

COMM 3342/MM 3342 Advertising Principles

Instructor: Ellada Gamreklidze, Ph.D.

Office: LIB 306H

Class meeting times and location: M/W/F 9 – 9:50 a.m. in LIB326

Office hours: Tuesdays and Thursdays 10 a.m. to noon and/or by appointment. If you want to schedule an appointment beyond office hours, please, email me at least a day in advance. If you prefer to have an online session, please email me, and we will schedule the time that is convenient for both of us.

E-mail: ellada.gamreklidze@angelo.edu

Required text: There is no textbook to purchase for this course. I will provide all the reading material and post it on Blackboard as we go, so check it regularly.

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 semester, 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, ethics, audiences, message creation, design and production.

You will be working in groups with a local business that agreed to help you in developing an advertising campaign. Each group will do their best to meet the client’s goals and needs and create the product that will also check all the boxes on the course evaluation criteria.

*****Honors Students: Honors students will be required to work on this project individually, not as a member of any of the groups.*****

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:

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.

To develop skills in expressing oneself orally or in writing.

How are we going to accomplish this?

Course Structure:

Through reading, class discussions, a lot of in-class practice and take-home 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 only come from lectures and practice. They should also come from exchange of opinions and constructive discussion.

Responsibilities:

We all have responsibilities and have to be active contributors and proactive inquirers. My responsibility is to supply you with all the necessary knowledge, information and pedagogical support. Yours, on the other hand, is to attend the class regularly, 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 (the instructor, the classmates and other relevant individuals), complete assignments by the deadline, meet their obligations and effectively manage their time.

Your work does not end in class. I expect you to have read the assigned (if any) material prior to the respective class session and complete your take-home assignments and practice. As a rule, for each hour you are in class, you should plan to spend at least two hours on preparing for the next class and completing 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. See me after class, during the office hours or make an appointment. 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, 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 do know it. Do not wait until it is too late to do something about anything (examples include but are not limited to 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 will be 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 and find solutions (if possible) to your situation.

Attendance:

As established by the university, this is a face-to-face class. It is in your best interest to attend each session. Attending the class, if you are not paying attention, engaging in discussions and completing assignments, however, is not going to earn you much knowledge.

Your attendance is graded. By default, at the beginning of the summer session, 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.

If you are more than 10 minutes late to class or leave without warning 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 are sick (see the relevant policy), or there is another excused reason listed in the University policy <https://www.angelo.edu/student-handbook/community-policies/class-absences.php>, you will not lose any points, but you are responsible for TIMELY informing me 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 practice, and bringing yourself up to date with the class progress.

Having said that, I am here to help and guide you in this process. Catching up or keeping up can be overwhelming. You don't need to go through this alone. Let me know, ask for help, email me if you are in a tough spot. I am here for you. Please, also check the following webpage for the circumstance-specific university policies: <https://www.angelo.edu/covid-19/>

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, see/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.

The above policy is in place to help us all stay on track and successfully complete this course. We, however, are all facing challenging times, and the unfortunate reality is that individual circumstances can change in a day. I am here to see that your specific situation is accommodated as best as possible and you do not fall behind. If at any point during the semester you are unable to attend the class or will find yourself in a position where you cannot be "present" or complete other course requirements for some time, please, do let me know ASAP. I will do everything possible to help you and find a solution to your situation that will allow you to come out of it with best

possible result.

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.

Take-Home Assignments:

Take-home assignments (3): 140 points each for the total of 420 points.

Throughout the semester, you will need to complete three take-home 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 come see 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 syllabus.

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 In-Class Activities:

Graded in-class activities (7): 40 points each for the total of 280 points.

You will have to complete 7 in-class activities. The course schedule gives you a general idea what some of the activities will be about. I will email or post detailed instructions for each the day before a given activity is scheduled, so come prepared.

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Final Project:

Final project: 300 points (250 points for the final product and 50 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 business 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 Friday, December 3 by midnight via Blackboard. You will present your project on the scheduled final exam day for this course.

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I will distribute detailed instructions for each assignment on Blackboard. Unless something changes, in which case I will inform you either in class or over the email, the days when the assignments are posted on Blackboard as well as the deadlines for each take-home assignment are included in the syllabus.

Also, unless I notify you otherwise, ALL completed take-home assignments need to be uploaded on Blackboard. I will NOT accept assignments 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 take-home assignment of your choice. You will have a week 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 December 6, 2021.

You may 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 final exam for this course.

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.

Cell phone and laptop use policy

Cell phones and laptops are not allowed at any time for any reason during class (with the exception of work during the in-class practice and if I say you need to use them). If necessary for an emergency, please slip out of the classroom to make or take a call. If you consistently violate this policy (I will be documenting), there will be no warnings, just a five-point reduction from your overall grade for this course at the end of the semester.

Tweeting, videotaping, audio recording, and more

Not allowed during class 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, please, see the policy and the penalty above.

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:

Dr. 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](#)

Class Schedule (subject to adjustment according to circumstances)

Monday, August 23	Introduction to the course
Wednesday, August 25	Introduction to brand communication and advertising We will have an in-class practice I. Be prepared to discuss branding, the products that we own and are around us, and what prompts us to buy the brands and products/services that we do. This activity is graded based on your participation in the discussion.
Friday, August 27	Important legal and ethical aspects of advertising
Monday, August 30	The media
Wednesday, September 1	The media <i>Assignment I distributed.</i>
Friday, September 3	How it works: psychology of persuasion Reading: Thank You for Arguing
Monday, September 6	No class. Labor Day Holiday
Wednesday, September 8	How it works: psychology of persuasion Be ready for the in-class practice II: think about one thing you firmly believe in (e.g., sugar/fat is bad for you, cockroaches need to be exterminated, etc.). Keep in mind that others will do the same. Prepare to listen and analyze their beliefs and apply the knowledge you gained in class and from the class readings to persuade them to at least question their beliefs. This activity is graded. Reading: Thank You for Arguing <i>Assignment I is due.</i>
Friday, September 10	How it works: psychology of persuasion Be ready for the in-class practice II (continued): think about one thing you firmly believe in (e.g., sugar/fat is bad for you, cockroaches need to be exterminated, etc.). Keep in mind that others will do the same. Prepare to listen and analyze their beliefs and apply the knowledge you gained in class to persuade them to at least question their beliefs. This activity is graded. Reading: Thank You for Arguing
Monday, September 13	Characteristics & benefits Reading: Strategic Writing Chapter
Wednesday, September 15	Characteristics & benefits Prepare for in-class practice III: Bring your favorite product/description of your favorite service to class for the in-class activity. I will bring some products too. Be prepared to discuss the characteristics and the benefits of these products and/or services. This activity is graded.
Friday, September 17	Characteristics & benefits Prepare for in-class practice III (continued): Bring your favorite product/description of your favorite service to class for the in-class activity. I will bring some products too. Be prepared to discuss the characteristics and the benefits of these products and/or services. This activity is graded.
Monday, September 20	Selecting and targeting your audience(s) Reading: Strategic Writing Chapter Other assigned reading

Wednesday, September 22	Selecting and targeting your audience(s) Be prepared for the in-class activity IV: you will need to interview one of your classmates and put together her/his/their demographic and psychographic profile. This activity is graded.
Friday, September 24	Selecting and targeting your audience(s) Be prepared for the in-class activity IV (continued): you will need to interview one of your classmates and put together her/his/their demographic and psychographic profile. This activity is graded.
Monday, September 27	Strategic planning <i>Assignment II distributed.</i>
Wednesday, September 29	Strategic planning
Friday, October 1	Strategic planning Be prepared for the in-class activity V: bring your favorite product/description of your favorite service. I will bring some products too. We will be describing these products/services based on strategic message planners. This activity is graded.
Monday, October 4	Strategic planning Be prepared for the in-class activity V (continued): bring your favorite product/description of your favorite service. I will bring some products too. We will be describing these products/services based on strategic message planners. This activity is graded. <i>Assignment II is due.</i>
Wednesday, October 6	Strategic writing Reading: Ideas that Stick
Friday, October 8	Strategic writing Reading: Ideas that Stick
Monday, October 11	Strategic writing: writing for different platforms
Wednesday, October 13	Strategic writing: writing for different platforms Be prepared for in-class activity VI: you will be writing strategic messages for assigned platforms. This activity is graded.
Friday, October 15	Strategic writing: writing for different platforms Be prepared for in-class activity VI (continued): you will be writing strategic messages for assigned platforms. This activity is graded.
Monday, October 18	Visuals in advertising
Wednesday, October 20	Design basics
Friday, October 22	Design basics
Monday, October 25	Working with color
Wednesday, October 27	Working with color
Friday, October 29	Photoshop basics*
Monday, November 1	Photoshop basics*
Wednesday, November 3	Photoshop basics*
Friday, November 5	Photoshop basics* <i>Final project instructions distributed.</i>
Monday, November 8	Photoshop basics*
Wednesday, November 10	Photoshop basics*
Friday, November 12	Photoshop basics*
Monday, November 15	Photoshop basics*
Wednesday, November 17	Photoshop basics*

	<i>Assignment III distributed.</i>
Friday, November 19	Photoshop basics*
Monday, November 22	Merging visual and text
Wednesday, November 24	No Classes. Thanksgiving Break.
Friday, November 26	No Classes. Thanksgiving Break.
Monday, November 29	Merging visual and text
Wednesday, December 1	Advertising: Final product Prepare for in-class practice VII: you will be evaluating selected advertisements based on their visuals and body copy. This activity is graded. <i>Assignment III is due.</i>
Friday, December 3	Advertising: Final product Prepare for in-class practice VII (continued): you will be evaluating selected advertisements based on their visuals and body copy. This activity is graded. <i>Final Project is due.</i>
Monday, December 6-10	Final project presentations (on the scheduled exam day)

*Note: There is a high probability that you will not finish some of the Photoshop in-class practice before the end of the class. In this case, you need to finish them after the relevant class and email them to me.

Grade Distribution:

Class total: 1,000 points

Take-home assignments (3): 420 points (140 points for each assignment)

In-class activities (7): 280 points (40 points for each activity)

Final project: 300 points (250 points for the final product and 50 points for the presentation)