

[COMM 211-202](#)
[\(2449\)](#) HRitchell

Communications 211: Principles of Advertising
Fall Semester 2020 Course Syllabus
Tuesday & Thursday 11:30-12:45 Online Zoom Class

Instructor: Herb Ritchell
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Office Hours: Immediately after class, but please make an appointment via email

Required Text: George E. Belch & Michael A. Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 10th or 11th Edition, McGraw-Hill Irwin. Text or digital versions are available.

Additional readings will be provided by the instructor in class.

Course Description:

Advertising and marketing communications are the means of putting a face on a brand or giving a company its personality. For many organizations, advertising is the best means of distinguishing itself from competition.

This course provides an introduction to integrated marketing communications (IMC) strategies and tactics, the practices we know best as advertising, sales promotion, direct response, public relations and marketing communications. The course will examine communications theory as well as provide *hands-on experience* in creating advertising and media plans. It will also examine how marketers integrate and link their communications to generate maximum impact and leverage for the brand.

Course Objectives:

1. To introduce the student to the strategic process of advertising & integrated marketing communications.
2. To demonstrate the breadth of advertising and communication tools available today.
3. To provide real world examples of successful advertising & communications campaigns.
4. To provide the student with practical hands-on problem-solving experience.

Course Outline:

The course is designed to expose the student to a range of communication strategies and techniques and provide hands-on experience. The course will use a combination of lecture, readings, video, guest speakers, a team project and tests. The course ran successfully on Zoom this summer. How grades will be weighted:

Class Participation: 10%

We will meet each Tuesday and Thursday as scheduled on Zoom. Participation means contributing regularly to the class, via discussion, presentation and group participation. The synchronous Zoom class gives you the chance to test your problem-solving skills and hone your skills as a communicator.

It is important to come to class prepared, having read the assigned readings and ready to discuss them. Be sure to speak up in class. Share your ideas, questions and point-of-view with the class. If you've seen or heard a particularly interesting ad, bring it in and bring it up. Let's have a dialog, not a lecture. And be a solid member of your team. Participation counts for 10% of your final grade.

Tests: 30% (Submit via email, not Sakai)

There will be two of them to make sure you have a solid foundation of advertising knowledge. The midterm will focus on marketing, planning and creative aspects of advertising; the final will focus on means of reaching target audiences (via the media, direct response, promotion, public relations, etc.). The tests will cover information presented in class and the readings. Each test is 15% of your grade.

Projects and written assignments: 60% (Submit via email, not Sakai)

You will create an advertising plan. The plan is made up of a series of interrelated projects (market research, creative strategy, media strategies, promotion strategies, etc.). To simulate the plan development process there will be a series of four projects, each representing 15% of your final grade. Each assignment represents an element of the plan. They include:

- 1) Client Brief & Advertising Strategy Outline (due 9-17)
- 2) Creative Recommendation (due 10/8)
- 3) Media Plan (due 11/3)
- 4) IMC Recommendation. (due 12/1)

Taken together, the four project phases form a comprehensive advertising and IMC program. Time permitting students will have a chance to present their work in class.

You will work on a client (*a real company*) in need of a timely new advertising campaign. That company will be your focus for all project assignments in class. Details for each project phase will be provided in class. The instructor needs to approve your team before you begin.

Advertising is a team business. You will work in groups of three people. Groups have the advantage of sharing the work and collaboration, key advantages in developing ideas. Members will evaluate each other's contributions and *are permitted to vote a non-contributing member off the team*. Discuss those situations with the instructor first. The instructor will allow some time in class to work on the project.

Deadlines:

Advertising professionals always meet deadlines. Your job depends on it. Assignments are due during class on the day it is due. Email the assignment to the instructor. Do not submit on Sakai.

Grading

Evaluation of advertising is often subjective or so it may seem in this course. But the instructor has evaluated thousands of advertising concepts in his career and will provide guidance and feedback with each assignment. Advertising awards and "A's" are reserved for exceptional work.

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|----|--------|----|-------|----|----------|
| A | 93-100 | B- | 80-82 | D+ | 67-69 |
| A- | 90-92 | C+ | 77-79 | D | 64-66 |
| B+ | 87-89 | C | 73-76 | F | below 64 |
| B | 83-86 | C- | 70-72 | | |

Original Work:

Originality is the hallmark of the advertising industry. Anyone caught plagiarizing or borrowing past or current content will receive a grade of “F” for the assignment. Consult the School of Communication Statement on Academic Integrity for more information.

Attendance:

The instructor does not recommend missing any class sessions as in-class exercises or homework could be given in your absence. Making up the missed work may not be possible. If you must miss a class, make arrangements to get assignments from another student and complete them by the due date. Absences on the day of a test or when a project is due will not be acceptable. If you must be absent one of those days you must contact the instructor in advance. You will be required to present medical or other emergency/official documentation explaining your absence before you will be permitted to make up an exam.

Schedule changes:

The instructor reserves the right to make changes in the course schedule, assignments and materials presented to take advantage of new opportunities or time requirements. Your regular attendance, just as in the working world, is your best assurance of keeping up with any changes that might occur.

Writing:

Every advertising & marketing position requires an ability to communicate effectively. Presentations, research findings, media plans, recommendations, memos, all depend on the ability to communicate *succinctly* and *persuasively*. You are a writer for life.

Zoom Classroom Manners:

Since we’re online, please turn your Zoom camera on for the class. And please speak up. Your square will light up so we can see who has a thought or question to share. Please be on time.

Tips for succeeding in the course:

- Attend class. If the instructor talks about it during class, it probably has some significance.
- Read the text. It’s thick but an easy read: lots of pictures, ads, sidebars, etc. It could be the first and only reference book you may need on advertising.
- Proof & edit your work. Re-write, edit, and edit again. A typo can make a you look like an idiot.
- Don’t try to eat an elephant in one bite. Keep up with the work.
- Present your ideas with conviction. Support your recommendations with facts.
- Style points count. A good looking paper or presentation has a way of earning extra points.
- Have fun. Advertising is the “toy department” of the business world.

Advertising Course Schedule (subject to change)

| <u>Week of Tuesday:</u> | <u>Subjects, Readings & Assignments</u> |
|-------------------------|--|
| Week 1, August 25 | Course Introduction & Overview of IMC Readings: Belch & Belch, Chapter 1 |
| Week 2, September 1 | Marketing process, Ad Agencies & Departments; Readings: Belch & Belch, Chapter 2, 3 |
| Week 3, September 8 | Consumer Behavior, Communications Process; Readings: Belch & Belch, Chapter 4, 5. Review Client Brief and Ad Strategy Outline (Wagner) <u>Select your group & client by Sept. 8</u> |
| Week 4, September 15 | Message & Channel Factors; Establishing Budget & Objectives Readings: Belch & Belch, Chapter 6, 7 <u>Client Brief & Ad Strategy assignment due: Sept. 17</u> |
| Week 5, September 22 | Creative Planning & Development Readings: Belch & Belch, Chapter 8 |
| Week 6, September 29 | Creative Implementation Readings: Belch & Belch, Chapter 9 |
| Week 7, October 6 | <u>Creative recommendation due: Oct. 8</u> Midterm review |
| Week 8, October 13 | <u>Midterm Exam: Oct. 13</u> (covering chapters 1-9) Media Planning & Strategy Readings: Belch & Belch, Chapter 10 |
| Week 9, October 20 | Broadcast Media Readings: Belch & Belch, Chapter 11 |
| Week 10, October 27 | Media Strategy Print: Out-of-Home and Specialty Media Readings: Belch & Belch, Chapter 12 & 13 |
| Week 11, November 3 | <u>Media recommendation due: Nov. 3</u> Direct Marketing Readings: Belch & Belch, Chapter 14 |
| Week 12, November 10 | Digital & Interactive Media; Readings: Belch & Belch, Chapter 15 |
| Week 13, November 17 | Sales Promotion; Readings: Belch & Belch Chapter 16 Public Relations; Readings: Belch & Belch, Chapter 17 |
| Week 14, November 24 | No Classes (Thanksgiving) |
| Week 15, December 1 | <u>IMC assignment due: Dec. 1</u> Review for Final Exam |
| Tuesday, Dec. 8 | <u>Final Exam</u> , 9:00-11:00 AM Dec. 8 |

Recordings

In this class software will be used to record live class discussions. As a student in this class, your participation in live class discussions will be recorded. These recordings will be made available only to students enrolled in the class, to assist those who cannot attend the live session or to serve as a resource for those who would like to review content that was presented. All recordings will become unavailable to students in the class when the Sakai course is unpublished (i.e. shortly after the course ends, per the [Sakai administrative schedule](#)). Students who prefer to participate via audio only will be allowed to disable their video camera so only audio will be captured. Please discuss this option with your instructor.

The use of all video recordings will be in keeping with the University Privacy Statement shown below:

Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

School of Communication Statement on Academic Integrity

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines;
or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source> .

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at: http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.