

Introduction to Advertising - COMM 281-01
Spring Semester 2018



Instructor

Dr. Ronen Shay

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Phone: 585-385-7293

Office Location: William A. Fay Building, Room 209

Office Hours: Mondays & Wednesdays 10am - 11am, Fridays 2:30pm – 4:30pm, or by appointment

Meetings

COMM 281-01 meets on W 2:30pm – 5:35pm:

Basil Hall, Room 119

Website

Check our Blackboard site via mySJFC regularly for course materials and announcements.

<https://cas.sjfc.edu/>

Course Description:

This course introduces students to the fundamentals of advertising and the role it plays today in business and marketing. Topics that are covered include: the evolution, environment and business of advertising; segmentation, targeting, and the marketing mix; communication and consumer behavior; account planning and research; the creative process; and media planning and buying. Additional emphasis is placed on platform specific advertising considerations for print, television, radio, and digital interactive media. Students will take on advertising agency roles during the semester to create and “pitch” a multiplatform ad campaign.

Required Texts

Arens, Schaefer, & Weigold. *M: Advertising*; 2nd edition. McGraw-Hill Education, 2015. ISBN: 0078028965

Departmental Learning Goals for this Class:

- Students will keep abreast of current developments in the media industries from one or more perspectives: cultural, technological, economic, historical, and ethical.
- Students will learn to conduct academic and media research using academic literature and/or white papers to develop responses to an academic or industry question or problem.

Course Specific Learning Goals:

- Demonstrate the essential skills and knowledge of business and advertising necessary for managing and directing projects within an organization.

- Describe and demonstrate criteria for effective and creative advertisements and marketing communications.
- Understand and effectively apply strategic communication planning processes, problem-solving strategies and operational techniques.
- Articulate and explain ethical principles of persuasion, honesty, and privacy within the context of advertising. Engage in behaviors that demonstrate a commitment to adhering to these principles.
- Demonstrate the ability to analyze, assess and evaluate existing advertisements for the purpose of recommending a future course of action both from an economic and creative standpoint.
- Understand the advantages and disadvantages associated with print, radio, television, and digital advertising.
- Demonstrate an ability to maintain a uniform message while utilizing multiple mediums to communicate different advertisements that are a part of a single campaign.

Grading Scheme:

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|---|-----|
| Case Study Discussion Questions | 5% |
| Exam 1 | 15% |
| Post-Super Bowl Ad Assessment + Presentation (team) | 10% |
| Exam 2 | 15% |
| Multiplatform Ad Campaign + Presentation (team) | 30% |
| Exam 3 | 15% |
| Participation + Professionalism | 10% |

Assignment Descriptions:

Exams and assignments will be based on the materials from lectures, discussions, and assigned readings. Below is an overview of what to expect from each assignment. A detailed description of each assignment will be distributed in class as the semester continues.

Case Study Discussion Questions: Over the course of the semester we will read and discuss two case studies. This will require you to think like an advertiser for existing companies, answer key questions on a firm's real-world performance, and make recommendations on how to proceed with their advertising strategy.

Post-Super Bowl Ad Assessment: Television or digital? What is the optimal advertising platform? Your team will conduct research on both the creative and economic aspects of a specific Super Bowl advertisement to formulate an argument as to whether the company was correct in committing resources to a Super Bowl ad, or if their investment could have been better utilized in a digital advertising campaign. The deliverables for this project will include a written report and an informative PowerPoint presentation. The Super Bowl advertisements that are

acceptable for this assignment will be announced by the instructor, and made available on a first-come, first-served basis.

The instructor reserves the right to not give all group members the same grade, should an individual's attendance, participation, professionalism, or assignment feedback forms demonstrate they did not make an equal contribution. When a team is not presenting they are expected to be actively listening to the presentations being delivered in a professional and courteous manner. The behavior of individual students in the audience will be noted and taken into account when determining their participation + professionalism grade.

Exams: There will be three exams administered over the course of the semester. The content on the exams will be drawn from lecture and classroom activities, as well as reading assignments.

Multiplatform Ad Campaign: Your team will collaboratively take on the roles of copywriter, art director, creative director, and/or creatives, in order to pitch a new multiplatform ad campaign for an existing product or service. The product or service can be selected by the team, however instructor approval is required. Advertisements need to be created for at least three different mediums (e.g., television, radio, and print), while maintaining a uniform campaign message across all platforms. Once your three advertisements are prepared, you will create a persuasive PowerPoint presentation that "pitches" your ad campaign to the client (i.e., your instructor).

The instructor reserves the right to not give all group members the same grade, should an individual's attendance, participation, professionalism, or assignment feedback forms demonstrate they did not make an equal contribution. When a team is not presenting they are expected to be actively listening to the presentations being delivered in a professional and courteous manner. The behavior of individual students in the audience will be noted and taken into account when determining their participation + professionalism grade.

Participation + Professionalism: All members of this class are required to participate by taking part in discussions, asking/answering questions, and by responding to the lecture material. Participation will be assessed based on attendance, contribution to group assignments, in-class activities/use of in-class group time, and most importantly your involvement in class discussions that should arise during lectures. Being in attendance while withdrawn in your technology or while being disruptive to your peers and instructor, will not be graded the same as being in attendance and participating.

As this is a business oriented class the classroom should be viewed as a simulated work environment. Accordingly, students are required to demonstrate respect and professionalism in all course related activities. Professionalism will be assessed based on appropriate technology use, behavior as an audience member, respect towards your peers and instructor, and proper email/course communication etiquette in all verbal, written, and non-verbal sharing of ideas.



Academic Integrity: All students, regardless of level or school, are responsible for following the St. John Fisher College Academic Integrity Policy in addition to any other individual school's or program's academic expectations and/or professional standards. Every student is expected to demonstrate academic integrity in all academic pursuits at all times. If a student suspects that another student has violated the Academic Integrity Policy, he or she should contact the instructor for that course and provide support for that suspicion. Any finding of responsibility and associated sanctions for a violation of the Academic Integrity Policy is retained per the College records policy.

All students are expected to be familiar with the details of the Academic Honesty Policy (available via <http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/integrity.dot>). The policy specifies a number of behaviors (including cheating and plagiarism), that are in violation of this code and the possible sanctions (including failure of the entire course). Ultimately, you are responsible for completing your own course activities and ensuring you produce original work, both when working individually and as a team. It is your responsibility to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor of this class.

Attendance: Students should understand that class attendance will be taken into consideration in calculating your final grade. The content addressed in this class encompasses a lot of interactive concepts, and so much of what can be learned is a direct result of attending lecture, participating in group and sole authored assignments, and your involvement in any class discussion that should arise.

Should you accrue more than 3 absences at any point in the semester (i.e., 4 or more), you will receive an FA (failure due to excessive absence). Students should understand that absences 1-3 will still be taken into consideration in calculating your final grade. Having a legitimate reason for being absent does not permit you to exceed 3 absences.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with the St. John Fisher College Attendance Policy that can be found at: <http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/courses/attendance.dot>

College Policy Concerning Students with Disabilities: In compliance with St. John Fisher College policy and applicable laws, appropriate academic accommodations are available to students with disabilities. All requests for accommodations must be supported by appropriate documentation/diagnosis and determined reasonable by St. John Fisher College. Students with documented disabilities (physical, learning, psychological) who may need academic accommodations are advised to refer to the Disability Services website <http://home.sjfc.edu/AcademicAffairs/Disabilities/DisabilityOverview.asp> Questions should be

directed to the Coordinator of Disability Services in the Disability Services Office and Test Center, Kearny 300. Late notification will delay requested accommodations.

Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations as per the Online Course Evaluation Process located at <http://www.sjfc.edu/campus-services/ed-tech/online/evaluation.dot>. Evaluations are typically opened at the end of the term, and students will be made aware of the specific times in which they can be completed. Results will only be made available to faculty members, department chairs, the dean, and the provost after final grades have been submitted.

Grading:

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|-------------|-------------|
| A 93-100% | C 73-76.99 |
| A- 90-92.99 | C- 70-72.99 |
| B+ 87-89.99 | D+ 67-69.99 |
| B 83-86.99 | D 63-66.99 |
| B- 80-82.99 | D- 60-62.99 |
| C+ 77-79.99 | F Below 60 |

Grading in this course is consistent with the St. John Fisher College grading policies that can be found at: <http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/grading/>

Health, Wellness, Safety and Security: The Health and Wellness Center provides medical, mental health services, and wellness education to students.

Contact information for the Health and Wellness Center:

<http://www.sjfc.edu/campus-services/wellness/about/>

(585) 385-8280

healthcenter@sjfc.edu

The Safety and Security Department operates 24 hours a day and 365 days a year with the goal to provide a safe and secure environment for students, faculty, staff, and visitors to live, work and study.

Contact information for the Safety and Security Department:

<http://www.sjfc.edu/campus-services/safety/>

Non-emergency number: (585) 385-8025

Emergency number: (585) 385-8111

Late Assignments: Assignments are due at the beginning of class on the date specified on the syllabus. Late assignments will be accepted within 24 hours of the end of class period in which the assignment is due, with a 10% penalty for the individual student on a solo assignment, or for all group members on a group assignment. Assignments turned in after this 24-hour period will not be accepted. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with the St. John Fisher College Attendance Policy that can be found at: <http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/courses/attendance.dot>

Lecture: I will not repeat material missed by absent students. It is the responsibility of the students who fail to attend class to get notes from their classmates. Such second-hand exposure seldom provides a fully satisfactory substitute for class attendance. Missing class will not serve as an excuse for failing to submit assigned work on time.

Exam Schedule: Exams must be taken on the assigned date. Failure to show up for an exam will result in a zero. If an emergency arises and prior to commencing the exam you realize you will not be in attendance on the date specified, you must get the instructor's permission for the absence to be authorized, and this must be discussed ahead of time with appropriate documentation provided. Should a student unexpectedly miss an exam due to illness or a family emergency without making proper arrangements ahead of time, a makeup exam will only be granted if the student provides official documentation. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with the St. John Fisher College Attendance Policy that can be found at: <http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/courses/attendance.dot>

Syllabus Changes: The instructor reserves the right to alter the syllabus or course schedule as the need arises.

Tips for Getting Good Grades:

- Review assignment requirements carefully
- Focus on quality, not just completion
- Ask questions
- Cite your work when appropriate
- Come to every class
- Complete the readings
- Participate

COMM 281 Course Schedule

| WEEK | Topic | Assigned Reading | Tentative Deadlines |
|----------------------------------|--|----------------------------------|--|
| Week 1 Jan. 17 | - Course Introduction - The Evolution of Advertising | Arens, Schaefer & Weigold CH 1 | |
| Week 2 Jan. 24 | - The Environment of Advertising | Arens, Schaefer & Weigold CH 2 | |
| Week 3 Jan. 31 | - The Business of Advertising - Segmentation, Targeting, and the Marketing Mix - Exam 1 Review | Arens, Schaefer & Weigold CH 3-4 | |
| Week 4 Feb. 7 | - Segmentation, Targeting, and the Marketing Mix (cont...) - Exam 1 in class on Wed. Feb. 7th | Arens, Schaefer & Weigold CH 4 | Exam 1 Wed. Feb. 7th |
| Week 5 Feb. 14 | - Communication and Consumer Behavior | Arens, Schaefer & Weigold CH 5 | |
| Week 6 Feb. 21 | - Account Planning and Research | Arens, Schaefer & Weigold CH 6 | |
| Week 7 Feb. 28 | - Marketing, Advertising, and IMC Planning - Post-Super Bowl Ad Assessment Presentations | Arens, Schaefer & Weigold CH 7 | Post-Super Bowl Ad Assessment + Presentation due Wed. Feb. 28 th |
| SPRING BREAK | | | |
| Week 8 Mar. 14 | - Creative Ads: Strategy and Process | Arens, Schaefer & Weigold CH 8 | |
| Week 9 Mar. 21 | - Creative Execution: Art and Copy - Exam 2 Review | Arens, Schaefer & Weigold CH 9 | |
| Week 10 Mar. 28 | - Print Advertising - Exam 2 in class on Wed. Mar. 28 th | Arens, Schaefer & Weigold CH 10 | Exam 2 Wed. Mar. 28 th |
| Week 11 Apr. 4 th | - Broadcast, Cable, and Satellite Media: Television and Radio | Arens, Schaefer & Weigold CH 11 | Client Meeting with Instructor for Multiplatform Ad Campaign (by appointment) – needs to be completed by end of day on Thur. Apr. 5 ^h |
| Week 12 Apr. 11 th | - Digital Interactive Media | Arens, Schaefer & Weigold CH 12 | |

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| Week 13 Apr. 18 th | - Media Planning and Buying | Arens, Schaefer & Weigold CH 14 | |
| Week 14 Apr. 25 th | - Multiplatform Ad Campaign Presentations - Exam 3 Review | N/A | Multiplatform Ad Campaign + Presentation due Wed. Apr. 25 th |
| Exam Week COMM281-01 Wed. May 2 nd 3pm-5:30pm | - Exam 3 during exam week, on Wed. May 2 nd | N/A | Exam 3 Wed. May 2 nd |