
Comm 3670

Principles of Advertising

Goal

With an overall goal of understanding basic advertising principles and techniques used to develop effective advertising campaigns, specific objectives of this course are as follows:

Objectives

- n To review the industry, economic societal, regulatory and global environments in which advertising operates;
- n To grasp the basic elements involved in building the marketing and advertising foundations for an advertising campaign;
- n To examine media planning with a focus on strategic thinking and integration with other marketing communication efforts;
- n To examine how creativity is also part of the strategic process;
- n To put all of this to work in a practical exercise that challenges the students' imagination.

Overview

The first half of the semester covers the history and evolution of advertising, plus legal and ethical issues. The class then delves into media: outdoor, print, electronic and digital, as well as supplementary strategies and tactics, such as public relations, and promotion.

The weeks that follow are dedicated to strategic planning: specific topics include research and evaluation, consumer behavior, market segmentation, creative strategy and media strategy. The class concludes with a review of how all of this works together to create successful integrated advertising campaigns.

Evaluation

- n Midterm exam (via Canvas; guidelines will be provided) and final exam (take-home via Canvas; essay questions and open book).
- n Participation in weekly Canvas discussion topics.
- n Two individual assignments

Spring Semester 2021
Comm 3670, Sec. 301
Location: Canvas
Tue. & Thur., 9:00 – 10:20

Instructor: Dr. Sejin Kim
E-Mail: sejin.kim@utah.edu
Office Hours (U 726): Mondays and Wednesdays 2:00-3:00 p.m., or by appointment (contact me via email)

Materials

Required text: Contemporary Advertising, 15th edition, by William F. Arens, Michael F. Weingold and Christian Arens, McGraw Hill, 2017, ISBN-13 978-1259548154

Additional reading:

- n *Advertising Age* magazine
<http://www.adage.com>
- n *Ad Week* magazine
<http://www.adweek.com>

Milestones

Exams: Due Dates

Midterm: April 29 Final: June 9

Individual Assignments: Due Dates

Media Planning Exercise: March 26
Buyer Behavior Exercise: May 21

Discussion/Participation

Each week a new advertising topic is posted for the students' comments and discussion.

Grading

- n Plus/minus grading; grades ending in .1 to .4 are rounded down; grades ending in .5 to .9 are rounded up. See next page of syllabus for grading scale. Course grade is calculated as follows:

Component	Points
Attendance/In-class discussion	10%
Exams	
Midterm	20%
Final	30%
Individual Assignments	
Media Planning Exercise	10%
Buyer Behavior Exercise	10%
Active Participation	
Weekly Discussion Topics	20%
TOTAL	100%

- n It is the student's responsibility to frequently check the grade book to make sure all grades are recorded accurately.

Assignments

There will be two assignments that are interspersed through the semester. These assignments are practical applications that generally follow the material from lectures and reading. **NO LATE ASSIGNMENTS ARE ACCEPTED.** In extreme cases where a late assignment might be accepted, a full letter grade is deducted for each day the assignment is late.

Participation (Weekly Discussion Topics)

Class Attendance / Participation. Participating in class is an important part of the learning experience. With appropriate notice to the instructor, only the following absences will be excused: participation in university-sanctioned activities (please refer to "make-up exam policy" section for more examples). Students who miss a class should notify the instructor and their group members. Coming to class late and leaving class early without notifying the instructor can also count as absences.

Students are expected to join in weekly Participation/Discussion topics and will receive points for participation. Topics are worth a maximum of **20%** of your final grade. In order to earn all possible points, you must respond to all Discussion Topics. Because advertising is a dynamic, ever-changing field, keeping up-to-date on current events is important to the practitioner. From regular (cursory) reading of *Advertising Age* and *AdWeek*, students get a grasp of the real world of advertising. Depending on what is going on at the time, advertising-related current events topics may be included. These Discussion Topics provide a forum for you to interact with and learn from your classmates in the online environment.

You will earn points for each Discussion topic to which you respond. You are also encouraged to respond to classmates' comments, creating an online dialogue.

Participation consists of writing at least three sentences commenting on the weekly topic in a "Discussion" message to the class. You must respond in the same week as the posting. Topics are posted on Friday morning of that week. **You have until the following Monday at 11:59 p.m. to post your discussion comments.**

Writing Center (U710): By appointment (www.utahasia.mywconline.com). You are encouraged to visit the Writing Center to discuss your writing assignments. You can go to the Writing Center during any stage in the writing process. Typically, the earlier in the process you come, the better. You should bring any materials you have completed with you to the Writing Center such as an outline, an initial draft, a complete draft, the assignment handout, and/or even just preliminary notes. The Writing Center is not an “Editing Center,” which means that it is not there to “correct” or “fix” your papers. Rather, the Writing Center can help you develop your ideas for your paper, identify strategies and resources to help you with your grammar, identify strategies for organizing your papers, among other writing-related support.

UNIVERSITY AND COURSE POLICIES

1. **The Americans with Disabilities Act.** The University of Utah Asia Campus seeks to provide equal access to its programs, services, and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the UAC Office of the Dean of Students – randy.mccrillis@utah.edu. The UAC Office of the Dean of Students will work with you and the instructor to make arrangements for accommodations. All written information in this course can be made available in an alternative format with prior notification to the UAC Office of the Dean of Students.
2. **Sexual Misconduct.** Title IX makes it clear that violence and harassment based on sex and gender (which includes sexual orientation and gender identity/expression) is a civil rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, color, religion, age, status as a person with a disability, veteran’s status or genetic information. If you or someone you know has been harassed or assaulted, you are encouraged to report it to the Title IX Coordinator in the UAC Office of the Dean of Students – randy.mccrillis@utah.edu. For support and confidential consultation, contact the UAC Mental Health Counseling, 3052 Multi-complex Building, 032-626-6142.
3. **Student Code of Conduct.** All students are expected to maintain professional behavior in the classroom setting as outlined in the Code of Student Rights and Responsibilities, Policy 6-400 of the University Regulations Library (<http://www.regulations.utah.edu/academics/6-400.html>).
4. **Wellness Statement.** Personal concerns such as stress, anxiety, relationship difficulties, depression, cross-cultural differences, etc., can interfere with a student’s ability to succeed and thrive at the University of Utah Asia Campus. For helpful resources, contact the UAC Mental Health Counseling Center; asiacampus.utah.edu/mental-health-counseling-center/; 0326266142. You can make an appointment using this link: <https://appointmentwithjan.as.me/schedule.php>.
5. **Language Policy.** The University of Utah Asia campus is committed to providing and fostering an environment that is safe and free from prohibited discrimination. The following language policy applies to all academic and administrative units of the University and to all members of the University community, including faculty, staff, and students. English is recognized as the official language of instruction, assessment, and curriculum. In addition, English is the official language for all administrative and business related matters of the University.

All persons, including students in the class, are prohibited from distributing the course materials.

Course Grading Scale

A 100-93	B- 83-81	D+ 71-69
A- 92-90	C+ 80-78	D 68-66
B+ 89-87	C 77-75	D- 65-61
B 86-84	C- 74-72	E 60 and below

Note: Course grade percentages are rounded up from .5-.9%, and rounded down from .0-.4%.

Academic Misconduct

Academic Misconduct includes, but is not limited to, cheating, misrepresenting one's work, inappropriately collaborating, plagiarism, and fabrication or falsification of information, as defined further below. It also includes facilitating academic misconduct by intentionally helping or attempting to help another to commit an act of academic misconduct.

1. "Cheating" involves the unauthorized possession or use of information, materials, notes, study aids, or other devices in any academic exercise, or the unauthorized communication with another person during such an exercise. Common examples of cheating include, but are not limited to, copying from another student's examination, submitting work for an in-class exam that has been prepared in advance, violating rules governing the administration of exams, having another person take an exam, altering one's work after the work has been returned and before resubmitting it, or violating any rules relating to academic conduct of a course or program.
2. Misrepresenting one's work includes, but is not limited to, representing material prepared by another as one's own work, or submitting the same work in more than one course without prior permission of both faculty members.
3. "Plagiarism" means the intentional unacknowledged use or incorporation of any other person's work in, or as a basis for, one's own work offered for academic consideration or credit or for public presentation. Plagiarism includes, but is not limited to, representing as one's own, without attribution, any other individual's words, phrasing, ideas, sequence of ideas, information or any other mode or content of expression.
4. "Fabrication" or "falsification" includes reporting experiments or measurements or statistical analyses never performed; manipulating or altering data or other manifestations of research to achieve a desired result; falsifying or misrepresenting background information, credentials or other academically relevant information; or selective reporting, including the deliberate suppression of conflicting or unwanted data. It does not include honest error or honest differences in interpretations or judgments of data and/or results. Please refer to the University of Utah Student Handbook and University of Utah online catalog (<http://www.regulations.utah.edu/academics/6-400.html>) regarding policies and procedures for grading, attendance, course incompletes, and academic honesty.

Make-up Exam Policy

There will be no make-up exams, except in rare pre-approved situations and last-minute emergencies, both of which **require documentation**.

If you have any pre-existing conflict with one of the exams, you must receive approval from Dr. Kim at the beginning of the semester to schedule a make-up exam. Emergencies that arise on the day of the exam will also need **official documentation**, including:

- auto accidents (police report)
- health emergencies which require hospitalization (note from the attending physician)
- death in the family (copy of the obituary).

For any hospitalization, you must contact Dr. Kim **before** the exam is scheduled to begin.

Not feeling well on the day of the exam, including having a headache, stomach ache, or a cold is **NOT** sufficient to be allowed a make-up exam. In order to be excused from an exam due to medical condition, a student's illness must be severe and require hospitalization. In addition, a scheduled or unscheduled doctor appointment is **NOT** an excused absence. A note from the IGC medical clinic does not qualify a student for an excused absence.

**** Texting via cellular phones and browsing laptops are NOT allowed during our class time period.**

COVID Related Absences:

If you have COVID-19 symptoms, including fever or respiratory symptoms such as cough, phlegm, sore throat, and nasal congestion, you should notify your instructor immediately, call the KCDC for testing guidance, and stay home based on the KCDC's directive. You can return to class if you are clear from COVID-19 symptoms. In order to be excused from your courses, you will need an official medical certification.

Self-quarantine Statement

The University of Utah Asia Campus expects regular attendance at all class meetings. Given the current situation with COVID-19, we have created the following guidelines.

1. If a student has completed less than 50% of the course and is required to self-quarantine, we suggest that the student withdraw from the course. In this situation, all tuition will be refunded with appropriate medical documentation
2. If a student has completed 50-75% of the course and is required to self-quarantine, the Assistant Dean of Students Office will work with the faculty and student to determine the best scenario. If the decision is to withdraw from a course, all tuition will be refunded with appropriate medical documentation.
3. If a student has completed over 75% of the course and is required to self-quarantine, the student and faculty will work together to ensure that the student is able to complete the course. If the student is unable to finish all coursework during the course, a student may receive the mark "I" (incomplete) and work to complete all remaining coursework in consultation with the instructor.

Zoom Session Statements

If this course must host Zoom sessions, the University of Utah Asia Campus requires that all students turn on their cameras during the entire course and post their full name in English. We ask that students try to locate a quiet space that will allow for ample social distancing and that students not wear a mask if possible. If a student has financial difficulty obtaining the appropriate equipment for online courses, the UAC can help provide resources.

It is recommended that Zoom sessions be conducted synchronously. Faculty are not required to record their zoom sessions; this is an individual faculty decision.

Please note this syllabus is subject to change by announcement.

Weekly Schedule

Week/Session	Date	Reading	Lecture Topics, Exams, Assignment Due Dates
Week 1			
UNIT I			Advertising Perspectives
2/23			Introduction to course; explanation of course requirements, assignments and exams (online via Canvas)
2/25		Chapter 1	Advertising Today
Week 2			
3/2		Chapter 2	History and evolution, Part 1
3/4			History and evolution, Part 2
Week 3			
3/9		Chapter 3	Advertising controversies, effect, impact on society, Part 1
3/11			Advertising controversies, effect, impact on society, Part 2
Week 4			
UNIT II			Advertising Media and Supplemental Strategies
3/16		Chapter 17	Out-of-home media and advertising
3/18		Chapter 13	Magazine media
Week 5			
3/23		Chapter 13	Newspaper media
3/25		Chapter 9	Strategic planning – media strategy
ASSIGNMENT DUE	3/26		MEDIA PLANNING EXERCISE DUE 11:59 P.M. FRIDAY, MARCH 26 VIA CANVAS

Week/Session	Date	Reading	Lecture Topics, Exams, Assignment Due Dates
Week 6			
3/30		Chapter 12	Print advertising creative and production
4/1		<u>No Class</u>	<u>Spring Break</u>
Week 7			
4/6		Chapter 14	Radio media and buying radio advertising
4/8		Chapter 12	Radio advertising creative and production
Week 8			
4/13		Chapter 14	Television media
4/15		Chapter 12	Television advertising production
Week 9			
4/20		Chapter 15	Digital media, digital advertising creative
4/22		Chapter 12	Digital advertising production and media buying
Week 10			
4/27		Chapter 19	Public relations
EXAM	4/29		MIDTERM EXAM VIA CANVAS during regular class meeting time

Week/Session	Date	Reading	Lecture Topics, Exams, Assignment Due Dates
Week 11			
UNIT III			Advertising Strategic Planning
5/4		No Class	Reading Day
5/6		Chapter 7	Research and evaluation
Week 12			
5/11		Chapter 5	Strategic planning – consumer behavior
5/13		Chapter 6	Strategic planning – target audience
Week 13			
5/18		Chapter 8	Strategic planning – goals, objectives
5/20		Chapter 10	Strategic planning – creative strategy/process
ASSIGNMENT DUE	5/21		BUYER BEHAVIOR EXERCISE DUE 11:59 P.M. FRIDAY, MAY 21
Week 14			
5/25		Chapter 11	Strategic planning – creative execution
5/27		Epilogue & Appendix A & B	Strategic planning – the campaign plan
Week 15			
UNIT IV			Advertising Resources & Campaigns
6/1		Chapter 4	The client
6/3		Chapter 4	The agency
Week 16			
EXAM DUE	6/9		FINAL EXAM DUE 11:59 P.M. WED., JUNE 9 VIA CANVAS