

## **COMM 211- Sections 201& 203**

**Section 201: Tuesday & Thursday 11:30-1245p @ Corboy 105**

**Section 203: Tuesday & Thursday 230p-345p @ Lewis Tower 412**

### **Course Syllabus**

**Instructor:** Richard Pieczynski

Office: Contact me to arrange Water Tower campus location

Office Hours: Tuesdays & Thursday 1p-215p & by appointment

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### **Recommended Text**

George E. Belch & Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective. Any Edition, McGraw-Hill Irwin Additional readings will be provided by the instructor in class.

### **Course Description**

Comm 211 – Principles of Advertising provides an overview of the theory and hands-on practice of advertising including planning, research, strategy, creative development, media planning and measurement. 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.

This is an intro course that will provide the foundational structure that prepares you for more advanced classes in research, creative, public relations and event management. Theory is important but hands-on application through discussion/debate, readings, project work and presentation will prepare you for higher level academic challenges as well as professional life.

Students will work individually and as teams to prepare a complete advertising and Integrated Marketing Communication (IMC) recommendations for a real company that's currently creating communication. The emphasis will be on developing sound strategies and rationales, solid creative and multiple media executions, and measurable key performance indicators (KPIs) delivered professional as quality work. We will make the class as much like a real agency new business experience as possible. You are expected to participate during class discussions by doing the assigned preparation and share/support your opinions. Too, group assignments/projects will be given for grades and will require work both in and out of class.

### **What you will learn in this class**

In addition to an understanding of the principles and appreciation for the art & 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, vendor 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 media/technology developments and contemporary conditions that advertisers face.

## Course Learning Objectives:

1. To build foundational advertising principles & factual knowledge (terminology, classifications, methods, trends) to develop advertising & integrated marketing communications.
2. Create knowledge and skills to prepare you for future advertising and communications courses.
3. To provide the student with practical hands-on thinking & problem-solving decision experiences.
4. To create and present professional level, portfolio-quality advertising plan/campaign (final project.)
5. Foster discussion/debate to build and support sound rationale
6. Develop “soft skills” to aid your professional development like delivery of presentations which include framing your POV, persuasively selling an idea/POV and answering questions.
7. Broaden your understanding of career opportunities and the skills needed as well as con

## Course Outline:

Advertising is rapidly changing with radical transformation in media options and technology. The course is designed to expose the student to a range of communication strategies and techniques and provide hands-on experience in applying them. The course will use a combination of lecture, readings, classroom discussions, guest lectures, projects & written assignments.

### **Class Participation: (15%- 150 total points)**

Showing up for class on time is a given. Participation means contributing regularly to the class, via discussion, presentation, answering and raising questions. Discussion and debate are ways of assuring your understanding and adding valuable perspective. Besides, it is the role of the communications professional to communicate regularly with management, the media and of course, targeted consumers.

The class gives you the chance to test your identification of issues, problem-solving abilities and hone your skills as a communicator. Having contrary opinions, disagreeing & defending points-of-view, and providing rationale are healthy ways we will be working together in class to learn and advance our knowledge. Be sure to speak up in class. Share your ideas, questions and point-of-view with the class. If you've seen or heard a particularly interesting communication, bring it in and bring it up during HOT TOPICS discussion time. I'll be assigning each of you a week to bring topics and lead the conversation and will help your discussion grade! But feel free to bring Hot Topic anytime. Let's have a dialog, not a lecture. **Participation accounts for 15% of your final grade.**

It is important to come to class prepared, having read the assigned readings/completing project assignments and ready to discuss them as well as speaking up to discuss/debate topics. Your group members will also occasionally grade you on your contributions to the work. A “**Class Participation Self Evaluation Criteria**” will be distributed 3X times during class to provide personal reflection & self-assessment of class participation performance. This will be an input to help me assess progress and participation from your POV.

### **Quizzes (10%- 50 points each X 2 quizzes =100 total points)**

There will be (2) quizzes to check your knowledge/comprehension and application of concepts. They are tentatively scheduled but may flex a class period of two, pending how well we cover material. Questions will be pulled largely from lectures and guest speakers, though some may be taken from the textbook. A very short review of subjects that could be on the quiz will shared ahead of those dates. If you study, you will do well. Like the midterm, this is not to surprise or trick. It is an assessment on how well the class is absorbing and comprehending the content.

### **Mid-term Test (20% - 200 total points)**

There is one and it's the is worth 20% largely based on lecture/discussion/guest speakers/readings and subjects covered during class. I'm not out to trick or surprise you. My focus is on your understanding of the theory and proper application to solve business/communication challenges. We'll review what may be on it the class prior.

### **Assignments (25% - 50 points X 5 assignments=250 total)**

There will be (2) smaller team projects over the course of the semester which will require you to work as a group outside of class & (3) individual assignments . Topics will apply concepts from class lecture and will require work outside our Tuesday & Thursday meeting times in both team/individual assignments. Expectation is for the team to present and turn in a hard copy of their electronic Powerpoint or Keynote deck following the in-class presentation. We will discuss format and rubric and any questions during class. **PLEASE turn in your assignment on time and in a hard copy the day it's due in class.** Late work, without prior approval or excused absence, is lowered one letter grade for every day it's late.

### **Final Project/Exam (30% - 300 total points)**

You will create one advertising plan/campaign which will serve as the culmination of what you've learned. This will serve as your final exam.

The plan is made up of a series of interrelated projects (market research, creative strategy, media strategies, promotion strategies, etc.) in total accounting for 30% of your final grade. Within the final project you will build the elements of the plan. They include: 1) Client Brief w/ Advertising Strategy outlines, 2) Competitive and Consumer Research 3) Creative Idea Recommendation/Executions, 4)Media Recommendation; 5) Budget allocations; 6) Executive Summary. Taken together, the six project phases form a comprehensive advertising campaign and are the elements that comprise the foundation of the final presentation. Students will present their work to a real professionals who will contribute to assigning 30% of their grade. These professionals will also (hopefully) be available to brief us on their business issues that your team is solving as well as a Q&A session if schedules permit.

You will be assigned a client challenge from two real companies, each in need of a new integrated communications campaign. When you receive your client assignment, that company will be your focus for all project assignments in class. Details for each project phase will be provided in class. There will be some time in class to work on the final project but largely the team's work will need to work outside of class. Do not procrastinate as it will show in your final pitch presentation.

Advertising is a team business. You will work in small groups. The groups will be determined by the fourth/fifth week of class. The instructor will meet with the groups individually midway and later in the semester. Some students have commented this has both been the most challenging as well as the most enriching experience they've experienced at Loyola. Soft skills – presenting, answering questions, working as cohesive unit, etc – are all professional situations I will help coach/mentor in order to prepare you for your first real job or internship.

### **Plan/Pitch Books:**

Your final presentation needs to be included in a plan book both in hard copy and provided electronically. The plan book is the leave-behind that ties together your presentation with any other information you feel is important (detail on your research, media plan, event execution details, even your bios/resumes). It needs to be professional quality. It is the document that demonstrates your total expertise. The

components will be discussed during lecture, but your team will decide the depth of persuasive content to include. All Plan/Pitch books will be due the night of the first set of final presentations. Your attendance at all group final presentation is required. Finally, you will be guided in this assignment and be given considerable time and examples to reference. But in the end, the persuasive story to tell in solving the clients' issues are your team's responsibility. The instructor is here to guide and assist you in any way on your journey if you take the time to ask for assistance.

### **Attendance**

Please do not miss any class sessions as new client information, campaign strategies and creative examples will be discussed in class. Class time may also be turned over to the groups to meet and work on their projects.

If you are going to miss class, please email me prior to class, not tell your classmate. If you have to miss due to an expected family or professional reason (interview), let me know in advance and I'll excuse it. Again, YOU are responsible for making up the work/getting notes. Missing classwork should be made up by the next class period. If there are extenuating circumstance, EMAIL ME and don't pass messages of absence through your classmates. Failure to do so may result is a loss of a full letter grade for each week an assignment is late.

### **Grading:**

Evaluation of advertising is often subjective or so it may seem in this course. But the instructor has evaluated thousands of advertising concepts in his career and will provide guidance and feedback with each assignment. Advertising awards and "A's" are reserved for exceptional work and helping elevate the business (classroom.) In addition to the letter grades (below) you will receive written comments on each test or major assignment.

A 93-100; A- 90-92; B+ 87-89; B 83-86; B- 82-80; C+ 77-79; C 73-76; C- 70-72; D+ 67-69; D 64-66;  
F Below 64

Advertising professionals always meet deadlines. Any and all assignments are due at the beginning of class. Late work will not be accepted as you will be working in teams. Penalties for missed deadlines are more severe in the real world.

Missing classwork should be made up by the next class period. If there are extenuating circumstance, EMAIL ME and don't pass messages of absence through your classmates. Failure to do so may result is a loss of a full letter grade for each day an assignment is late.

<b>Wk/Class</b>	<b>Date</b>	<b>Tuesday</b>
1/1	January 15	<b>Overview</b> -Introductions, syllabus,5 Mins of Advice, Hot topics <b>Assignment #1: Brand You</b>
1/2	January 17	<b>Overview</b> - 5 Mins of Advice, Hot topics, syllabus <b>IMC</b> Introduction to Marketing/Integrated Marketing Communications & Ad Agencies (Ch 1-3) <b>Assignment #1: Brand You DUE (Individual)</b>
2/3	January 22	<b>Careers in Communications (Focus: Client, Agencies, &amp; Platforms)</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #2: Super Bowl Advertising</b>
2/4	January 24	<b>Consumer Behavior (Ch.4) &amp; Comms Process (Ch.5)</b> <b>Source/Message/Channel (Ch.6)</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b>
3/5	January 29	<b>Targeting, Audience Analysis &amp; Research Sources (Ch 2)</b> <b>Guest Speaker: Katherine Paterson, Info/Library Services</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b>
3/6	January 31	<b>Targeting, Audience Analysis &amp; Research Sources (Ch 2)</b> Introduce team project: Assign teams <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #2: Super Bowl DUE (Individual)</b>
4/7	February 5	<b>Strategy</b> <b>Guest Lecturer: Fran Diamond, Senior Strategist</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Final Project: Assign teams and brands</b>
4/8	February 7	<b>Objective/DAGMAR, Strategy &amp; Budgeting (Ch.7)</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Final Project: Assign teams and brands</b>
5/9	February 12	<b>QUIZ #1</b> <b>Creative Strategy: Planning &amp; Dev. (Ch. 8)</b> <b>USP, Messaging/Creative</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b>
5/10	<b>February 14</b> <b>Happy Valentine's Day!</b>	<b>Creative Strategy: Planning &amp; Development (Ch. 8)</b> <b>Guest Speaker: Dan Fisher, Creative Director and formerly from Leo Burnett/Arc</b> <b>USP, Messaging/Creative</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b>
6/11	February 19	<b>Brief</b> <b>Issue Final Project Brief for Client #1 &amp; Client #2</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #3: Brief writing assignment (individual)</b>
6/12	February 21	<b>Brief</b> <b>Issue Final Project Brief for Client #1 &amp; Client #2</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Participation #1: Self-Evaluation (in-class turn in)</b>
7/13	February 26	<b>FINAL PROJECT: CLIENT LIVE Q&amp;A</b> <b>Mid-term review</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b>
7/14	February 28	<b>MIDTERM EXAM!</b>
8/15	March 5	<b>SPRING BREAK</b>
8/16	March 7	<b>SPRING BREAK</b>

9/17	March 12	<b>Media Vehicles &amp; Measurement (Ch 10-13,18)</b> -Media planning & buying, strengths & weaknesses, media mix <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>FINAL PROJECT: CLIENT LIVE Q&amp;A</b> <b>Assignment #3: Brief DUE (individual)</b>	
9/18	March 14	<b>Media</b> <b>Guest Lecturer: Emily Skorin, Spark Media</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>FINAL PROJECT: CLIENT LIVE Q&amp;A</b>	
10/19	March 19	<b>Social &amp; Digital Platforms (Ch.15)</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #4: Media/Social Vehicles</b>	
10/20	March 21	<b>QUIZ #2</b> <b>Social &amp; Digital Platforms (Ch. 15)</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b>	
11/21	March 26	<b>Guest Lecturer: Colleen Delaney, Discover Card (tentative)</b> <b>Mobile &amp; Search Marketing (Ch.15)</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #4: DUE: Presentations during class/hard copy turn-in</b> <b>Participation: Self-Evaluation #2 (in-class turn in)</b>	
11/22	March 28	<b>Pitch Outline review</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b>	
12/23	April 2	<b>Guest Speaker: Chic White Sox's Tony Colosimo/Mike Short (Sports Marketing)</b> <b>Weekly Hot Topic Discussion</b> <b>5 Mins of Advice</b> <b>Assignment #5: Experiential (Team)</b>	
12/24	April 4	<b>PR/Promotion/Experiential (Ch 16 &amp; 17)</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b>	
13/25	April 9	<b>Final Presentation Prep: groups &amp; Instructor</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b>	
13/26	April 11	<b>Final Presentation Prep: groups &amp; Instructor</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Assignment #5: Experiential DUE: Team – Short presentation in-class</b>	
14/27	April 16	<b>Final Presentation Prep: groups &amp; Instructor</b> <b>Weekly Hot Topics discussion</b> <b>5 Minutes of Advice</b> <b>Participation: Self Evaluation #3 (in-class turn-in)</b>	
14/28	April 18	<b>Final Presentation Prep: groups &amp; Instructor</b> <b>Weekly Hot Topics discussion/5 Minutes of Advice</b> <b>Participation: Self Evaluation #3 (in-class turn-in)</b>	
15/29	April 23	<b>Campaigns Plan Book Due</b> <b>Final Projects: Team Presentations #1, #2, &amp; #3</b>	
15/30	April 25	<b>Campaign Plan Books Due</b> <b>Final Projects: Team Presentations #1, #2, &amp; #3</b>	
16/31	April 30th	<b>Final Project : Team Presentations #4, #5, &amp; #6</b>	
16/32	May 2nd	<b>Final Project : Team Presentations #4, #5, &amp; #6</b>	

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

### **Original Work:**

Originality is the hallmark of the advertising industry. Anyone caught plagiarizing in this class will receive an “F” for the assignment. When you utilize insights or information from other sources, **YOU MUST CITE YOUR SOURCE!** Be aware of the strong industry sanctions against plagiarism. Consult the Student Handbook for more information on this topic.

### **Typical Class:**

It is my goal to educate and actively engage you in the content by applying theory to real life communication challenges/opportunities. To do so, plan on a basic structure of some lecture, class discussion, and team projects during class. We learn by doing and from each other. Plan on speaking and being called on to share your POV in class.

To become better communication professionals, we will hear from guest speakers who are experts in the industry on a variety of topics. Your attendance, engagement and dialogue are expected to optimize your learning. Too, we will talk about timely topics and getting into the business side as additionally prepare us for entering the profession. No question is dumb .... Ask it! This is a non-judgmental environment to learn. Just be thoughtful and succinct in your inquiry.

### **Flexibility in Syllabus:**

Like real-life, ad agency assignments change often and sometimes, dramatically and the instructor can make changes in the course schedule, assignments and materials presented to take advantage of new opportunities or time requirements. Your regular attendance and communication with peers, just as in the working world, is your best assurance of keeping up with the changes that might occur. I will do my best to keep timely information on SAKAI but the classroom is the best source to stay on-top of work.

### **Writing & Oral Communications**

Copywriters aren't the only advertising people who write. Every advertising & marketing position requires an ability to communicate effectively. Presentations, research findings, media plans, recommendations, memos, all depend on the ability to communicate succinctly and persuasively. State your position and back it with fact as much as possible. Again, when you are borrowing thoughts/insights/information that is not originally yours, **CITE YOUR SOURCES.**

### **Classroom Manners**

Respect each other as we share POV by actively listening and hearing each other. As in professional life, you wouldn't sleep, gaze off or chatter with your neighbor while your boss is speaking. Turn off cell phones and keep them in your bag during class. Be in your seat when class begins. Hold side conversations outside the classroom. Let's begin at 7p sharp with attendance and will do my best to get you out on time or a little early.

If you want to take notes on your computer, given that I don't post my lectures, I'm good if you closely follow these rules:

-No surfing during class. If I see this happening, you'll get a zero for participation for that participation period. This means any electronic device. I'm "all in" for you, please give me this back as well.

-Listen to the concept and then take notes. If you don't understand a concept or the application, PLEASE ask for clarification. If I've lost you, I may have lost others in the class. Happy to slow down, explain again or cite a different example so you comprehend, take some notes and can apply later.

-Sleeping, being distracting or generally not engaging in the classroom is not acceptable. I will always treat you professionally and with the utmost respect as I expect it in return. Side-bar conversations during class is not respectful or appreciated. If absence is caused by illness, please remain out of class until you're better. Know you are responsible to get notes/make up the work by next class period as content often builds on previous week's teachings.

### **Tips for succeeding in this course**

- Attend class. If it's discussed during class, it probably has significance. And it likely in your assignments or midterm!
- The text is highly recommended. It's thick but an easy read: lots of pictures, ads, sidebars, etc. It's a great resource publication if you intend on having a career in communications, especially advertising.
- If something is going to be on the midterm exam from the text, it will be shared in lecture. Advertising, PR & the Communication industry is a world of DOING so be prepared to get your hands dirty by thinking, creating, discussing, debating and persuasively selling your POV.
- Proof & edit your work. Re-write, edit, and edit again. A typo has stopped me from a job.
- Don't try eating the elephant in one bite. Keep up with the work. We're taking it one step at a time but we need to move quickly.
- Present your ideas with conviction. Support your recommendations with facts. Listen to others and accept constructive feedback. Act in a manner you would want to be treated and extent that to your teacher and classmates in every class.
- Style points counts. Boardroom quality PowerPoint/Keynote is expected.
- Have fun! Advertising is the "toy department" of the business world. A client's best meeting of the day should be with their agency.

### **Plagiarism**

Plagiarism is a serious form of violation of academic integrity. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that the very 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 deliberate taking and use of specific words and ideas of others without proper acknowledgment of the source. Plagiarism on the part of the student or team in academic work or dishonest examination behavior examination will result minimally in the grade of "F" for the assignment or examination. All instances of academic dishonesty must be reported to the chairperson of the department involved.