

Advertising Concepts

JOUR 3020 • Fall 2010

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	110A General Academic Building Office phone (940) 565-4736 or Sheri.Broyles@unt.edu
Office hours	Tuesday/Thursday: 11:00 a.m. to 12:30 or later in the afternoons by appointment. Monday 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 the concept of account planning and how it's different from account management. And you'll learn different ways to understand people — something essential in advertising. We'll also read some of the advertising literature, which will give a foundation for those going into advertising.

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 that while this isn't a creative class (as in creating ads), you're still expected to be creative.

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

The Department of Journalism, now the School 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:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which you work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes you will serve.

- Critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

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 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.

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 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 receive points for e-mailing your material to the designated teammate and your TA by the deadline. If you miss the deadline, you'll receive "zero" for that assignment.

In the body of the e-mail you should include the name and date of the publication where you found your example and a thoughtful analysis (one to three short paragraphs). Like everything you turn in, it should be well written and free of GSP errors.

Be prepared to discuss your submission as well as add thoughtful comments to the discussion of others examples. Obviously if you aren't in class, you won't receive discussion points.

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 handed out. 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.

Grades and distribution (Subject to revision)

Assignments/participation/quizzes	35%
Account planning projects/briefs	50
Book review/presentation	15

The grading scale is as follows:

<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. 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.

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*, or check out the classic Strunk and White's *Elements of Style*.

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 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 e-mail address: You should check your UNT e-mail regularly. This is the official way that the university and your professors contact you. If you don't check this e-mail address regularly, please forward the e-mail from this account to the e-mail 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, among others. The policy for Student Standards of Academic Integrity may be found online at:

http://www.unt.edu/policy/UNT_Policy/volume3/18_1_16.pdf

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

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.

Class schedule

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

Class meeting 1	Review of syllabus. Benefits. Booklist available on Blackboard.
Class meeting 2	Class discussion of ads (benefits).
Class meeting 3	The Creative Revolution (1960-1975).
Class meeting 4	Contemporary advertising (1975-today).
Class meeting 5	Finish contemporary advertising.
Class meeting 6	Classic TV spots.
Class meeting 7	The creative process.
Class meeting 8	Book review in-class presentations.
Class meeting 9	Book review in-class presentations.
Class meeting 10	Design/elements of style.
Class meeting 11	Class discussion of ads (design).
Class meeting 12	Copywriting.
Class meeting 13	Class discussion of ads (copy).
Class meeting 14	Class discussion of ads (diversity).
Class meeting 15	Résumés.
Class meeting 16	Account planning exercises. Résumé due.
Class meeting 17	Consumer insights/finding the sweet spot.
Class meeting 18	Creative briefs.
Class meeting 19	MRIs.
Class meeting 20	Class discussion via blog.
Class meeting 21	Creative briefs due.
Class meeting 22	First account planning assignment/in-class presentations.
Class meeting 23	First account planning assignment/in-class presentations.
Class meeting 24	Account planning creative brief due.
Class meeting 25	Guest speaker.
Class meeting 26	Creative brief/magazine in-class presentations.
Class meeting 27	Second account planning assignment/in-class presentations.
Class meeting 28	Second account planning assignment/in-class presentations .
Class meeting 29	Subliminal advertising.
Class meeting 30	Advertising ethics.

Finals

Dec. 14	Final exam. T/R 9:30 class. 8:00 a.m. to 10:00 a.m. (make-up day, if necessary)
Dec. 16	Final exam. T/R 8:00 class. 8:00 a.m. to 10:00 a.m. (make-up day, if necessary)