

Adv 318J
Introduction to Advertising & Integrated Brand Promotion
Summer 2014

Professor: Gary B. Wilcox (Burl@mail.utexas.edu)

Class time: MTWTHF 10:00-11:30

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Office Hours: TTH 1:00-2:00

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Textbook: *Advertising and Integrated Brand Promotion*, 6^h Edition, O'Guinn, Thomas C., Chris T. Allen and Richard J. Semenik (Cincinnati: South-Western Publishing, 2012).

Course Description: This course is designed as a comprehensive introduction to the principles and practices of advertising and integrated brand promotion. The role of these persuasive communication tools within the total marketing effort is stressed. Advertising and IBP are presented and examined as (1) an element in our social system; (2) a business system; (3) an art and communication form; and, (4) a science. The material presented in lecture will supplement our textbook.

The five-week course will be web-based and will consist of online lectures, assignments, and exams. Lectures will be available via Canvas everyday at 10:00 CDT and will remain viewable to you for the rest of the semester.

Technological Specifications: The lectures are available only through a streaming media server which requires a broadband (high-speed) Internet connection. The wifi network on campus is sufficient and there are many computer labs on campus. If you do not have your own computer, or if you do not have a fast, broadband connection, you can use these options.

Student Responsibilities:

- Complete assigned readings prior to the lecture for which they are listed.
- Check your email / Canvas messenger everyday
- Examinations test conceptual understanding of lectures and the text. To do well on the exams -- study your lecture notes and assigned readings. You are responsible for all material assigned for each exam. Exams consist of 40 multiple choice and true/false questions and will be 45 minute timed exams available from 10:00-10:45 am CDT on exam days.

Weekly Responsibilities: Spend time getting familiar with Canvas so that you don't run into trouble submitting your work. Also check the different material on Canvas to make sure that you don't have compatibility problems. This is the Internet and this is Canvas and Canvas can be sluggish and temperamental. THERE WILL BE NO EXTENSIONS, EVEN FOR TECHNOLOGY PROBLEMS.

You will proceed through a series of weekly modules. The modules are structured sequentially, meaning you must finish one before moving on to the next. The class is asynchronous, meaning you do not have to log on at a specific day or time but can access the online material at a time that works for you except for the exams. Each module will include an online lecture that you can access at your convenience and will become available at 10:00 am CDT. All times are Central Daylight Time (CDT). If you are in another time zone, you are responsible for adjusting the time

so that you are logging in at the correct CDT time. Missing deadline as a result of confusion about time zones will result in zero credit for the assignment or exam.

Due to the online nature of this course it is particularly important for you to carefully read over this syllabus. At no time during the course will we have the benefit of meeting face-to-face; therefore this document explicitly details coursework, communication, and grading policies. Additionally, the syllabus serves as a contract; it defines mutual expectations and responsibilities as student and professor. While every effort will be made to adhere to the schedule set forth below, changes may be made to this syllabus if deemed necessary.

Rules used for grading:

- Assignments must be in on time. If work is late, a grade of "0" will be recorded.
- No make-up exams or assignments. If you miss an exam for any reason you must take the optional final.
- Any questions about a grade must be discussed within one week after the grade is posted/returned.

Method of Evaluation: Overall letter grades are based on point totals calculated by adding: (1) four exams (225 points each) and (2) two projects (100 points total). Course grades are based on each student's total out of the 1,000 points available. The points necessary to earn a letter grade are as follows:

A=910, A-=870-909.9, B+=850-969.9, B=795-849.9
C+=766.7-794.9, C=733.4-766.6, C-=69.5-733.3, D+=666.7-694.9, D=633.4-666.6, D-=595-633.3, F=<595.

At each student's option, s/he may elect to take the comprehensive final exam (worth 225 points). If the final exam score is higher than the lowest exam score, it will be substituted in place of the exam score. There are no extra credit assignments, redoing projects or exams -- the only way to earn a grade is by doing well on the exams and projects. You should check Canvas to confirm your grades on exams and assignments are recorded correctly. Report any errors immediately.

NOTE: Students must earn at least a B in this class to apply or continue as an advertising/PR major.

Make-up and Drop Policy: If you miss an exam during the semester for any reason whatsoever, you must take the comprehensive final exam. There are no other make-up exams. Assuming university policies permit, you may drop ADV 318J with a passing grade through the day before the second exam. After that, if you drop the course, you receive whatever grade you have earned in the course at that time.

Major Projects: Grades on the two individual projects have a significant impact on your final course grade. The TA will grade these projects. Note that although you are encouraged to discuss projects with others in class, you may only turn in your own, original work. The submission of a paper does not constitute public disclosure of idea and the TA will retain all graded assignments. If you would like a copy of your work, you must make it prior to submitting it to be graded.

If you have a question about your grade on a project, you must contact your TA immediately. Project grades will be discussed only during the week immediately following their return. After that, grade changes will not be discussed -- **no exceptions**. Finally, following instructions is an important part of responding to these projects and no late papers will be accepted for any reason whatsoever -- papers are due before the beginning of class (10:00 A.M.). Projects may be turned

in early. The ability to meet deadlines and attend to details is an important part of the advertising and public relations business.

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Policy on Scholastic Dishonesty: The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. For more information on scholastic dishonesty, please visit the Student Judicial Services Web site at <http://www.utexas.edu/depts/dos/sjs/>.

Course Outline --- ADV 318J --- Wilcox --- Summer 2014

The tentative outline below indicates the approximate dates when selected topic will be discussed. You are expected to complete the chapter readings before class on the day indicated. If changes in the schedule are necessary, you will be held responsible for such changes that will be announced in class and on Blackboard.

Week	Day	Date	O'Guinn Chapter Assignment	Lecture Topic
1	TH	6/5	1	Advertising/PR Basics
	F	6/6	17	History of Advertising
2	M	6/9	18	History of Advertising
	T	6/10	3	Advertising & Society
	W	6/11	4	Cigarette Advertising
	TH	6/12		Advertising & Society
	F	6/13	1st Exam	Chs. 1, 3, 4, 17, 18
3	M	6/16	2	Legal Issues in Advertising
	T	6/17		First Amendment and Advertising
	W	6/18	• <i>Major Project #1 Due in class @ 10:00 a.m</i>	
		6/18	16	How the Ad/PR Business works
	TH	6/19	5	Consumers use of Advertising/PR
	F	6/20	7	Consumers use of Advertising/PR
4	M	6/23	2nd Exam	Chs. 2, 5, 7, 16
	T	6/24	6	Public Relations
	W	6/25	8	Infomercials
	TH	6/26	9	Ad Icons
	F	6/27	14	Targeting the message
5	M	6/30	15	Targeting the message
	T	7/1	3rd Exam	Chs. 6, 8, 9, 14, 15
	W	7/2		Coca Cola – The Real Story
	TH	7/3	10	Creative Strategy
	F	7/4	<i>Independence Day Holiday!!</i>	
	M	7/7	11	Creative Execution
6	M	7/7	• <i>Major Project #2 Due in class @ 10:00 a.m.</i>	
	T	7/8	12	IBC Campaigns
	W	7/9	13	Reimagining Advertising
	TH	7/10	4th Exam	Chs. 10-13

Optional Final Exam – see course schedule.