Advertising Principles
COMM/MM 3342
Spring 2018

Professor: Dr. Cathy Johnson

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Office Location: B318

Office hours
Tue/Th 11-1
Wed/Fri 8-10
Or by appointment

Course Description
This course introduces you to the dimensions of advertising and its impact on society, with emphasis on types of advertising, campaign planning and the creative aspects.

Textbook

Learning Outcomes & Evaluation Methods
In this course you should:

1. Gain an understanding of the general principles of the advertising process
evaluated with daily work assignments and exam questions

2. Gain insight into how media is used for advertising delivery
evaluated with daily work assignments, exam questions, and a campaign project

3. Apply advertising principles and practices of advertising in an advertising campaign
evaluated with the daily work assignments and a campaign/project
Activities/Instructional Strategies
Lectures with class interaction. Examination material will come from the textbook and lectures/class discussions. If you miss an exam for any reason, the makeup day will be April 27, 2018. It will be your responsibility to make arrangements with the professor to schedule a time. Because advertisements are usually the work of more than one person, group activities will be incorporated into the course. Cell phones must be silenced and out of sight during the class period. Use of laptops in the classroom may be used for note taking only, and no surfing the Web, etc. In addition, this is not a come and go class.

Evaluation Procedures/Criteria
Four exams (@15% each) will constitute 60% of your final grade. A group advertising campaign will represent 25% of your grade. The other 15% will reflect class participation in the form of daily assignments plus meaningful contributions to discussions and group activities, which necessitates class attendance.

Other university policies and procedures
Notice to Students with Disabilities: Angelo State University complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Director of Student Disability Services at 325-942-2047, or see http://www.angelo.edu/services/disability-services

If you have disability accommodations for this class, please see me as soon as possible.

Grade Appeal Process. As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at http://www.angelo.edu/content/files/17600-grade-grievance-op
**Academic Integrity Policy:** Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student's own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Please see full Academic Integrity Policy at http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

**Tentative Course Schedule**

Jan. 17  
Introductions/overview

19  
Ch. 1 Advertising

24  
Ch. 2 Brand Communication

26  
Ch. 3 Brand Communication & Society

31  
Ch. 4 How Brand Communication Works

Feb. 2  
exam 1 (ch. 1-4)

7  
Ch. 5 Segmenting & Targeting the Audience

9  
Ch. 6 Strategic Research

14  
Ch. 7 Strategic Planning

16  
Ch. 8 The Creative Side

*** Crazy Hat Day ***

21  
Ch. 8 creativity continued

23  
exam 2 (ch. 5-8)

28  
Ch. 9 Promotional Writing

March 2  
Ch. 10 Visual Communication

7  
Ch. 11 Media Basics

9  
Ch. 14 Media Planning & Negotiation
14-16  Spring Break

21  Ch. 12 Paid Media

23  exam 3 (ch. 9-12, 14)

28  Ch. 13 Owned, Interactive, and Earned Media
    (assigned individual presentations)

30  University Holiday

April 4  Ch. 13 Owned, Interactive, and Earned Media
        (assigned individual presentations)

April 6  Ch. 15 Public Relations

11  Ch. 17 Promotions

13  Ch. 16 Direct Response

18  Ch 18 The Principles & Practices of IMC
    Ch. 19 Evaluating IMC Effectiveness

20  exam 4 (ch. 13, 15-19)

25-27 campaigns

May 2, 4  campaign presentations & campaign evaluations

Final Exam period: Wednesday, May 19, 10:30 a.m. -12:30 p.m.

    campaign presentations & campaign evaluations

    (failure to attend this session, even if you have already presented your campaign, will result in points deducted from your personal campaign grade)