

INTRO to **ADVERTISING**

Instructor: Sabrina Habib, MFA, Ph.D.

<https://www.uta.edu/mentis/profile/?12239>

Office Phone: 817-272-2163

Email: shabib@uta.edu

Office Hours: T - TH 2-2:24pm

or by appointment

Office Number: FAB 2117

Department of

Communication

ADVT 2337 - Fall 2013

Room COBA245E

Days: T - TH

Time: 11am-12:15pm

Course Description

This course will provide an overview of role of advertising in society. Basic concepts include marketing message creation, budget determination, agency-client relationships, and social responsibility of advertisers.

Introduction to Advertising is a comprehensive journey through the multi-faceted advertising and media communications industry. The materials presented are “essential” in the development of a modern approach to the strategic planning process, where advertising becomes the driving force in a successful integrated marketing communications plan. The skill set training and knowledge provided is required to develop and maintain successful brands marketed by companies, organizations and individuals.

Students will learn: Basic marketing message creation, basic branding, budget determination, agency client relationships and social responsibility of advertisers. These skills will be learned through power point presentations, videos, class discussions, group presentations, team projects, individual projects and reading the book “M: Advertising” by Arens, Schaefer and Weigold, published McGraw-Hill Irwin.

Course Objectives

The goal of this course is to provide students with the fundamental skills needed to analyze, evaluate, develop and create advertising for all platforms, and channels, which are part of our daily digital world. This goal will be accomplished by focusing on three key elements central to the strategic planning process: brands, consumers, and the style and form of communication. Specific course learning objectives are as follows:

- Analyze companies and markets
- Develop insights by understanding consumer cognitive and affective behavior
- Select target markets
- Branding products and services
- Communicate positioning messages to consumers
- Learn fundamental building blocks used to develop strategically sound IMC plans
- Understand systematic process involved in developing a communication plan
- Analyzing a market situation
- Formulating communication objectives
- Identifying potential target audiences
- Apply knowledge through class exercises, assignments, and simulations.

Course Format

This course is a core for advertising students in the Department of Communications as well as being an excellent elective for non-majors, and as such requires work in and out of the classroom. At certain times there may be additional material and/or readings for your review. This class by nature is lecture oriented although there will be times during this class where you will be asked to participate and carry a class discussion.

PARTICIPATION IS EXPECTED!

Outside Class Study Time

Attending each class is mandatory and by signing up for this course you are in agreement to spend at least 8 hours per week of your own time on course related activities. These activities include: reading required books, completing educational assignments, preparing for exams etc.

Required Textbook

M: Advertising

By Arens, Schaefer and Weigold

Published by McGraw-Hill Irwin

Exams

5 exams will be given during the semester; **you will be able to drop one.**

Each exam is worth 25% of your final grade. The exams will be multiple choice, true/false, fill in the blank and short answer.

1 exam = 25% (x4) = 100%

Total possible points to earn 100

Grading Scale

90-100 = A

80-89.9 = B

70-79.9 = C

60-69.5 = D

Below 59.9 = F

Extra Credit

Students should focus on getting the course readings completed. Read the book, study the notes you take and you will not need extra credit. If an opportunity comes up that justifies offering extra credit the option will be announced to the entire class.

Contacting the Professor

Everyone in this class is required to have and use a MavMail account for correspondence. I will send out important emails using my MavMail account and we should all check our mail at least three times a day M-F. Please understand I normally do not check email on the weekends.

You can contact me using my email listed on the first page of this document. Please make sure to use your MavMail account when contacting me. I do not respond to official class business when the email account is based on any other email service providers. If you send me an email from some random address that is not listed in my email class records I will simply delete the email thinking it is spam and you will not get a response. I do not like surprise office hour visits. If you want to meet with me in my office I do have office hours listed above but since I also teach software classes I will sometimes hold my office hours in an open lab so I can help other students with software issues. I'm on campus and capable of meeting with you but just not hanging out in my office, schedule a meeting to save yourself aggravation of finding out which lab I'm in.

Attendance Policy

Attendance is necessary, since the book covers only part of the information you're given.

Class attendance will benefit you and your ability to complete assignments plus aid you in passing exams.

Please make sure personal commitments (such as travel around Holidays, routine medical appointments, family visits etc.) do not conflict with attending this class. I will not be able to accommodate individual requests to bend the rules, based on the size of this class. If you have more than 3 unexcused absences I reserve the right to drop you one letter grade.

Make-Up Policy

The make-up policy is simple in this class. There is no makeup policy in this class. You are given 5 exams and you can drop 1. This is already giving you room to drop the ball once.

Excused Absences

Only legitimate documented absences are excused, however you will still be responsible for

learning the information given in class, All an excused absence does is excuse you from being present on a given day. If you miss a class for any reason on an exam day you will get a zero for that exam and there is no make-up exams in this course. You do get to drop 1 exam though.

Grade Grievance Policy: See UTA Catalog for official grievance policy

Technology In Class

There are plenty of devices that can distract you from the lecture or class discussion however in my class I do not allow these electronic devices. If there is some emergency or medical reason that you need to stay connected please ask my permission before the class begins. If you want to sit in class on a smart device and facebook, tweet, or do distracting things I will simply ask you to leave the classroom. You will not be allowed back into my classroom until you have written a multi-page paper on the topic of my choice. If you are asked to leave my classroom please email me after class to receive your writing topic.

Final Review Week

Final Review Week: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Drop Policy

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

Student Feedback Survey

At the end of each term, students enrolled in classes categorized as "lecture," "seminar," or "laboratory" shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Americans with Disabilities Act

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the Americans with Disabilities Act (ADA). All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that

disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364. I promise that I will submit only work that I personally

create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

In accordance with the Rules and Regulations of the Board of Regents of The University of Texas System (Rule 50101), institutional procedures regarding allegations of scholastic dishonesty are outlined in Part Two, Chapter 2, of the UT Arlington Handbook of Operating Procedures. Students found responsible for dishonesty in their academic pursuits are subject to penalties that may range from disciplinary probation to suspension or expulsion from the University.

Academic Integrity

Students enrolled in this course are expected to adhere to the UT Arlington Honor Code: I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents' Rule 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

Student Support Services: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.

Emergency Exit Procedures

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located

_____. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

Student Support Service

Student Support Services: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline

at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.