

**Adv 318J**  
**Introduction to Advertising & Integrated Brand Communication**  
**Fall 2014**

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

**Class time:** TTH 2:00-3:30

**Office:** BMC 4.334

**Office Hours:** TTH 10:00-11:00

**Office phone:** 471-0917

**Teaching Assistants:** Amanda Mabry/Anna Medica

**TA Office:** as posted on Canvas

**TA Office Hours:** as posted on Canvas

**Course Website:** <http://courses.utexas.edu/> All announcements, assignments, exams and grades will be posted on Canvas.

**Textbook:** *Advertising and Integrated Brand Promotion*, 7<sup>h</sup> Edition, O'Guinn, Thomas C., Chris T. Allen, Richard J. Semenik, Angeline Close Scheinbaum (Cengage Publishing, 2015).

**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 studied. Advertising and IBP are presented and examined as (1) an element in our social system; (2) a business process; (3) an art and communication form; and, (4) a science. The material presented in class will follow our textbook.

ADV 318J will primarily be a live-lecture based course supplemented by online lab sessions, online lecture content, and online examinations through Canvas. These online materials will be available 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 daily.
- 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.
- You should develop an awareness of the trends and issues concerning advertising and public relations through the weekly reading of *Advertising Age*, *PR Week* and *AdWeek*. You should also become especially aware of current advertising/pr methods and practices by observing and critically evaluating ads and promotions you see and hear everyday.

**Grading Rules:**

- Assignments must be in on time. If work is late, a grade of "0" will be assessed. All assignments must be submitted via Canvas in PDF format.
- 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.

## Method of Evaluation

Overall letter grades are based on point totals calculated by adding: (1) four exams (215 points each), (2) two individual projects (100 points total) and (3) a lab participation score (40 points). 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+=850-869.9, B=795-849.9**  
C+=766.7-794.9, C=733.4-766.6, C-=695-733.3, D+=666.7-694.9, D=633.4-666.6, D-=595-633.3,  
F=<595.

The final exam is optional. You may choose to take the comprehensive final exam (worth 215 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, projects, and labs participation 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.*

## Exam Policy

There will be four exams during the semester and an optional final scheduled during the University final exam period. Exams consist of 40 multiple choice and true/false questions and will be 45 minute closed-book, timed exams available from 2:00-2:45 pm CDT on exam days. The exams will be available only through Canvas but may be taken anywhere you have a high-speed internet connection. Once you complete your exam, your scores will be posted immediately. You will then have from 3:00 pm to 3:15 pm to review your answers with the exam key on Canvas. This is your only opportunity to review your exam.

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.

## Individual 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.

If you have a question about your grade on a project, you must contact your TA immediately. Lab and project grades will be discussed only during the week immediately following their posting. 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 assignments will be accepted for any reason -- projects are due at 2:00 PM and may be submitted early. The ability to meet deadlines and attend to details is an important part of the advertising and public relations business.

## Lab sessions

There will be four lab sessions this semester that will be web based via Canvas. You are required to be online in Canvas during your lab session as listed in the course schedule. Specific dates for the labs will be posted on Canvas after the first week of classes. Your unique number indicates your lab time as follows:

{05875 – T6:30}{05880 – W6:30}{05885 – T7:30}{05890 – W7:30}

NOTE: To receive lab credit, you must be logged into the lab in which you are officially registered. In fairness to everyone, there are no exceptions or excused lab absences.

**Copyright Notice:** All materials presented in lectures in this class are copyrighted by Dr. Gary B. Wilcox. No materials may be directly or indirectly published, posted to Internet and intranet distribution channels, broadcast, rewritten for broadcast or publication or redistribution in any medium. Neither these materials nor any portion thereof may be stored in a computer except for personal and non-commercial use. Further, only University of Texas students who are officially registered for ADV 318J this semester may use these materials.

**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/>.

**Students with Disabilities:** The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY.

### COURSE OUTLINE --- ADV 318J --- WILCOX --- FALL 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 Canvas.

Week	Day	Date	O'Guinn Chapter Reading Assignment	Lecture
1	Th	8/28		Introduction/overview
2	T	9/2	1	Advertising Basics
	Th	9/4	3	History of Advertising ( <i>online video</i> )
3	T	9/9	18	History of Advertising
	Th	9/11	4	Advertising & Society
4	T	9/16		Cigarette Advertising ( <i>online video</i> )
	Th	9/18		Advertising & Society
5	T	9/23	<b>1st Exam</b>	<b>Chs 1, 3, 4, 18</b>
	Th	9/25		Legal Issues in Advertising
6	T	9/30		First Amendment & Advertising ( <i>online video</i> )
	Th	10/2	<b>• Individual Project #1 Due on Canvas before 2:00pm</b>	
	Th	10/2	2	How the Ad/PR business works
7	T	10/7	16	Current Topics
	Th	10/9	5	Consumers use of Advertising
8	T	10/14	7	Consumers use of Advertising
	Th	10/16	<b>2nd Exam</b>	<b>Chs 2, 5, 7, 16</b>
9	T	10/21		Ad Icons ( <i>online video</i> )
	Th	10/23	17	Public Relations ( <i>online video</i> )
10	T	10/28	6	Targeting the message
	Th	10/30	15	Targeting the message
11	T	11/4	9	Creativity in Advertising
	Th	11/6	10	Coca Cola—The Real Story ( <i>online video</i> )
12	T	11/11	<b>3rd Exam</b>	<b>Chs 6, 9, 10, 15, 17</b>
	Th	11/13	11	Production Decisions
13	T	11/18	12-13	Current Topics

	T	11/18	• <b>Individual Project #2 Due on Canvas before 2:00pm</b>	
	Th	11/20	14	Career Day
14	T	11/25	8	IBC Planning
	Th	11/27	<i>Thanksgiving Holiday</i>	
15	T	12/2	<b>4th Exam</b>	<b>Chs 8, 11,12,13,14</b>

Th 12/4 Course wrap-up

**Final Exam** (room/time to be announced)

Lectures indicated with *online video* will not be held in the classroom. Videos will be available on Canvas in the *Modules* section for viewing. They will remain accessible for the entire semester.