
Communications 211

Principles of Advertising

Spring Semester 2015
Tuesday & Thursday, 1:00 – 2:15pm
Corboy Law Center Room L08

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Office Hours: By appointment

Overview

Advertising is the delightful collision of commerce and creativity. This course will examine the underlying principles that have driven the industry to become the vast Integrated Marketing Communications world it is today.

With the text as foundation, much of the course will spring from the instructor's experience in his 38-year career with the world's largest agencies and brands.

Goals

1. Learn the strategic process of developing advertising (and IMC.)
2. Understand how agencies (and clients) operate.
3. Learn how to evaluate advertising: What's good? What's bad? What works?
4. Work in teams to create and present their own campaigns.

How you'll be graded.

10% - Class Participation. Advertising is a highly competitive industry built on a creative product. The subjectivity of creativity – the lack of absolute provable certainty – makes for a lot of doubt, fear and insecurity. Nervous clients. Skeptical bosses. You must learn to project a confidence in your ideas: a belief in the rightness of your instincts, even when there is really no way to prove that rightness. Clients draw confidence from you. You cannot exude that confidence by being passive in meetings and presentations. I will not allow you to be passive in this class if you expect to get a good grade. Speak up. Express your thoughts and opinions. Get involved.

30% - Tests. A Midterm, and a Final. Each worth 15%. Covering key points from the textbook and class discussions.

Required Text

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

Schedule (subject to change)

Week 1: January 13 & 15

Course Introduction
Read Text Chapters 1, 2

Week 2: January 20 & 22

Ad Agencies & Departments
Read Text Chapter 3
Choose student agency teams.

Week 3: January 27 & 29

Brief and Strategy.
Read Text Chapters 4, 5
Choose client product or service.

Week 4: February 3 & 5

Message Factors, Budgets.
Read Text Chapters 6, 7
Super Bowl Postmortem.

Week 5: February 10 & 12

Creative Planning and Development
Read Text Chapter 8

How you'll be graded (continued).

60% - Projects (there will be three.)

Love It or Loathe It! – (20%) At multiple times throughout the semester, students will be asked to bring in examples of advertising they love or hate from specific areas of the communications mix. You will have to present it to the class along with the rationale for your opinion.

No Campaign, No Gain – (20%) Develop an advertising campaign. The class will be broken into six 5-person “Agencies”. (You can choose, or I will assign.) Name your agency. Your agency will choose a real client product or service. Identify the target. Present your strategy. Present a creative recommendation. Present a media plan/IMC mix.

Life's A Pitch – (20%) The six student-agencies will be asked to “pitch” the same new client. One agency will win the pitch, *and get to skip the Final Exam.*

Grading Scale

A: 100-92 B: 91-82 C: 81-72 D: 71-64 F: Below 64

Attendance.

What you will learn in this class is more than what's in the textbook or lectures. Discussing ideas, expressing opinions, thinking under pressure are important skills needed to succeed in the advertising business. Your attendance in class is crucial. Attendance will be taken at the start of each class. Missed class will hurt your participation grade. Missing a test or a project due-date will result in a failed grade for that test or project unless you have received my permission at least 24 hours in advance.

Punctuality.

In the time-crunched business of advertising, punctuality is critical. It's a sign of respect for your colleagues' precious time. And for your Finance Department's precious negotiated fee. You will be expected to show your classmates that same respect. Class starts promptly at 1:00.

Phones, Tablets, Laptops and Other Technology.

Your attention and participation is key to your success in this class as well as in the business world. Personal technology has become a distracting problem in meetings. Please keep you attention focused on class. Turn your cell phones off.

Schedule (continued)

Week 6: February 17 & 19

Creative. Read Ch. 9

Campaign Presentations A, B & C.

Week 7: February 24 & 26

Campaign Presentations D, E & F.

Midterm Exam: Feb 26

(covering Chapters 1-9)

Week 8: March 3 & 5

Spring Break – No class

Week 9: March 10 & 12

Media Planning, Read Ch. 10

Get Pitch Assignment

Week 10: March 17 & 19

Broadcast Media. Read Ch. 11

Week 11: March 24 & 26

Media Strategy Print: Out of home and Specialty Media

Read Ch. 12, 13

Week 12: March 31 & April 2

Direct Marketing. Read Ch. 14

Week 13: April 7 & 9

Internet & Interactive. Read Ch. 15

Pitch Presentations F, E & D

Week 14: April 14 & 16

Sales Promotion. Read Ch. 16

Pitch Presentations C, B & A

Week 15: April 21 & 23

Public Relations. Read Ch. 17

Week 16: Friday May 1

Final Exam 1:00 – 3:00

(covering Chapters 10 – 17)

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.

(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 in order to meet their own needs and assignment due dates.

Sexual Harassment.

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.