>
<td>Quiz 4 (Chapters 9 &amp; 10)</td>
<td>November 23</td>
</tr>
<tr>
<td></td>
<td>Situation Analysis &amp; SWOT Analysis</td>
<td>November 23</td>
</tr>
<tr>
<td>6</td>
<td>Exam 2 (Chapters 6-10)</td>
<td>December 1</td>
</tr>
<tr>
<td></td>
<td>Chapter 11: Creative Execution: Art and Copy</td>
<td>December 1</td>
</tr>
<tr>
<td></td>
<td>Chapter 12: Print, Electronic, and Digital Media Production</td>
<td>December 1</td>
</tr>
<tr>
<td></td>
<td>Marketing &amp; Communication Goals &amp; Evaluation</td>
<td>December 1</td>
</tr>
<tr>
<td></td>
<td>Media Planning</td>
<td>December 1</td>
</tr>
<tr>
<td></td>
<td>Discussion 5: Nike &amp; IMC</td>
<td>December 1</td>
</tr>
<tr>
<td></td>
<td>Case Study 3: Strategic Campaigning</td>
<td>December 7</td>
</tr>
<tr>
<td>7</td>
<td>Overview of Chapters 13-17: Using print media, electronic media, digital interactive media, social media, and out-of-home, exhibitive, and supplemental media (group presentations)</td>
<td>December 7</td>
</tr>
<tr>
<td></td>
<td>Quiz 5 (Chapters 11-17)</td>
<td>December 7</td>
</tr>
<tr>
<td></td>
<td>Creative Strategy</td>
<td>December 7</td>
</tr>
<tr>
<td></td>
<td>Creative Execution</td>
<td>December 7</td>
</tr>
<tr>
<td>8</td>
<td>Chapter 18: Relationship Building – Direct Marketing, Personal Selling, and Sales Promotions</td>
<td>December 8</td>
</tr>
<tr>
<td></td>
<td>Chapter 19: Relationship Building – Public Relations, Sponsorship, and Corporate Advertising</td>
<td>December 9</td>
</tr>
<tr>
<td></td>
<td>Quiz 6 (Chapters 18-19)</td>
<td>December 10</td>
</tr>
<tr>
<td></td>
<td>Campaign Presentations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Final Exam (Chapters 11-19)</td>
<td></td>
</tr>
</tbody>
</table>

The instructor reserves the right to amend this syllabus as necessary.
10/21/19 Version