

Adv 318J
Introduction to Advertising & Integrated Brand Communication
Summer 2020

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Office Hours: By appointment via Zoom

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Course Website: <http://courses.utexas.edu/> All announcements, assignments, exams and grades will be posted on Canvas.

Textbook: *Advertising and Integrated Brand Promotion*, 8th Edition, O'Guinn, Thomas C., Chris T. Allen, Angeline Close Scheinbaum, Richard J. Semenik, including *MindTap*. (Cengage Publishing, 2019)

Accessing the online lectures: Lecture content will be available Monday through Friday in the Modules tab of Canvas.

Course Description:

This course is designed as a comprehensive introduction to the principles and practices of advertising and integrated brand promotion. The role of these persuasive communication tools within the total marketing effort is studied. Advertising and IBP are presented and examined as (1) an element in our social system; (2) a business process; (3) an art and communication form; and, (4) a science. The material presented in class will supplement our textbook.

ADV 318J will be an asynchronous online course delivered through Canvas meaning that you have some flexibility within each week as to when you do your readings and view the content. This course is entirely web-based and consists of daily topic modules that contain a combination of online mini-lectures, content (podcasts, videos, etc.), assignments, and quizzes/tests. The online materials will be available at 10:00am weekdays through a streaming media server which requires reliable access to the internet. You must also have access to a computer that can play videos. Inability to be online is never an acceptable excuse for missing an important announcement, assignment, exam or update. If your regular internet connection is not working, then visit a library/coffee shop.

Student Responsibilities:

- Pay close attention to announcements in Canvas. Announcements are sent through Canvas to communicate course information, updates, assignments, etc.
- Check your email / Canvas messenger daily.
- Exams test conceptual understanding of lectures and the text. To do well on the exams -- study your lecture notes and assigned readings. You are responsible for all material assigned for each exam.
- You should develop an awareness of the trends and issues concerning advertising and public relations through the weekly reading of [Advertising Age](#), [PR Week](#) and [AdWeek](#). You should also become especially aware of current advertising/pr methods and practices by observing and critically evaluating ads and promotions you see and hear every day.
- Speak up. If you have a question or need something explained, then let me know. I am available via Zoom and email.

Rules used for grading:

- Assignments must be in on time. If work is late, a grade of "0" will be assessed. All assignments must be submitted via Canvas in PDF format.
- No make-up exams or assignments.
- Any questions about a grade must be discussed within three days after the grade is posted.

Method of Evaluation

Overall letter grades are based on point totals calculated by adding: (1) four exams (200 points each), (2) two individual projects (150 points total) and MindTap participation (50 points total). Course grades are based on each student's total out of the 1,000 points available. The points necessary to earn a letter grade are as follows:

A=910, A-=870-909.9, B+=850-869.9, B=795-849.9
C+=766.7-794.9, C=733.4-766.6, C-=695-733.3, D+=666.7-694.9, D=633.4-666.6, D-=595-633.3,
F=<595.

At each student's option, s/he may elect to take the comprehensive final exam (worth 200 points). If the final exam score is higher than the lowest exam score, it will be substituted in place of the exam score. There are no extra credit assignments, redoing projects or exams -- the only way to earn a grade is by doing well on the exams and projects. You should check Canvas to confirm your grades on exams and projects are recorded correctly. Report any errors immediately.

NOTE: Students must earn at least a B in this class to apply or continue as an advertising/PR major.

Online Exam Policy

There will be four exams during the semester and an optional final scheduled during the University final exam period. Exams consist of 40 multiple choice and true/false questions and are given in Canvas. The exams will be available on exam day for an eight-hour time block. You will have 50 minutes to complete the exam once you start. If you miss an exam during the semester for any reason, you should plan to take the comprehensive final exam. There are no make-up exams.

Individual Projects

Grades on the two individual projects have a significant impact on your final course grade. Note that although you are encouraged to discuss projects with others in class, you may only turn in your own, original work.

If you have a question about your grade on a project, you must contact your me immediately. Project grades will be discussed three days immediately following their grade posting. After that, grade changes will not be discussed -- **no exceptions**.

Finally, following instructions is an important part of responding to these projects and **no late assignments will be accepted for any reason -- projects are due at 10:00 AM on the date as noted on the syllabus** but may be submitted early. The ability to meet deadlines and attend to details is an important part of the advertising and public relations business.

MindTap Quiz participation.

Grades on the MindTap portion of the class are worth a total of 50 points. MindTap is a digital learning tool offered by the book publisher Cengage and is a part of your textbook purchase. Your grade will consist of eighteen, chapter quizzes available through Canvas. Each quiz will count 2.5 points and is due before the four 40 question exams held on Canvas. You get two attempts at each quiz to earn your best

score and they may be completed any time before the due dates on Canvas. Your scores are automatically calculated by Canvas and entered in the gradebook following your completion of the quizzes. These are a learning tool that you can use to help assess your knowledge of the textbook material prior to the four exams. Access the exams by MODULES>ADV318J>Load ADV318J in a new window> Chapter>Chapter Quiz. If you complete **all** of the quizzes, you will be awarded 5 extra credit points at the end of the semester!

Copyright Notice

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Policy on Scholastic Dishonesty

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. For more information on scholastic dishonesty, please visit the Student Judicial Services Web site at <http://www.utexas.edu/depts/dos/sjs/>.

Students with Disabilities: *The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY.*

Course Outline --- ADV 318J --- Wilcox --- Summer 2020

The tentative outline below indicates the approximate dates when selected topic will be discussed. You are expected to complete the chapter readings before lecture on the day indicated. If changes in the schedule are necessary, you will be held responsible for such changes that will be announced on Canvas.

Week	Day	Date	O'Guinn Chapter Assignment	Lecture Topic
1	TH	6/4		Intro to the course
	F	6/5	1	Advertising/PR Basics
2	M	6/8	3	History of Advertising <i>video</i>
	T	6/9		History of Advertising lecture
	W	6/10	18	Advertising & Society
	TH	6/11		Cigarette Advertising <i>video</i>
	F	6/12	4	Advertising & Society
3	M	6/15	1st Exam	Chs. 1, 3, 4, 18
	T	6/16	2	Legal Issues in Advertising
	W	6/17	5	First Amendment & Advertising <i>video</i>
	TH	6/18	16	How the Ad/PR business works
		6/18	Individual Project #1 Due on Canvas at 10:00am	
	F	6/19		Brand Storytelling <i>video</i>
4	M	6/22	7	Consumers use of Advertising/PR
	T	6/23		Consumers use of Advertising/PR
	W	6/24	2nd Exam	Chs. 2, 5, 7, 16
	TH	6/25	9	Ad Icons <i>video</i>
	F	6/26	14, 17	Influencer Marketing <i>podcast</i>
5	M	6/29	6	Targeting the message
	T	6/30	15	Targeting the message
	W	7/1		Creativity in Advertising
	TH	7/2	3rd Exam	Chs. 6, 9, 14, 15, 17
	F	7/3	10,11	Production Decisions
	M	7/6	Individual Project #2 Due on Canvas at 10:00am	
6	M	7/6	8	Reimagining Advertising <i>video</i>
	T	7/7	12	The Story of Content <i>video</i>
	W	7/8	13	IBC Planning
	TH	7/9	4th Exam	Chs. 8, 10, 11, 12, 13

Lectures will be available on Canvas for viewing after 10:00am and remain accessible throughout the semester.

Optional Final Exam – see course schedule.