COMM 3342/MM 3342 Advertising Principles Summer I

Instructor: Ellada Gamreklidze, Ph.D.

Office hours: I will be available on the ongoing basis over email or in Collaborate. If you prefer to have an online session, please email me and we will schedule the time that is convenient for both of us.

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Course Objectives:

“Advertising is omnipresent in our daily lives. We are exposed to hundreds or even thousands of visual [and auditory] persuasive messages each day… These visual messages reach us at all times and in all kinds of private and public setting, offline as well as online” (Andrews, Van Leeuwen & Van Baaren, 2019).

About the course:

During this summer session, we will journey behind the scenes of the final product described above. This final product is just the tip of an iceberg, and we will get to dive in and explore the part of it invisible to the general public. We will learn about the parts that work together to smoothly run the machine called advertising, including but not limited to psychology, audiences, message creation, design and production.

You will be working in groups with a local organization that needs help in developing an advertising campaign. Each group will do their best to meet the client’s goals and needs. At the end of the session, the members of the organization will “attend” your presentations and see if they like any of the projects and want to use them. The organization’s selection, however, will not influence the final grade for the course. The groups will be evaluated based on the criteria applied by the course instructor.

As a result, at the end of this course you will have a general understanding of the advertising industry and advertising process. What’s even more important, you will acquire hands-on skills necessary to create your own product. You will also learn how to critically evaluate the existing ones, will know the best practices of the industry and will firmly stand on the way to becoming ethical and expert advertising professionals.

Specific Objectives:
The objectives of this course are fourfold:

a) To develop specific skills, competencies, and points of view needed by professionals in the filed most closely related to this course.

b) To apply course material (to improve thinking, problem solving and decisions).

c) To develop creative capacities and learn how to find and use resources for answering questions or solving problems.

d) To develop skills in expressing oneself orally or in writing.

Now, how are we going to accomplish this?

Course Structure
Through reading, online sessions, graded and ungraded practice and assignments.
Your active participation in class discussions is highly encouraged. While there will be a lot of guidance and teaching from me, the skills and knowledge we are seeking to develop should not come from lectures and practice only. They should also come from exchange of opinions and constructive criticism. I encourage your active engagement during the scheduled online sessions. Science is positive – you learn better when you talk about the subject, ask questions and exchange feedback.

Responsibilities
We all have responsibilities and have to be active contributors and proactive inquisitors. My responsibility is to supply you with all the necessary knowledge, information and pedagogical support. Yours, on the other hand, is to be present when necessary, listen carefully, participate actively, study diligently and complete your work according to instructions and on time. I will not make content accommodations for this course, so you need to be open-minded and respectful to diverse viewpoints and your peers.

Some more expectations
Because you are preparing to be professionals, you are also expected to demonstrate professional conduct. For example, professionals must timely, clearly and cordially communicate with others, complete assignments by the deadline, meet their obligations, and effectively manage their time.

I expect you to have read the assigned (if any) material prior to scheduled date, practice and complete your assignments.

I expect and encourage you to ask questions and let me know right away if you are having problems, do not understand something, are overwhelmed or just want to talk. I am always there to talk/listen/help. My goal is your success. Email me or schedule an online session. We will discuss your issue and think of a solution. I check and answer my emails from the time I wake up until the time I go to bed (with the exception of the times when I eat, drive, or am in a meeting or in a store).

Email me. If I know the answer, I will email back right away. If I don’t know the answer, I will email as soon as I know it. Do not wait until it is too late to do something about anything (examples include waiting a day or several days to email me after you missed an assignment deadline or had technical issues either uploading or having access to an assignment; not getting back to me after I email you that we need to meet to discuss your current situation and find a solution; waiting until all the deadlines pass to meet with me; and other similar situations).

Keeping up with ALL the deadlines (including the ones for assignment makeup opportunities) is YOUR responsibility. The syllabus informs you about everything and provides instructions on when and how; your job is to follow, accordingly. I will NOT be reminding you about the deadlines and the opportunities. This is why it is ESSENTIAL that you read the syllabus and all other instructions closely and carefully and check Blackboard regularly (several times a day). Having said that, I am ALWAYS open and available to answer any questions about both the opportunities and the instructions.

Attendance
It is in your best interest to log in and be “present” at all scheduled Collaborate sessions. Logging in, if you are not paying attention and engaging in discussions, however, is not going to earn you much knowledge. You are responsible for all of the above. There is no other way to be successful in accomplishing the course objectives.
Your attendance is graded. By default, at the beginning of the semester, each of you has four extra credit points for attendance on top of your overall grade. Every time you are absent without excuse, you will lose one of these extra credit points. After you run out of extra points (four unexcused absences), every unexcused absence will result in a five-point deduction from your grade for this course. By attendance, in this case, I mean logging in to the scheduled Collaborate sessions and participating in them.

If you are more than 10 minutes late logging in to a session or leave the session before it is over, it will count as an unexcused absence. If you think you will be late for more than 10 minutes or have to leave early, you need to talk to me in advance. Depending on the reason, I will or will not excuse you.

If you have an excused reason listed in the University policy [https://www.angelo.edu/student-handbook/community-policies/class-absences.php](https://www.angelo.edu/student-handbook/community-policies/class-absences.php), your will not lose any points, BUT you are responsible for TIMELY providing the relevant justification of your “absence” (based on the above policy), completing the assignments (if any are due at that time), catching up on the missed material, making up class practice, and bringing yourself up to date with the class progress.

Please remember, I do not allow any makeup work unless you had an excused “absence”. For the deadline extensions connected with the excused “absences,” please, email me either prior to the date when (and if) you know you will be “absent” or immediately after you are back. There will be no extensions granted if you haven’t requested one within seven days from the first day you are back.

**Course Requirements:**

**Assigned Readings:**
This course does involve reading. I will assign what to read as we go. You must complete the assigned reading before the day it is listed on the course schedule; therefore, ALWAYS check Blackboard.

If there is reading assigned for a particular day of the course, you will have a three-open-ended-question quiz. The quiz will be based on the assigned reading materials. It is a perform-to-the-best-of-your-abilities kind of quiz. Performing to the best of your abilities means clearly demonstrating the overall familiarity with and understanding of the assigned content, knowing the relevant terminology (if applicable), and knowing the relevant particulars (e.g., what is the difference between characteristics and benefits). What is required from you is a detailed enough answer that can demonstrate all or some of the above.

These will be open-book, open-notes quizzes. You will have until the next class morning (the deadline for each quiz is indicated on Blackboard as a comment to a relevant folder) to answer/find answers to the quiz questions. You will submit your completed quizzes on Blackboard.

The quizzes will be evaluated based on pass or fail principle (you will have to have answered at least two questions to the best of your abilities to pass). Depending on the number of quizzes throughout the semester, if you pass at least 80 percent of them, you will not lose any points. If you fail more than 20 percent of the quizzes, you will have 10 points deducted from the overall grade for this course. Those of you who pass 100 percent of the quizzes will get 10 extra points added to the overall grade for this course.
The quizzes are subject to the excused absences policy, including makeup request deadlines (please, see above). You will be subject to the same policies during your quiz makeups as during the regular sessions.

**Assignments:**
Assignments (3): 130 points each for the total of 390 points.
Throughout the semester, you will need to complete three assignments that will help you progress toward the completion of your final project. If needed, you will be using APA citation style. A brief guide to this citation style is available here: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

If you have any questions, or need additional guidance, please email me before the deadline. I will provide detailed instructions and rubrics for the assignments as scheduled, so do check Blackboard. Unless otherwise specified, all assignments are due via Blackboard by midnight of the day indicated in the assignment.

Why are we doing this?
✓ To develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course;
✓ To apply course material (to improve thinking, problem solving and decisions).
✓ To develop creative capacities and learn how to find and use resources for answering questions or solving problems.

**Graded Practice:**
Graded practice (12): 25 points each for the total of 300 points.
You will have to complete 13 practice assignments. Detailed instructions, including deadlines for each are on Blackboard. You need to be prepared for each, meaning you need to have “attended” a relevant Collaborate session and have read the assigned material. It also need to have asked any questions/sought help based on the instructions and policies in this syllabus.

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**Final Project:**
Final project: 310 points (250 points for the final product and 60 points for the presentation). Advertisers are practitioners, and so you need to get used to being ones. Your final project will involve creating an advertising campaign for our organization based on the best practices that include all the necessary production stages. I will provide detailed instructions and rubrics as scheduled, so do check the Blackboard. The final project is due on July 1 by midnight via Blackboard. You will present your projects the same day over a Collaborate session.

Why are we doing this?
✓ To develop specific skills, competencies, and points of view needed by professionals in
the field most closely related to this course;
✓ To apply course material (to improve thinking, problem solving and decisions).
✓ To develop creative capacities and learn how to find and use resources for answering questions or solving problems.

I will distribute detailed instructions for each assignment on Blackboard. Unless something changes, you need to follow the schedule there.

Also, unless I notify you otherwise, ALL completed assignments, quizzes and practice need to be uploaded on Blackboard. I will NOT accept assignments, quizzes or practice over the email. If you experienced technical difficulties and thus failed to upload your assignment, you need to let me know right when it happened. You also need to call the eLearning Center as soon as you can after the problem occurred and ask for the proof of your upload attempt. Send it to me, and I will accept your assignment for full credit.

My general advice is to try to upload a file (even if your assignment is not yet complete) before the eLearning closes on the day when your assignment is due. You will have unlimited upload attempts until the deadline, so your new file will just override the one already uploaded. If you have problems during your trial upload, you will be able to call eLearning and get help before the deadline hits and it is too late to do anything about it.

Opportunities:

Throughout the semester, you will have an opportunity to “revise and resubmit” one assignment of your choice (not practice or quiz). You will have 24 hours from the day you let me know you want to revise an assignment. The letting me know should take place via email and receive a clear “go ahead” from me in response. I will stop accepting requests for “revise and resubmit” at noon on June 30, 2020.

You will have some extra credit opportunities. There may be a few or one that will come as we go. One is discussed in one of the following sections.

There is no midterm and no final.

Some Important Policies (you do want to read them!):

Factual and spelling errors
You are expected to get your facts straight and spell the names correctly. Each factual mistake in your assignments will lower your grade for any given assignment by 20 percent. You will have one excused misspelling of a proper name (by excused, I mean it will only take your grade for a given assignment down 20 percent). After that, you will receive a zero if you spell any proper name incorrectly.

Tweeting, videotaping, audio recording, and more
Not allowed during Collaborate sessions are the following: tweeting, blogging, vlogging, Snapchatting, Facebooking, Instagramming, video or audio recording, and/or anything remotely similar or dissimilar. Exceptions apply when any of the above is part of the coursework, and you receive instructions from me to do it. Violators will have 10 points deducted from their final grade.
Class content
No recording (audio or video) of class content and distribution of those recordings or class notes is allowed without my permission. This is intellectual property.

Questions and/or concerns about a grade
I will be happy to answer questions about how you are doing in the class. That said, if you have any questions or concerns about a specific grade, contact me in person no earlier than 24 hours and no later than one week after receiving a grade and feedback. You must bring the assignment, due date, date it was turned in and the specific issue that warrants consideration.

Extra credit!
If more than 85% of students complete the student evaluation for this course, I will reward the entire class with a 1-point increase in the individual total grade. For example: if your overall grade averages out to an 89 (a B) and 85% of the whole class fills out the evaluation I award 1 point to your average, giving you a 90 and an A!

ASU Policies:

Student Disability Services
ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

The Office of Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by contacting:

Ms. Dallas A. Swafford
Director of Student Disability Services
325-942-2047
dallas.swafford@angelo.edu
Houston Harte University Center

Title IX at Angelo State University
Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, you are encouraged to report any incidents of sexual misconduct directly to ASU’s Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator. You may do so by contacting:
Michelle Boone, J.D.
Director of Title IX Compliance/Title IX Coordinator
Mayer Administration Building, Room 210
325-942-2022
michelle.boone@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form. If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic and Counseling Center at 325-942-2173 or the ASU Crisis Helpline at 325-486-6345.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above. For more information about Title IX in general you may visit www.angelo.edu/title-ix.

Student Absence for Observance of Religious Holy Days

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. See ASU Operating Policy 10.19 Student Absence for Observance of Religious Holy Day for more information.

Incomplete Grade Policy

It is policy that incomplete grades be reserved for student illness or personal misfortune. Please contact faculty if you have serious illness or a personal misfortune that would keep you from completing course work. Documentation may be required. See ASU Operating Policy 10.11 Grading Procedures for more information.

Student Conduct Policies

Academic Integrity

Students are expected to maintain complete honesty and integrity in all work. Any student found guilty of any form of dishonesty in academic work is subject of disciplinary action and possible expulsion from ASU.

Academic Integrity

Plagiarism

Plagiarism is a serious topic covered in ASU’s Academic Integrity policy in the Student Handbook. Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center.
Copyright Policy
Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

General Policies Related to This Course
All students are required to follow the policies and procedures presented in the syllabus and these documents:

Angelo State University Student Handbook
Angelo State University Catalog

Grade Distribution:
Class total: 1,000 points

Final project: 310 points (250 points for the final product and 60 points for the presentation)
Assignments (3): 390 points (130 points for each assignment)
Practice (12): 300 points (25 points for each practice)