

THE UNIVERSITY OF TEXAS AT ARLINGTON
Department of Communication
Fall 2015
ADVT 2337-001 Introduction to Advertising
Tuesdays & Thursdays 12:30 – 1:50 p.m.

Instructor: George Weems, Advertising Specialist
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Office Hours: by appointment
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COURSE DESCRIPTION AND PURPOSE

We will explore the role of advertising in society, from its inception to present day. We will examine basic concepts including marketing message creation, budget determination, agency-client relationships and social responsibility of advertisers.

More specifically, this class will discuss the fundamentals of brand positioning, strategic planning, creative processes (copywriting, art direction and production), media concepts (both old and new), research and integrated marketing concepts (IMC).

COURSE PREREQUISITE Contact your advisor to ensure you meet the necessary prerequisites.

COURSE FORMAT AND OBJECTIVES

ADVT 2337-001 is a core class for advertising students in the Department of Communication, as well as being an excellent collective for non-majors, and as such requires work in and out of the classroom. This class is by nature, lecture-oriented, although participation is expected. Please keep in mind that at different times there may be additional material and/or readings for your review.

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for exams, etc. By the end of this class, students should:

- A)** Have learned the basic principles of advertising, including the terminology and techniques used in the market communication business.
- B)** Have learned how brands are promoted through creative and strategic endeavors in an advertising campaign.
- C)** Have knowledge of how advertising operates in an agency or corporation, and an understanding of the overall industry.



TEXTBOOK (Required):

M: Advertising 2nd Edition by Arens, Schaeffer and Weigold. Published by McGraw-Hill Irwin, ISBN 9780078028960

EVALUATION

Exams: five exams will be given during the semester. **You will be able to drop one exam, as there are no make-up exams.** These are designed to test your knowledge and understanding of materials covered in the readings and lectures. Exams will be on the materials covered through that point. They are not cumulative. There will also be several unscheduled short quizzes consisting of true and false questions.

5 exams will be given and you can drop 1 exam. 4 exams averaged equals your final grade.

1 exam = 25% (x 4) = 100% **Total 100%**

GRADING

Grade Scale:

90-100 = A

80-89.9 = B

70-79.9 = C

60-69.9 = D

Below 59.9 = F

EXTRA CREDIT

Students should focus on getting the actual coursework done first, before requesting extra credit assignments. However, if there is an opportunity it will be announced in class.

ATTENDANCE POLICY

Attendance: At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section, attendance is necessary, since the book covers only part of the information given. Class attendance will benefit you and your ability to complete assignments, and aid you in passing quizzes and exams. Please make sure personal commitments (such as travel around holidays, routine medical appointments, family visits, etc.) do not conflict with attending class, since I will not be able to accommodate individual requests to bend the rules, based on the size of the class.

MAKE-UP POLICY

The make-up policy is very simple: **There will be five exams given, and you will be able to drop one. There are no make-up quizzes or exams.**

Only legitimate documented absences are excused, however you will still be responsible for learning the information given in the lectures and in the textbooks. All an excused absence does, is excuse you from being present on a given day. So if you can't make it to that session, you will get a zero for that exam. There are no exceptions.

Grade Grievance Policy: See the UTA catalog for official grievance policy.

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/ao/fao/>).

Disability Accommodations: UT 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)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. 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 disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the **Office for Students with Disabilities (OSD)**. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, OSD www.uta.edu/disability or calling 817-272-3364.
Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671.

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.

Academic Integrity: Students enrolled all UT Arlington courses 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.

Writing Center. : The Writing Center, 411 Central Library, offers individual 40 minute sessions to review assignments, *Quick Hits* (5-10 minute quick answers to questions), and workshops on grammar and specific writing projects. Visit <https://uta.mywconline.com/> to register and make appointments. For hours, information about the writing workshops we offer, scheduling a

classroom visit, and descriptions of the services we offer undergraduates, graduate students, and faculty members, please visit our website at www.uta.edu/owl/.

Electronic Communication: UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

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>

Title IX: The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos. For information regarding Title IX, visit www.uta.edu/titleIX.

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. 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 individuals with disabilities.

EMERGENCY PHONE NUMBER: Call the UTA Police Department at **817-272-3003**, or call **911**.

SCHEDULE

Book Readings

Th	8-27	Introduction & Syllabus	
T	9-1	Part 1 An Introduction to Advertising	Chapter 1
Th	9-3	Part 1 An Introduction to Advertising, continued	Chapter 2
T	9-8	Part 1 An Introduction to Advertising, cont.	Chapter 3
Th	9-10	Review Session	
T	9-15	Exam #1	
Th	9-17	Part 2 Understanding the Target Audience	Chapter 4
T	9-22	Part 2 Understanding the Target Audience, cont.	Chapter 5
Th	9-24	Part 3 The Planning Process	Chapter 6
T	9-29	Part 3 The Planning Process, continued	Chapter 7
Th	10-1	Review Session	
T	10-6	Visitor	
Th	10-8	Exam #2	
T	10-13	Part 4 The Creative Process	Chapter 8
Th	10-15	Part 4 The Creative Process, continued	Chapter 9
T	10-20	Part 4 The Creative Process, continued	Chapter 10
Th	10-22	Part 4 The Creative Process, continued	Chapter 10
T	0-27	Review Session	
Th	10-29	Exam #3	
T	11-3	Part 5 Reaching the Target Audience	Chapter 11
Th	11-5	Part 5 Reaching the Target Audience, continued	Chapter 12
T	11-10	Part 5 Reaching the Target Audience, continued	Chapter 12
Th	11-12	Part 5 Reaching the Target Audience, continued	Chapter 13
T	11-17	Part 6 Integrating Marketing Comm (IMC) Elements	Chapter 14
Th	11-19	Part 6 (IMC) Elements	Chapter 15
T	11-24	Part 6 IMC Elements, continued	Chapter 15
Th	11-26	<i>Thanksgiving Holidays</i>	Chapter 16
T	12-1	Part 6 IMC Elements, continued	Chapter 16
Th	12-3	Exam #4	Chapter 17
T	12-8	Bringing it all together	Chapter 17
Th	12-10	Final Exam Review	

As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course.