Advertising Concepts

JOUR 3020 • Spring 2013
Mayborn School of Journalism • University of North Texas

Nationally Accredited • Toughest Program in Texas • Best Mentoring Anywhere

Professor    Sheri Broyles, Ph.D.
Classroom    114 General Academic Building
Class times
Section 001: Tuesday/Thursday  8:00 to 9:20
Section 002: Tuesday/Thursday  9:30 to 10:50

Contact info
166 General Academic Building (on the Hall to Nowhere)
Office phone (940) 565-4736, home phone (940) 464-2250 or Sheri.Broyles@unt.edu
Note: Don’t send me email messages via Blackboard. Use the above email address.
TA: Jenny Mumah. Email: JennyMumah@my.unt.edu. Because of FERPA, please contact us through your UNT email address so we can reply to you.

Office hours
Tuesday/Thursday: 11:00 a.m. to 12:30 (unless I’m called into a meeting) or later in the afternoons by appointment. Mondays by appointment.

Learning objectives
This course will delve more deeply into advertising concepts and issues. You’ll learn to think critically about advertising and be able to critique ads. We’ll sort through account planning and how it’s different from account management. You’ll gain skills in different ways to understand people, something essential in advertising. You’ll learn how to concept — and that quantity leads to quality. We’ll also read some of the advertising literature, which will give a foundation for those going into the ad biz. And a lot more.

Repeatedly professionals tell me: teach students to think, teach them to write, teach them to present. You’ll be doing a whole lot of all three in this class. It should be noted advertising is a creative industry, even for those who aren’t actually creating the ads. In this class you’ll show your creativity primarily through your thinking, your writing in assignments and projects and in your presentations.

Accrediting standards to help you be better prepared
The School of Journalism, previously the Department of Journalism, has been accredited by the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC) since 1969. Only about one-fourth of all journalism and mass communications programs in the United States are accredited by ACEJMC. National accreditation enhances your education here by certifying that the school adheres to standards established by the council. This course will help you meet the following student learning outcomes that have been established by ACEJMC:

• Think critically, creatively and independently.
• Understand concepts and apply theories in the use and presentation of images and information.
• Conduct research and evaluate information by methods appropriate to the communications professions in which you work.
• Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
• Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes you will serve.
Class materials

While there is no required text for the class, you’ll have some readings available via the internet. In addition, you’ll choose one book from a booklist to review and share with the class.

As with all journalism classes, a good dictionary and thesaurus are a must. Your AP Stylebook is a great resource as is Strunk and White’s The Elements of Style. You’ll also need to search out some information on your own.

Here are a few optional books that you may want to buy:


Course requirements

Assignments and papers: This is a hands-on course. You’ll develop a better understanding of the concepts of advertising by doing — writing, discussing, blogging, presenting. All written work must be typed and free of errors in grammar, spelling and punctuation. It’s your responsibility to ensure that all errors are corrected. You’ll be graded on both the content and the technical aspects of your work. All papers you turn in should be in 12-point Times New Roman with 1" margins on all four sides. Any paper over one page should be double spaced using indents for paragraphs. Single pages (e.g., creative briefs, executive summaries) should be formatted with a professional look.

Assignments are due at the beginning of each class. See “Deadlines” under Class Policies. Also see “The technical stuff” under Class Policies.

Class discussions: A great deal of learning takes place during class. You’ll be expected to provide relevant materials and participate in class discussions. You’ll email your material to the designated teammate and copy your TA by the deadline (5 p.m. the day before the class in which it will be discussed). Note that if you’re compiling a PowerPoint, you must still send your assignment to the TA. The designated teammate will rotate and will be responsible for compiling the materials into a PowerPoint for class. The TA can tell from the time stamp if you turned your work in on time. If you miss the deadline, you’ll receive a “zero” for that assignment.

Use this format to name your attachment: Last name assignment. For example, if your name is Johnnie Walker and the assignment is about benefits, then the name of your attachment would be: Walker benefits.doc. If you aren’t in class, it’s your responsibility to contact a team member to find out who the designated teammate is for that assignment. See p. 7 for what to include in your first assignment. Other assignments will be given in class. Like everything you turn in, it should be thoughtful, well written and free of GSP errors.

Be prepared to discuss your submission as well as add comments to the discussion of other examples. We may or may not get to all submissions during a class discussion. Obviously if you aren’t in class, you won’t learn from this discussion.

Exams: There are no formal exams in this course. However, there may be some pop quizzes to see how well you understand what has been covered in previous classes. These quizzes will test material from lectures, readings and class discussions. Pop quizzes cannot be made up if you are absent or tardy.
**Book reviews:** You’ll select a book at the beginning of the semester from a readings list that will be available on Blackboard. Each person in the combined classes will choose a different book. After reading the book you’ll write a review with a one-page cover sheet, which you’ll submit through Turnitin on Blackboard (a single document, cover sheet first). You’ll also make copies of the cover sheet for everyone in the combined classes.

**Grades and distribution** (Subject to revision)

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<th>Assignments/ quizzes/ extra credit</th>
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There is one extra credit assignment. Take advantage of it. Also, see “Attendance” under Class Policies.

**Class policies**

**Attendance:** You’ll be rewarded for attending class. Anyone with two or fewer absences at the end of the semester will receive an additional three points added to his or her final grade (e.g., from 88% — a B — to 91% — an A). Two tardies (whether being late or leaving early) will count as one absence. The purpose of this policy is to encourage and to reward attendance. Because this is a reward system, there are no excused absences of any kind.

**Pop quizzes:** Pop quizzes cannot be made up.

**The technical stuff:** Grammar, spelling and punctuation count, both here and when you get a job. To make you aware of these mistakes and to help you learn, points will be deducted for GSP mistakes. Please proof carefully.

Many of your questions can be answered by referring back to your *AP Stylebook*. It’s a good resource. Use it should you have questions. Or check out Strunk and White’s *Elements of Style* or *When Words Collide*. Always handy to have on your bookshelf.

**Deadlines:** In advertising we live and die by deadlines. I’m unsympathetic to excuses, even good ones, for missing class or not turning in an assignment. If you have the assignment done and, for whatever reason, you don’t make it to class, be sure it’s uploaded or a trusted friend delivers it for you. Assignments left in my mailbox will be considered late. Assignments not turned in at the beginning of class will lose one full-letter grade. An additional letter grade will be lost for each day it’s late.

**Your unt.edu email address:** You should check your UNT email. This is the official way that the university and your professors contact you. If you don’t check this email address regularly, forward the email from this account to the email address that you check daily.

**Honor code**

The Provost has established an Academic Integrity Office to address acts of academic dishonesty including cheating, plagiarism and fabrication. The policy for Student Standards of Academic Integrity may be downloaded online at: [http://policy.unt.edu/policydesc/student-standards-academic-integrity-18-1-16](http://policy.unt.edu/policydesc/student-standards-academic-integrity-18-1-16)

I prefer to consider this an Honor Code. That is, I assume that you, as an honorable person, would never cheat, plagiarize or fabricate your work.
You’ll receive a “zero” for any work that is the result of plagiarism or cheating, and you won’t be allowed to revise the work. The situation may also be reported to an Academic Integrity Officer through the Provost’s office, and you may be required to reapply to be a major in the School of Journalism. Depending on the weight of the assignment, you could be dropped from the course, fail the course, referred to an Academic Integrity Officer, a notation can be put on your transcript, and you could be suspended or expelled from the university. Plagiarism is a serious offense in any discipline—especially in journalism.

Any situations involving potential academic dishonesty will be handled through procedures established by the UNT Office of Academic Integrity. The process also includes the opportunity for students to appeal the outcome. Read specific procedures at http://vpaa.unt.edu/academic-integrity.htm.

Special accommodation
The University of North Texas makes reasonable academic accommodation for student with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

Student Evaluation of Teaching Effectiveness (SETE)
The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. You’re a critical part of our growth and success. We look forward to your input through SETE.
Class schedule

Class meeting 1  Review of syllabus. Benefits.
Class meeting 2  Class discussion of ads (benefits).
Class meeting 3  Design/elements of style.
Class meeting 4  Class discussion of ads (design).
Class meeting 5  Class discussion via blog.
Class meeting 6  Copywriting.
Class meeting 7  Class discussion of ads (copy).
Class meeting 8  Class discussion of ads (selling the military).
Class meeting 9  Résumés.
Class meeting 10 Consumer insights/finding the sweet spot.
Class meeting 11 Account planning and exercises.
Class meeting 12 The creative brief.
Class meeting 13 MRIs.
Class meeting 14 Guest lecture.
Class meeting 15 The creative process.
Class meeting 16 Discussion of creative briefs.
Class meeting 17 First account planning assignment/in-class presentations.
Class meeting 18 First account planning assignment/in-class presentations.
Class meeting 19 First account planning assignment/in-class presentations.
Class meeting 20 Concepting.
Class meeting 21 Guest lecture.
Class meeting 22 Concepting exercises.
Class meeting 23 Concepting exercises.
Class meeting 24 Second account planning assignment/in-class presentations.
Class meeting 25 Second account planning assignment/in-class presentations.
Class meeting 26 Second account planning assignment/in-class presentations.
Class meeting 27 In-class concepting for creative execution.
Class meeting 28 Creative executions/in-class presentations.
Class meeting 29 Creative executions/in-class presentations.
Class meeting 30 Advertising ethics.

Finals  May 7       Final exam. T/R 9:30 class. 8:00 a.m. to 10:00 a.m. (required attendance)
         May 9       Final exam. T/R 8:00 class. 8:00 a.m. to 10:00 a.m. (required attendance)