INSTRUCTOR:
Vinnie Cicchirillo, PhD
Assistant Professor
Office: BMC 4.350
Office Hours: Tuesday & Thursday (1pm to 3pm) or by appointment.
Email: v.cicchirillo@mail.utexas.edu
Phone: 512-471-2469

GRADUATE ASSISTANT:
Jisoo Ahn, M.A.
Office: BMC 4th Cubicle 7
Office Hours: Thursday 1:00pm – 3pm; or by appointment.
Email: ahn_j@utexas.edu

REQUIRED READING:

GOALS:
- This course is intended to educate students about the role of advertising in society. We will cover the past, present, and future of advertising in America. Topics covered will involve advertising management, production, planning, different media venues and advantages and disadvantages of each, etc… Students should be able to walk away from this course with a basic understanding of advertising concepts.

GRADING:
- Exam #1 60pts
- Exam #2 60pts
- Exam #3 60pts
- Advertisement Analysis (2 x 10pts each) 20pts
- In-class activities 10pts
- Total Points 210pts
GRADE BREAK DOWN:

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>210 – 197 pts</td>
<td>A</td>
<td>100%-94%</td>
</tr>
<tr>
<td>196 – 188 pts</td>
<td>A-</td>
<td>93%-90%</td>
</tr>
<tr>
<td>187 – 182 pts</td>
<td>B+</td>
<td>89%-87%</td>
</tr>
<tr>
<td>181 – 176 pts</td>
<td>B</td>
<td>86%-84%</td>
</tr>
<tr>
<td>175 – 167 pts</td>
<td>B-</td>
<td>83%-80%</td>
</tr>
<tr>
<td>166 – 161 pts</td>
<td>C+</td>
<td>79%-77%</td>
</tr>
<tr>
<td>160 – 155 pts</td>
<td>C</td>
<td>76%-74%</td>
</tr>
<tr>
<td>154 – 146 pts</td>
<td>C-</td>
<td>73%-70%</td>
</tr>
<tr>
<td>145 – 140 pts</td>
<td>D+</td>
<td>69%-67%</td>
</tr>
<tr>
<td>139 – 134 pts</td>
<td>D</td>
<td>66%-64%</td>
</tr>
<tr>
<td>133 – 125 pts</td>
<td>D-</td>
<td>63%-60%</td>
</tr>
<tr>
<td>124 pts – or lower</td>
<td>F</td>
<td>59% &amp; below</td>
</tr>
</tbody>
</table>

ASSIGNMENTS:

Exams: Over the course of the semester there will be 3 multiple choice exams testing your knowledge on the material covered in class. The exams are not cumulative. In most instances, I will try to have some kind of exam review before the exam. Make-up exams will only be allowed in the case of extreme circumstances and notice must be given before the exam (not after).

Advertisement Analysis: In order to assess your learning over the course of the semester there will be 2 advertisement analysis essays due throughout the semester. Each student will be required to write about a specific advertisement (magazine or television) in a 1-2 page essay. Specific guidelines and procedures will be discussed later on in the semester.

In-class activities: Throughout the semester we will have various in-class activities. These activities will range from taking attendance, pop quizzes, to short in-class essays. These assignments are given in order to help facilitate student learning and foster some student-teacher interaction.
**Extra Credit:** Throughout the semester students will have opportunities to participate in extra credit studies. Typically, I give 1 to 2 points of extra credit per study (**limit 4-6 studies**). Furthermore, students may not accumulate more than 6pts of extra credit.

**Tentative Nature of the Syllabus**
I reserve the right to make changes to the syllabus and class schedule in order to adjust for unexpected events or necessary changes that need to be made. Make-up exams (if allowed) may be given in a different format than the original version of the exam.

**Religious Holiday**
By UT Austin policy, you must notify me of your pending absence at least a week prior to the date of observance of a religious holy day. If you must miss a class, an examination, or a work assignment in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

**Academic Honesty**
All students agree to read and abide by the University of Texas at Austin’s *Standard of Academic Integrity* and understand the nature of *Scholastic Dishonesty* as defined by UT-Austin at http://deanofstudents.utexas.edu/sjs/acint_student.php

If you have any questions about what constitutes plagiarism, or any other form of Scholastic Dishonesty, ask me or any other member of the faculty. Students are responsible for their own conduct and for reporting any violations to their instructor or other member of the Department of Advertising faculty.

** Students with disabilities may request the appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities… Student Services Building 4.104, email: ssd@austin.utexas.edu, 512-471-6259

** Cell Phones, PDA’s, I-Pods, etc…**
Out of respect and common courtesy for the instructor and fellow classmates you are required to turn OFF your electronic devices (*laptops are the exception*) once you enter the classroom. If you cannot turn off these devices for at least a minimum of one hour each day, while attending this course you may have a psychological problem and should seek counseling. This is not a joke; if you cannot turn off these simple devices for a short amount of time you may a severe psychological attachment disorder and may need counseling.

Counseling and Mental Health Center, Student Services Building (SSB) 5th Floor
Hours: Monday - Friday, 8:00 a.m. - 5:00 p.m.
512-471-3515 to schedule an appointment
512-471-2255 to talk to a counselor over the phone
## Schedule Spring 2016

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading/Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 19 (Tuesday)</td>
<td>Introduction, Go over syllabus, Defining Advertising and IMC Today</td>
<td>Chapter #1</td>
</tr>
<tr>
<td>Jan. 21 (Thursday)</td>
<td>The Big Picture: Historical Perspectives</td>
<td>Chapter #2</td>
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<tr>
<td>Jan. 26 (Tuesday)</td>
<td>Historical Perspectives cont…</td>
<td></td>
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<tr>
<td>Jan. 28 (Thursday)</td>
<td>Advertising Effects &amp; Outcomes</td>
<td></td>
</tr>
<tr>
<td>Feb. 2 (Tuesday)</td>
<td>The Big Picture: Ethics &amp; Regulations</td>
<td>Chapter #3</td>
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<tr>
<td>Feb. 4 (Thursday)</td>
<td>The Scope of Advertising</td>
<td>Chapter #4</td>
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<tr>
<td>Feb. 9 (Tuesday)</td>
<td>Media formats Traditional</td>
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<tr>
<td>Feb. 11 (Thursday)</td>
<td>Media formats non-traditional</td>
<td>Chapter #5</td>
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<tr>
<td>Feb. 16 (Tuesday)</td>
<td>Consumer Behavior</td>
<td></td>
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<tr>
<td>Feb. 18 (Thursday)</td>
<td>Consumer Behavior cont…</td>
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<tr>
<td>Feb. 23 (Tuesday)</td>
<td>Marketing Segmentation/exam review</td>
<td>Chapter #6</td>
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<tr>
<td>Feb. 25 (Thursday)</td>
<td>Exam #1</td>
<td>Exam #1</td>
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<tr>
<td>Mar. 1 (Tuesday)</td>
<td>Research &amp; IMC Planning/Discuss AA#1</td>
<td>Chapter #7</td>
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<tr>
<td>Mar. 3 (Thursday)</td>
<td>Advertising Research Review</td>
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<tr>
<td>Mar. 8 (Tuesday)</td>
<td>Marketing &amp; IMC Planning</td>
<td>Chapter #8</td>
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<tr>
<td>Mar. 10 (Thursday)</td>
<td><em>Video/DVD: Greatest Movie Ever Sold</em></td>
<td>AA#1 DUE</td>
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<tr>
<td>Mar. 14-19</td>
<td>Spring Break</td>
<td>No Class</td>
</tr>
<tr>
<td>Mar. 22 (Tuesday)</td>
<td>Media Strategy</td>
<td>Chapter #9</td>
</tr>
<tr>
<td>Mar. 24 (Thursday)</td>
<td>Special Topic: Video Game Advertising</td>
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<tr>
<td>Mar. 29 (Tuesday)</td>
<td>Creative Strategy &amp; the Creative Process</td>
<td>Chapter #10</td>
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<tr>
<td>Mar. 31 (Thursday)</td>
<td>Creative Execution: Art &amp; Copy</td>
<td>Chapter #11</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Chapter</td>
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<tr>
<td>Apr. 5 (Tuesday)</td>
<td>Production (TV &amp; Radio)</td>
<td>#12</td>
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<tr>
<td>Apr. 7 (Thursday)</td>
<td>Exam #2</td>
<td>Exam #2</td>
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<tr>
<td>Apr. 12 (Tuesday)</td>
<td>Using Print Media</td>
<td>#13</td>
</tr>
<tr>
<td>Apr. 14 (Thursday)</td>
<td>Using TV &amp; Radio</td>
<td>#14</td>
</tr>
<tr>
<td>Apr. 19 (Tuesday)</td>
<td>Using Digital Interactive Media</td>
<td>#15</td>
</tr>
<tr>
<td>Apr. 21 (Thursday)</td>
<td>Using Out of Home Media</td>
<td>#16</td>
</tr>
<tr>
<td>Apr. 26 (Tuesday)</td>
<td>Social Media</td>
<td>#17</td>
</tr>
<tr>
<td>Apr. 28 (Thursday)</td>
<td>Relationship Building: Direct Marketing &amp; Personal Selling</td>
<td>#18</td>
</tr>
<tr>
<td>May 3 (Tuesday)</td>
<td>Relationship Building: PR &amp; Corporate Advertising</td>
<td>#19</td>
</tr>
<tr>
<td>May 5 (Thursday)</td>
<td>Exam #3</td>
<td>Exam #3</td>
</tr>
</tbody>
</table>
VINCENT J. CICCHIRILLO, Ph.D.

Assistant Professor
The University of Texas at Austin
Stan Richards School of Advertising & Public Relations
Moody College of Communication
300 W. Dean Keeton A1200
Austin, TX 78712
Phone 304-670-8845
Email: vcinchirillo98@yahoo.com

EDUCATION

Ph.D., Spring 2009, The Ohio State University, School of Communication
Advisor: Chad Mahood, Ph.D.

M.A., Summer 2004, West Virginia University, Communication Studies Department,
Advisor: Rebecca Chory, Ph.D.

B.A., Spring 2003, West Virginia University, Communication Studies Department,
Advisor: Brian Patterson, Ph.D.

UNIVERSITY APPOINTMENTS

Assistant Professor: The University of Texas at Austin, Advertising, Summer 2009- present

Graduate Teaching Assistant: The Ohio State University, School of Communication, Autumn 2005-2009.

Adjunct Faculty: Pittsburgh University, Department of Communication, Winter 2004-Summer 2005

Adjunct Faculty: Jefferson Community College, Department of Humanities and Social Sciences Winter 2005-Spring 2005

COURSES TAUGHT: UNIVERSITY OF TEXAS
Advanced Media Planning (Graduate)
Graduate Campaigns (Graduate)
Advertising on the Internet (Undergraduate)
Integrated Communication Campaigns (Undergraduate)
Integrated Communication Management (Undergraduate)
Fundamentals of Advertising (Undergraduate)
Online Consumer Psychology (Undergraduate, Web-based)
COURSES TAUGHT: OHIO STATE UNIVERSITY
Introduction to Communication Technology (Undergraduate)
Introduction to Public Speaking (Undergraduate)
Mass Communication & Society (Undergraduate)
Persuasive Communication (Undergraduate)

REFEREEED JOURNAL PUBLICATIONS


**REFEREED JOURNAL SUBMISSIONS**


**REFEREED BOOK CHAPTERS**


**RESEARCH IN PROGRESS**

Cicchirillo, V. (manuscript preparation). Social Media Racism: Responses and consequences to indirectly and directly experiencing racist attitudes and stereotypes on social media.


Hutchens, M., Cicchirillo, V., Hmielowski, J. (manuscript preparation). The experimental effect of online flaming: Responses and Reactions.


**CONFERENCE PAPERS/PRESENTATIONS**


the Mass Communication Division of the National Communication Association at its annual meeting, Chicago, IL.


PROFESSIONAL REPORTS


Ph.D. DISSERTATION ADVISING


Co-dissertation Advisor to Yi-Cheon Yim (Doctorate) “The consumer media experience in innovative media: The impact of media novelty and presence on consumer evaluations” Degree awarded Summer 2011.
Committee Member to Ohyoon Kwon (Doctoral Candidate). Comprehensive Examinations completed Summer 2011.

Committee Member to Dong Hoo Kim (Doctoral Candidate) Comprehensive Examinations completed Summer 2013.

**MASTER'S THESIS & PROFESSIONAL REPORTS ADVISING**


Committee Member to Eunice Eun-Sil, Kim (Master’s Thesis). “Exploring the Effects of External Brand Placement on game players’ processing of in-game brand” Degree awarded May 2010.

Committee Member for Wendy Leu (Masters), Degree Awarded 2010-2011.

Committee Member for Emily Hill (Masters), Degree Awarded 2010-2011.

Committee Member for Jose Netto (Masters), Degree Awarded 2010-2011.

**UNIVERSITY SERVICE**

Texas Student Media Board of Operating Trustees Member 2012-2013

Texas Student Media – President of Operating Trustees Member 2013-2014

**ALLY Program Participant – Present**
**DEPARTMENTAL SERVICE**
Special Committee – Survey of Competitive Programs for Students/Faculty/Salaries Advertising/PR (2009-2010)

Faculty Recruitment (Ad Hoc Committee) Member (2010-2011)

Undergraduate Curriculum & Faculty Recruitment (2011-2012)

Faculty Research, Graduate Curriculum, & Faculty Recruitment (2012-2013)

PhD Admissions Committee Member & Scholarship (2012-2014)

**PROFESSIONAL SERVICE**


Manuscript Reviewer, *Science Communication*, 2014


Manuscript Reviewer, *Communication Research*, 2013


Manuscript Reviewer, *New Media & Society*, 2012


Research Co-chair, Division of Mass Communication & Society for the Association for Education in Journalism and Mass Communication (2011)


Manuscript Reviewer, *Sustainability*, 2010

Manuscript Reviewer, *New Media & Society*, 2010

Graduate Studies Student Representative, School of Communication, The Ohio State University, 2006-2007.

**INTERNAL GRANTS**

Texas Department of Transportation Research Grant for (2011-2012). “State-of-the-Practice Peer State Departments of Transportation” $37,825. Sub-Contractor: Cicchirillo

Texas Department of Transportation Research Grant for Spring (2012). “Feasibility report of developing new media and mobile applications for the Texas Department of Transportation.” $62,450. Sub-Contractors: Cicchirillo & Eastin

**AWARDS/FELLOWSHIP FUNDING**
Moody College of Communication, Department of Advertising Student Enrichment Funds (2011) “The influence of narrative involvement and locale on post-game play outcomes.” $6,500. Principal Investigator: Cicchirillo

Moody College of Communication, Department of Advertising Student Enrichment Funds (2012) “Political Flaming in online contexts: An experiment into individual’s response” $6,500. Principal Investigator: Cicchirillo

The Albert Warren Scholarship Award for Outstanding Graduate Teaching 2007.