

Adv 318J
Introduction to Advertising & Integrated Brand Promotion
Fall 2010

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

Class time: TTH 8:00-9:30

Office: WH 416

Office Hours: TTH 1:00-2:30

Office phone: 471-0917

Graduate Assistant: Meagan Gribbin (meagan.gribbin@gmail.com)

GA Office: WH 416

GA Office Hours: Posted on Blackboard

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

Textbook: *Advertising and Integrated Brand Promotion*, 5th Edition, O'Guinn, Thomas C., Chris T. Allen and Richard J. Semenik (Cincinnati: South-Western Publishing, 2009).

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 class will supplement our textbook.

Student Responsibilities:

- Complete assigned readings prior to the first class for which they are listed.
- You are responsible for all material including class lectures, guest lectures, and examples used in class such as videotapes, print ads, audiotapes, assignments, and handouts. Questions from the class material will be included on the exams.
- 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.
- You should develop an awareness of the trends and issues concerning advertising and public relations through the weekly reading of *Advertising Age* (www.adage.com/), *PRWeek* (www.prweekus.com) and *AdWeek* (www.adweek.com/). 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.
- 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 (190 points each); (2) three projects (60 points each); and, (3) a lab participation score (60 points). Course grades are based on each student's total out of the 1,000 points available.

The exams for this class are all multiple-choice/true-false. The exams require a response to a representative sample of questions over the material covered. In most cases, individual exam questions

require you to choose the single *best* answer from among several alternatives. Most questions are taken from major points stressed in class and in our text. Exam questions are designed to vary in their level of difficulty.

After the fourth exam, the points necessary to earn each letter grade in the course will be posted. At each student's option, s/he may elect to take the comprehensive final exam (worth 190 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 Blackboard to confirm your grades on exams, projects, and labs participation are recorded correctly. Report any errors immediately.

NOTE: Ad and PR majors must earn an A or B in this class to advance in their major course sequence.

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 three 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 hold all graded papers. If you would like a copy of your work, you must make it prior to turning it in to be graded.

If you have a question about your grade on a project, you must contact your TA immediately. Lab 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 (8:00 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.

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 2010

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 Reading Assignment	Lecture
1	Th	8/26	1	Introduction/overview
2	T	8/31	17, 20	Advertising Basics
	Th	9/2	3	History of Advertising
3	T	9/7		History of Advertising (cont.)
	Th	9/9	4	Advertising & Society
4	T	9/14		Advertising & Society (cont.)
	Th	9/16	• Major Project #1 Due in class @ 8:00 A.M.	
	Th	9/16		Advertising & Society (cont.)
5	T	9/21	1st Exam	Chs. 1, 3, 4, 17, 20
	Th	9/23		Legal issues in Advertising
6	T	9/28		First Amendment & Advertising
	Th	9/30	2	How the Ad business works
7	T	10/5	18, 19	Current Topics
	Th	10/7	5	Consumers use of Advertising
8	T	10/12	7	Consumers use of Advertising (cont.)
	Th	10/14	2nd Exam	Chs 2, 5, 7, 18, 19
9	T	10/19		Ad Icons
	Th	10/21		Public Relations
	T	10/26	• Major Project #2 Due in class @ 8:00 A.M.	
10	T	10/26		Targeting the message
	Th	10/28	6	Targeting the message (cont.)
11	T	11/2	8, 9	Marketing/Adv Strategy
	Th	11/4	14-16	Current topics
12	T	11/9	3rd Exam	Chs 6, 8, 9, 14-16,
	Th	11/11	10	Creativity in Advertising
13	T	11/16	11-12	Production decisions
	Th	11/18	• Major Project #3 Due in class @ 8:00 A.M	Current topics
14	T	11/23	13	Career Day
	Th	11/25	Thanksgiving Holiday	
15	T	11/30	4th Exam	Chs 10-13
	Th	12/2		Course wrap-up + award winning ads
	Sat	12/12	Final Exam 9-noon (room to be announced)	

Your unique number indicates your lab time and classroom as follows:

{05590 -- T5 SZB 330}

{05595 -- W5 SZB 330}

{05600 -- TH5 BIO 301}

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