



**LOYOLA**  
UNIVERSITY CHICAGO

## **COMM 211 Sec. 203: Principles of Advertising FALL 2017**

**Day/Time:** Wednesdays, 7:00 PM – 9:30 PM, from Aug 30<sup>th</sup> through Dec 13<sup>th</sup>

**Room:** SOC Room 010

**Instructor:** Michelle Tucker

**Instructor Contact Info:** [mtucker2@luc.edu](mailto:mtucker2@luc.edu)

**Office Hours:** Wednesdays, 6:00 PM – 6:45 PM, Lewis Towers, Suite 900.  
If you need to meet with me outside of scheduled office hours, please contact me and we'll try to work something out. Please don't hesitate to reach out via email if you have any questions or concerns.

**Textbook:** *Advertising and Promotion, An Integrated Marketing Communications Perspective, 10<sup>th</sup> Edition* (George E. Belch and Michael A. Belch)

### **Course Description**

This class provides the opportunity to learn the theory and hands-on practice of advertising including planning, strategy, creative development, and media planning. Elements of direct response, promotion, Internet, and public relations are also presented. Students will be able to demonstrate an understanding of the principles of advertising and practice creative and decision-making skills in developing an advertising campaign plan.

### **Overview**

Since this is an advertising class, it will be run like an advertising agency. You should treat the class like it's a job, and be professional and prepared at all times. You will be expected to have read the assigned text chapters and materials prior to each class. While we will not discuss all the material from every chapter, you will be responsible for it on quizzes and your final exam. Each class will include lectures, discussion and a mastery quiz. You will also get a 10-minute break during each class. When possible, we will feature guest speakers who are working professionals in the advertising/marketing business.

## **Schedule**

The schedule is subject to change as needed to meet the goals of the class. Together, we'll do our best to stick to the framework below. However, the business world does not always stick to a schedule and things are known to change frequently due to changes in the marketplace. Therefore, we might make some adjustments to the schedule to help you learn to adapt to the demands of the real-world workplace.

### **Week 1 (8/30)**

- Introductions, Syllabus
- Homework assignment: Write a one-page paper about good and bad ads. Find three ads that you believe are great. Explain why. Find three ads that you believe are bad. Explain why.
- Reading assignment: Textbook Chapter 1

### **Week 2 (9/6)**

- Guest Lecture: A modern history of advertising
- Mastery Quiz #1
- Lecture: Intro to Integrated Marketing Communications
- Homework assignment: explained in class
- Reading assignment: Chapter 2

### **Week 3 (9/13)**

- Mastery Quiz #2
- Lecture: The role of IMC in the Marketing Process
- In-class Brand Personality Workshop
- Homework assignment: explained in class
- Reading assignment: Chapter 3

### **Week 4 (9/20)**

**NO IN-CLASS LECTURE. NO MASTERY QUIZ.**

**Please view online lecture on SAKAI**

- Online lecture: Ad agency structure, the role of ad agencies and other MarComm Organizations
- Homework assignment: explained in online lecture
- Reading assignment: Chapter 4

### **Week 5 (9/27)**

- Mastery Quiz #3
- Lecture: Consumer behavior, target audiences
- Homework assignment: explained in class
- Reading assignment: Chapters 5 and 6

**Week 6 (10/4)**

- Mastery Quiz #4
- Guest Panel Discussion: Working in an agency as a fully integrated IMC team
- Introduction of Group Project: Creating an integrated marketing campaign pitch deck. You will be briefed on the client, the assignment and the expectations for the campaign pitch deck.
- Reading assignment: Chapter 7

**Week 7 (10/11)**

- Mastery Quiz #5
- Lecture: Establishing objectives and budgeting for an IMC plan
- Homework assignment: explained in class
- Reading assignment: Chapters 8 and 9

**Week 8 (10/18)**

- Mastery Quiz #6
- Lecture: Creative Strategy: Planning, Development, Implementation and Evaluation
- Homework assignment: explained in class
- Reading assignment: Chapter 10

**Week 9 (10/25)**

- Mastery Quiz #7
- Lecture: Media Planning and Strategy
- Homework assignment: explained in class
- Reading assignment: Chapter 11 and 12

**Week 10 (11/1)**

- Mastery Quiz #8
- Lecture: TV, Magazines, Radio and Newspaper
- Homework assignment: explained in class
- Reading assignment: Chapter 13 and 14

**Week 11 (11/8)**

- Guest Lecture: Direct Marketing
- Mastery Quiz #9
- Work on group project in class
- Homework assignment: explained in class.
- Reading assignment: Chapter 16 and 17

**Week 12 (11/15)**

- Mastery Quiz #10
- Lecture: Support Media, Sales Promotion, PR, Corp Comm
- Homework assignment: explained in class
- Reading assignment: Chapter 15

**Week 13 (11/22)****THANKSGIVING BREAK. NO CLASS. NO MASTERY QUIZ. GIVE THANKS!****Week 14 (11/29)**

- Mastery Quiz #11 (last one!)
- Guest lecture: Digital and social tactics and their impact on brand campaigns
- Work on group project in class; final critiques
- No homework or reading assignment this week so you can focus on finalizing your group projects

**Week 15 (12/6)****GROUP PROJECTS DUE**

- Lecture: Presentations, Portfolios, Resumes and Interviews

No homework or reading assignments this week so you can focus on studying for your final.

**Week 16 (12/13)****FINAL EXAM****Attendance**

If you don't show up to your job, it is considered "abandonment" and therefore grounds for being fired. This class will be treated the same way. The instructor does not recommend missing any class sessions. Making up the missed work or quizzes in class may not be possible. If you miss a class, you are still responsible for the assignments and must complete them by the due date. If you must be absent, 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 a quiz.

**Grades**

The grading policy is subject to change during the semester, but it will be based upon this grading scale:

A = 100-90%

B = 89-80%

C = 79-70%

D= 69-60%

F = 59% and below

This class is structured so that you have every opportunity to get a good grade. So, participate in class. Show up to class on time. Complete your assignments and do your reading. Meet your deadlines. Be a good teammate and collaborator. These things matter in the real world, and they matter here in class. Here is the breakdown of your final grade:

- 20% Weekly Homework
- 20% In-class mastery quizzes
- 20% Integrated Marketing Communications Plan (Group Project)
- 30% Final Exam
- 10% Class Participation

TOTAL = 100%

### **20% Weekly homework**

Most weeks, you will have a few responsibilities outside of class:

#### **1. Written analysis of Case Studies and other homework assignments**

At times, you will review case studies in your textbook and/or video case studies and provide a written analysis. Other times, you will have papers or homework assignments based on what we discussed in class. Detailed assignments will be provided each week.

#### **2. Reading assignments**

You will have reading assignments from your textbook. Again, we may not discuss all the material from every chapter in class, but you will be responsible for the material on quizzes and your final exam.

*A note about homework:* You will be graded on the quality of the weekly written assignments. Unless otherwise instructed, your homework is due at the beginning of the next class. You should upload your homework to SAKAI by 7 PM. It is unacceptable to miss a deadline in the real world, and the same applies to your assignments in class. If your assignment is uploaded past the due date/time, or any part of the assignment is missing, points will be deducted.

Put all the homework into one document (a PDF, Word doc or PowerPoint), and save the file with this file naming convention: DueDate\_Lastname.pdf/doc/pptx (i.e. 14JUL\_Tucker.pdf). Please note: points will be deducted if you fail to name your files properly.

### **20% In-class mastery quizzes**

You will have 11 total mastery quizzes this semester. Quizzes will be made up of objective questions (multiple-choice, true/false or identification), short essay and fill-in blank questions based on subjects discussed in class and reading assignments. Missed quizzes will be graded as 0%. Your lowest mastery quiz grade will be dropped, so it will not be included in your final grade. Unless you provide medical or other emergency/official documentation of your absence, no

make-up quizzes will be offered if you miss class.

### **20% Integrated Marketing Communications Plan (Group Project)**

This will be a group project. Teams will create an integrated marketing campaign pitch deck for a client. You will be briefed on the client, the assignment and the expectations of the campaign pitch deck during class.

### **30% Final Exam**

This will be a cumulative exam, made up of objective questions (multiple-choice, true/false or identification), short essay and fill-in blank questions based on subjects discussed in class and reading assignments throughout the semester.

### **10% Class participation and professionalism**

You are expected to attend class, and be an active, engaged participant during class. After all, in the real world, if you are not active and engaged during agency or client meetings, you could receive a poor performance review, lose a promotion, raise, or even your job. Texting, tweeting, doing homework, surfing the Internet, or engaging in any Internet activities that are not directly course-related is prohibited. Your phone, tablet and/or laptop must remain in your bag/pocket/backpack during class. The only exception is if you are using your laptop to take notes.

### **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](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. *(The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)*

### **Students with Disabilities**

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance to meet their own needs and assignment due dates.

**Sexual Harassment** is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature. Loyola University Chicago will not tolerate it by faculty, students or other employees, and will attempt to take prompt corrective action against any sexual harassment by or of its students, faculty and employees. Persons who believe they have been harmed by harassment of this kind should bring the conduct to the attention of



the School of Communication dean's office. All complaints are taken seriously and no one reporting them will suffer reprisal or retaliation from the university. Such complaints will be treated in confidence to the extent feasible, given the need to conduct a thorough investigation and take corrective action.

**Harassment, Discrimination and Abuse** It is unacceptable and a violation of university policy to harass, discriminate against or abuse any person because of his or her race, color, national origin, gender, sexual orientation, disability, religious, age or any other characteristic protected by applicable law. Such behavior threatens to destroy the environment of tolerance and mutual respect that must prevail for this university to fulfill its educational mission.

Discrimination is adverse treatment of a person or group based on protected categories and not on individual merit. Abuse is oral, written or physical conduct directed at a person based on characteristics protected by law, where the offensive behavior is intimidating and/or demeaning. It may include verbal slurs, invectives or epithets. Harassment differs from abuse insofar as it is repeated and persistent behavior of a similar nature. It also includes unwanted physical advances or intimidations and the display of visual materials that defame, demean or humiliate.

Behavior of this kind is not tolerated by Loyola University Chicago and should be reported to the School of Communication dean's office. Such complaints will be treated in confidence to the extent feasible, given the need to conduct an investigation and take corrective action.