

Advertising Concepts

JOUR 3020 • Spring 2012

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

Office hours Tuesday/Thursday: 11:00 a.m. to 12:30 or later in the afternoons by appointment.
Mondays by appointment.

Blackboard support Email: vista@unt.edu; phone: 940.565.2324; in person: 119 Sycamore Hall.
If there's a problem, they'll give you a remedy ticket number to document it.

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 them 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 Communication (ACEJMC) since 1969. 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.

Materials to help you learn

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 couple of optional books that you may want to buy:

MacMaster, Norm (2007). *What do you mean I can't write? A practical guide to business writing for agency account managers*. Chicago: The Copy Workshop.

Robbs, Brett and Deborah Morrison (2008). *Idea industry: How to crack the advertising career code*. New York: One Club Publishing.

How to demonstrate what you learn

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.)

Class discussions: A great deal of learning takes place during class. You'll be expected to provide materials relevant to the discussion and to 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.

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.

How your course grade will be determined (Subject to revision)

Assignments/participation/quizzes	40%
Account planning projects/briefs	50
Book review/copies of cover sheet	10

<u>Grade</u>	<u>%</u>
A	90 - 100
B	80 - 89.9
C	70 - 79.9
D	60 - 69.9
F	< 60

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. Please don't be late. Students who come to class late distract the teacher and other students. If you're late, however, it's your responsibility to see me after class to ensure that your "absent" is changed to a "tardy." I won't make changes at a later time, even if you feel you can document your presence. 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. Period. If you disagree with this policy, please say so now or after class. The option is not awarding bonus points or reverting to the standard punitive system, but allowing for excused absences.

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*. Always handy to have on your bookshelf.

Deadlines: In advertising we live and die by deadlines. This will be the mantra for our class: *Plan for problems. Expect disasters.* 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.

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>

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. Plagiarism is a serious offense in any discipline – especially in journalism.

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all

areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

Special accommodation

If you require special accommodation, please contact the Office of Disability Accommodation. After registering with ODA you should give me your written accommodation request by the 12th day of classes.

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 meets Tuesday/Thursdays. This schedule is subject to change.

Class meeting 1	Review of syllabus. Assessment pretest.
Class meeting 2	Benefits.
Class meeting 3	Class discussion of ads (benefits).
Class meeting 4	Design/elements of style.
Class meeting 5	Class discussion of ads (design).
Class meeting 6	Copywriting.
Class meeting 7	Class discussion of ads (copy).
Class meeting 8	Class discussion of ads (diversity).
Class meeting 9	Résumés.
Class meeting 10	Consumer insights.
Class meeting 11	Consumer insights.
Class meeting 12	The creative brief.
Class meeting 13	MRIs.
Class meeting 14	Creative briefs due/discussion.
Class meeting 15	Guest speaker.
Class meeting 16	The creative process.
Class meeting 17	First account planning assignment/in-class presentations.
Class meeting 18	First account planning assignment/in-class presentations.
Spring Break.	
Class meeting 19	Introduction to concepting.
Class meeting 20	Guest speaker.
Class meeting 21	Team assignments. Work in class on concepting.
Class meeting 22	In-class concepting/branding team project.
Class meeting 23	Concepting/branding team project presentations.
Class meeting 24	Second account planning assignment/in-class presentations.
Class meeting 25	Second account planning assignment/in-class presentations.
Class meeting 26	Assessment posttest. Account planning brief due.
Class meeting 27	Print and guerilla concept presentations.
Class meeting 28	Print and guerilla concept presentations.
Class meeting 29	Class discussion via blog.
Class meeting 30	Advertising ethics.
Finals May 8	Final exam. T/R 9:30 class. 8:00 a.m. to 10:00 a.m.
May 10	Final exam. T/R 8:00 class. 8:00 a.m. to 10:00 a.m.