Advertising Industry in New York

JOUR 4020 • Maymester 2017
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 two-page typed paper on issues and trends you've observed by reading *Ad Age.* File name: Lastname AdAge. For example: Broyles AdAge.docx. This paper is due Sunday, May 14, before our evening meeting. Email it to me at Sheri.Broyles@unt.edu.

*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. You will write a two-page (that's two FULL pages with 1” margins), double-spaced typed summary and email this to each person in the class, including me. You will also give an oral report the day before the class makes the visit. Note that while your summary is only two pages, your own written report will be much more extensive and will be the basis for your oral report. File name: Lastname/Agency. For example: Broyles/Ogilvy.docx. The two-page report is due to me via email on Sunday, May 14, by our evening meeting.

*Appointments.* Appointments will include visits to major ad agencies such as Ogilvy & Mather, Droga5 and 360i as well as other agencies. Media visits will include companies such as *Advertising Age.* You'll be expected to take notes and ask questions at each visit.

*Shadow experience.* You will be responsible for researching agencies or a media outlet that you would be interested in shadowing before going to New York. It should be an area of interest to you in which you would like to begin an entry-level job. You should contact professionals and arrange to shadow at least two half-days (3-4 hours each). (See Class Schedule for open shadow times.) You are required to get two business cards from each shadow, one for you to keep and one to give to your professor. Write your name and the date on the back of the professional’s card that you’ll give to me.

*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. You can have fun with this by adding drawings or memorabilia. Think of it as a mini-scrapbook. At the top of the entry for each day, you should have a DOG: A Daily Observation Gee whiz. This is not just a reflection, but something that is surprising and/or interesting that you notice in the world around you.

Your journal will be read only by me, so you should feel free to share all your thoughts and impressions about the city, the people and your experiences. You will be expected to write extensively (a minimum of 30 minutes) each night. Don't get behind in your journaling. Your last entry should include tips to future classes and any other notes you think will help me for future classes. When you turn your journal in it should be in a self-addressed, flat-rate mail envelope from the USPS that your journal will fit in. Be sure to pay the flat-rate postage for whatever sized envelope you get. DO NOT SEAL THE ENVELOPE. I'll return your journal to you via the envelope after grading.

*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 to document the activity.

*Thank you notes.* Each person will be responsible for writing and delivering thank you notes to people who spoke to us the day after each visit. You will be responsible for the thank you note for your assigned visit, although you can elicit help from classmates. Each individual will be responsible for writing his/her own thank you note to the people they shadowed.
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 reports 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.

Miscellaneous tidbits

Subway fares
Cost of a Single Ride ticket is $2.75.

The 7-Day Unlimited Ride MetroCard
Cost: $32.

• Good for unlimited subway and local bus rides until midnight, 7 days from day of first use.
• You have to buy a MetroCard for $1.
• Cannot be used again at the same subway station or the same bus route for at least 18 minutes.
• You’ll need to refill your card for a second 7-Day Unlimited Ride MetroCard
Class schedule  This schedule is subject to change. Addresses and contacts still to confirm.

Sunday, May 14
7:00 p.m.  Class meeting: The screening room at EHS.

Monday, May 15
Morning  Lessons learned when exploring the city
          Midtown Manhattan walking tour
4:30  Advertising Age  (adage.com)
Evening  Improv Show

Tuesday, May 16
10:30  Anomaly
       AdAge Agency of the Year
2:00  Open Box
Evening  Class meeting (TBD)

Wednesday, May 17
9:00  Ogilvy & Mather
2:00  BBH
       AdAge Agency Standout
Evening  Class meeting (TBD)

Thursday, May 18
10:00  Lessons learned when exploring the city
       Lower Manhattan walking tour/Statue of Liberty
2:00  TPN Retail
7:00  Class meeting/alumni gathering in screening room at EHS

Friday, May 19
10:00  MediaVest
Afternoon  Open for cultural activities/museums
Evening  Class meeting (TBD)
Monday, May 22

Morning D’exposito & partners
3:00 Droga 5
No. 4 on AdAge Agency A-List

Tuesday, May 23

11:00 Weiden + Kennedy
No. 7 on AdAge Agency A-List
3:00 DigitasLBi

Evening Class meeting (TBD)

Wednesday, May 24

11:00 72andSunny
AdAge Agency Standout
3:00 360i
AdAge Agency Standout

Evening Class meeting (TBD)

Thursday, May 25

Shadow appointments after obtaining approval
8:00 – 10:00 Class meeting/ Shadow Reports

Friday, May 26

Shadow appointments after obtaining approval
2:00-ish Class meeting/ Shadow Reports
4:30 Leave for dinner
5:30 Tavern on the Green (class dinner)

All journals due to Dr. Broyles by 7 a.m. Sunday, May 28, 2017.