

COMM 211 201-LEC (2562): Principles of Advertising

Loyola University Chicago, Spring 2018 (Tuesday & Thursday 11:30-12:45)

Dr. Pamela Morris (Office hours: Lewis Tower #904, 2:00 – 4:00 Tuesday, 1:00 – 2:00 Thursday, or by appointment, pmorris1@luc.edu)

This course is designed to provide you with an overview of the theory and hands-on practice of advertising as a communication process including planning, strategy, creative development, and media planning. Integrated marketing communication tools, such as digital, promotion, direct response, and public relations will be covered. This class will also examine advertising from multiple perspectives, including from practitioners and receivers of messages. Questions and comments with different points of view are encouraged to increase comprehension and understanding of the material for everyone.

Prerequisite - COMM 175 (201 for Film & Digital Media Majors) or DMST-MC (Digital-Media & Storytelling Master's program)

What you will learn in this class

In addition to an understanding of the principles and appreciation for the art and craft of advertising, you will gain:

1. Knowledge of key terms in the development process of advertising programs.
2. Understanding of advertising from the perspective of advertiser, client, and consumer.
3. A perspective of the role of advertising in marketing.
4. A framework for evaluating, developing, and implementing advertising campaigns.
5. An overview of technology developments and contemporary conditions that advertisers face.

IDEA Learning Objectives

1. Gaining factual knowledge (terminology, classifications, methods, trends).
2. Learning to *apply* course material (to improve thinking, problem solving and decisions).
3. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

Required Textbook

Advertising and promotion: An integrated marketing communications perspective, 11th edition by George E. Belch and Michael A. Belch, McGraw-Hill, 2018 (978-1-259-54814-7).

How you will be evaluated

Class Participation 10%

An overall grade for class participation will be given and will consider how actively involved students are in all discussions and work. Participation is valued and expected. In order to do well students should come to class prepared.

Individual Assignments, Pop Quizzes, and Tests 45%

You will be given several individual assignments based on class lectures and readings. Some assignments, but not all are listed on the schedule. Assignments will consist of applications of the concepts discussed in class. Students are expected to work on them individually and submit them on assigned date. **NO LATE SUBMISSIONS AND NO EMAILED ASSIGNMENTS ARE ALLOWED.** Exercises and quizzes are to help you be current on concepts discussed in class.

Your work will be reviewed and graded based on your writing, the quantity and originality of your examples and the extent of your use of marketing and advertising concepts to support your ideas. Advertising is a creative field and you will be rewarded for innovative, relevant ideas that are well supported in both papers and presentations.

Ad Critique Memo 5% – This individual assignment will ask that you select an ad from any medium to analyze. Pick an ad that you think is good. You will write a business-style memo about why you believe the ad is good and support your opinions with details of the ad. Memo should be about 1 to 1-1/2 pages long, typed. More details will be provided. Be prepared to discuss your work.

Career Week Activities Memo 5% – Attend at least one session of the SOC Career Week on Tues., 1/30, Wed., 1/31, Thur., 2/1, and Tues., 2/6 and write a memo of your learning. You will need to provide proof of participation too. More details will be provided.

Individual Presentation of Current Advertising Example 10% – This assignment will require you to bring in an example of a current advertising campaign and present it to the class, provide an analysis, and lead a discussion about it. Innovative advertising creative and methods would be appreciated. Students cannot duplicate what has already been presented. You will need to sign up for a date in advance and will have 10-12 minutes to show/discuss your example.

Pop Quizzes, other assignments and class exercises 5% – These will encourage you to keep up and be better prepared for tests.

Tests 20% – The first test will include material covered in approximately the first half of the class, while the final will be comprehensive, but will focus on the second half.

Group Assignments – Mini Campaign Plan Book and Presentation 45%

The course will feature a team project that will simulate an advertising agency and the team will develop an ad plan for a brand. Your team will be expected to collect as much information from outside sources, assemble facts, and use the framework developed in class and readings to analyze the information and create an advertising plan.

Each group is required to turn in a plan book (10%) and make a class presentation (10%). Details provided.

To guide you along in the process, there will be a number of major milestones that will need to be handed-in and most of these will be graded (**25% total**). It will be important to keep up with the schedule, as you will not be able to do the work the week before it is due. Work leading up to the final project that will be graded: 1) Situation Analysis, 2) Consumer Research, 3) Target Audience Recommendation, 4) Creative Brief, and 5) Media Plan. Note that an Executive Summary, IMC Plan/Rationale/ Creative, Advertising Creative and Overall Measurement sections will be handed in with the final project book.

These pieces will be refined as you continue the process and pull them together to create a mini advertising campaigns book that will be handed in on the last day of class when the group will also do a presentation of their work (your group's book and presentation are due on the same day that you are scheduled to present. The team will need to format the sections to flow together, and add a few other parts, including executive summary, which is always written last. See details on plan book outline.

Attendance – Regular and on time attendance is essential for the educational process to work. Loyola University Chicago expects all students to attend every scheduled class on time. Exceptions may be made for University sponsored or work-related activities, illness, or valid emergency situations – documentation is required. Any unexcused absences will result in a lower participation grade.

If you can't be at a class, be sure to check with a classmate. The class schedule and material is only a guide. There will be changes from time to time and you will not know about them if you are absent. Please don't be late, but don't be afraid to come to class late if something unusual has happened. You will benefit for part of class.

There are no make-up tests. If there is an emergency, projects/assignments may be accepted after the due date at my discretion, but they will be graded down one grade for every day it is late.

Grading Policy & Procedures – All work is due at the beginning of class on assigned dates. No work will be accepted after the due date. Some items are required, but not graded. **Assignments cannot be accepted by email. In general, you will need to hand in hard copies at the beginning of class and submit a document on Sakai by the deadline.**

Meeting Deadlines – Deadlines for all projects are firm. If you have reason to believe you will not be able to deliver your work to me on time, it is your responsibility to contact me before the due date to discuss why your work will be late.

Spelling and Grammar – Assignments must be typed (unless otherwise directed) and free of spelling/grammar errors. Allow time for proofreading, editing, and revision. As communication students, you have a responsibility to pay attention to spelling/grammar and if your work contains blatant errors, expect a reduced grade.

Plagiarism and Academic Integrity – Any use in whole or in part of another person’s work or ideas constitutes plagiarism and will result in an automatic failure in this course. Students are expected to understand and follow the policy that can be found at:

<https://www.luc.edu/media/lucedu/soc/pdfs/resourceforms/School%20of%20Communication%20Statement%20on%20Academic%20Integrity.pdf>

Remember, integrity is one of the most important traits for success. You control your own honor and integrity.

Special Needs – Please give me written notice in the first week of class about any medical or other conditions that may interfere with your individual performance. Documentation may be required. Information about Services for Students with Disabilities (SSWD) can be found at <http://www.luc.edu/sswd/index.shtml>

Wellness Center – Students are urged to contact the Wellness Center for any physical or mental health issues. Visit <http://www.luc.edu/wellness> if you have issues or concerns about you or someone you know.

Performance Evaluation and Grading

The grading policy is subject to some change during the semester, but it will be based upon these guidelines:

10% Class Participation	100-93% = A	77-73% = C
5% Ad Critique Memo	92-90% = A-	72-70% = C-
5% Career Fair Memo	89-88% = B+	69-68% = D+
10% Individual Example Presentation	87-83% = B	67-63% = D
5% Pop Quizzes, other assignments and exercises	82-80% = B-	62-60% = D-
20% Test (2 @ 10%)	79-78% = C+	59% ≥ = F
25% Plan Book Pieces (5 parts)		
10% Ad Campaign Plan Book		
10% Ad Campaign Presentation		
100% Total		

**COMM 211: Principles of Advertising
Spring 2018 Tentative Schedule***

Wk	Date	Tuesday	Thursday
1	Jan 16, 18	Overview -Introductions, syllabus <u>Introduce Ad Critique Memo Assignment</u>	IMC Ch 1: Introduction Ch 2: IMC -Marketing and advertising
2	Jan 23, 25	Ad Agencies Ch 3: Organizations <u>Introduce Ad Example Presentation Assignment</u> -Sign up for Presentations	Branding Research Ad Critique Memo Assignment Due <u>Introduce Career Fair Memo Assignment</u> Ch 4: Consumer Behavior
3	Jan 30, Feb 1	Communication Platform -Models -Persuasion -ELM -Celebrity endorsements -FCB Grid -Appeals -Message structure Ch 5: Communication Process Career Fair: Tues. 1/30, Wed. 1/31, Thur. 2/1 (Lewis Towers, Regents Hall 16 th Flr.) Begin Example Presentations	Ch 6: Source/Channel <u>Introduce team project</u> -Assign teams
4	Feb 6, 8	Test 1 Career Fair: Tues. 2/6 (CLC Kasbeer Hall)	Career Fair Memo Assignment Due -Time to work with groups
5	Feb 13, 15	Objectives Budgets Ch 7: Objectives/Budgeting -DAGMAR	
6	Feb 20, 22	Creative Ch 8: Creative Strategy: Planning & Dev.	Situation Analysis Section Due
7	Feb 27, Mar 1	Media – Traditional -Media planning & buying, strengths & weaknesses, media mix Ch 9: Creative Strat.: Implement. & Eval. Ch 10: Media Planning & Strategy	Consumer Research Due
8	Mar 6, 8	No Class – Spring Break	
9	Mar 13, 15	Media – Basic Measurement -Measurement -Reach, frequency, TRP, GRP Ch 11 & 12: Media Evaluation – Broadcast and Print	Target Audience Proposal with Rationale Due Media – Support Media Ch 13: Support Media
10	Mar 20, 22	Media – Digital Media I Banner ads Search Advertising I	Media – Digital Media II Creative Brief Due Search Advertising II Ch 14: Direct Marketing
11	Mar 27, 29	Media – Digital Media III Social Media Advertising - Owned Ch 15: Internet: Digital & Social Media	Media – Digital Media IV Social Media Advertising – Earned and Paid
12	Apr 3, 5	Media – Digital Media V/Promotions Mobile Advertising Ch 16: Sales Promotion	PR Ch 17: Public Relations. Publicity Media Plan, Media Mix, Scheduling and Geography with Rationale Due
13	Apr 10, 12	-Time to meet with groups	-Time to meet with groups
14	Apr 17, 19	-Time to meet with groups	-Time to meet with groups
15	Apr 24, 26	Final plan book (with IMC Plan creative & all other parts as outlined) and presentation due Team Presentations/Campaigns Plan Book Due	
16	May 1	Test 2 @9:00-11:00	

*Schedule may change based on class interests, understanding, needs and unforeseen events.