Advertising Industry in New York

JOUR 4020 • Maymester 2015
Mayborn School of Journalism • University of North Texas

Nationally Accredited • Toughest Program in Texas • Best Mentoring Anywhere

Professor
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Prerequisite
Journalism major/minor status or consent of department.

What you will learn

This course is designed to introduce you to the advertising industry in a major international advertising center – New York City. Course activities will focus on three primary areas of the industry: the advertising agency business, advertisers and advertising media.

You will gain insights about advertising as well as about yourself. Along the way you’ll also learn the following:

• To be punctual and act professionally
• To be knowledgeable of advertising agencies in a major international advertising center
• To be acquainted with major agencies, advertisers and media
• To shadow advertising professionals and learn of different roles in advertising
• To develop your confidence before stepping into entry-level jobs

Accrediting standards to help you be better prepared

Since 1969, the Department of Journalism has been accredited by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). About one-fourth of all journalism and mass communications programs in the United States are accredited by ACEJMC. National accreditation enhances your education here because it certifies that the Mayborn 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:

• Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
• Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
• Understand concepts and apply theories in the use and presentation of images and information.
• Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes you will serve.

Materials to help you learn

No text is required. However, you should read Advertising Age, the leading trade journal for the advertising industry, before leaving for NYC. You should look at issues from the last four weeks.
How to demonstrate what you learn

*Advertising Age paper.* Before leaving you will be required to write a paper on issues and trends you’ve observed by reading *Ad Age.*

*Research paper.* Before leaving you will also research one of the agencies, media or other venues that we will be visiting while in New York.

*Appointments.* Appointments will include visits to a variety of advertising agencies including traditional agencies and multicultural agencies.

*Shadow experience.* You will be responsible for researching agencies or a media outlets that you would be interested in shadowing before going to New York as well as securing at least two shadows. These should be an area of interest to you in which you would like to begin an entry-level job

*Journal.* Your journal will be your chance to relate your own thoughts about your appointments, shadowing, cultural activities and extracurricular experiences in New York. It should show substance and show your thinking.

*Museum or other cultural experiences.* No group appointments are scheduled for Saturdays and Sundays. You also have at least one Wednesday afternoon open (think Broadway matinees) and the first Friday afternoon (when some museums are free). You’re required to visit and report in your journal on at least three cultural experiences. Include your ticket in your journal.

How your course grade will be determined

Your grade will be based on your participation in agency and media visits, your shadow experience, your papers/oral report and, especially, your journal. Our class will be a team. Part of your grade will be how well you work and play with others.

Class policies

*Attendance.* All appointments and class meetings are mandatory. If you aren’t at the designated place when the group leaves for an appointment, you’ll be responsible for getting there on your own. If you miss an appointment, you lose a letter grade. Period.

*Alcohol, drug use and other concerns.* Any activity on this syllabus constitutes a class activity (see Class Schedule). That includes official visits, class meetings and the final class dinner. As with any class activity, on or off campus, university rules apply. No alcohol can be consumed during class activities. Likewise, the dorms, paid through the university, are considered student housing. Those rules also apply. All students are responsible for upholding the UNT Code of Student Conduct.

*Safety concerns.* You will have free time when you’ll want to do things on your own. It’s better to organize outings in groups of twos or threes. Walk like a New Yorker. Be aware of your surroundings.

*Professionalism.* You will be expected to behave in a professional manner and be an exemplary representative of the University of North Texas and our Mayborn School of Journalism. Be a good ambassador.
Special accommodation

If a student requires special accommodation, he/she should contact the instructor of this class and the Office of Disability Accommodation. Please do so before leaving for New York.
**Class schedule**  This schedule is subject to change.

**Sunday, May 17**
7:00 p.m.  Class meeting.

**Monday, May 18**
Morning  Lessons learned when exploring the city (Midtown Manhattan)
2:00 – 4:00  Media visit
Evening  Improv Show
Class meeting (TBD)

**Tuesday, May 19**
11:00 – noon  Advertising Agency 1
2:00 – 4:00  Advertising Agency 2
Evening  Class meeting (TBD)

**Wednesday, May 20**
10:00 – noon  Advertising Agency 3
1:00 – 3:00  Advertising Agency 4
Evening  Class meeting (TBD)

**Thursday, May 21**
9:30 – 11:30  Advertising Agency 5
2:00 – 3:00  Advertising Agency 6
Evening  Class meeting/alumni gathering

**Friday, May 22**
10:00 – noon  Advertising Agency 7
Afternoon  Open for cultural activities/museums
Evening  Class meeting (TBD)

**Saturday, May 23**
Morning  Lessons learned when exploring the city (Lower Manhattan)
World Trade Center Memorial, Battery Park, Staten Island Ferry by Statue of Liberty
Sunday, May 24
Open Explore Central Park and the city

Monday, May 25
Memorial Day Many street fairs and other Memorial Day events in the city
Evening Class meeting (TBD)

Tuesday, May 26
10:00-noon Advertising Agency 8
2:00 – 4:00 Advertising Agency 9
Evening Class meeting (TBD)

Wednesday, May 27
10:00 – noon Advertising Agency 10
Afternoon Open for Broadway matinee/other cultural experiences
Evening Class meeting

Thursday, May 28
Shadow appointments after obtaining Dr. Broyles’ seal of approval
Evening Class meeting/ Shadow Reports

Friday, May 29
Shadow appointments after obtaining Dr. Broyles’ seal of approval
3:00 Class meeting/ Shadow Reports
4:30 Leave for dinner
5:30 Class dinner

All journals due to Dr. Broyles by 7 a.m. Sunday, May 31, 2015.