

**Fundamentals of Advertising**  
**ADV 305**  
**RIS-05815**

**[Fall 2018]**  
**[MWF 12:00-1:00PM at WAG 201]**

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**Office Hours: M 2:00-5:00PM or by appointment**

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**Cubicle #7**  
**Office Hours: MWF 10:30-11:30AM**

## **COURSE DESCRIPTION**

This course is designed to introduce the role and importance of advertising and integrated communication management in modern marketing and communication. More specifically, in the 21<sup>st</sup> century, we are inevitably exposed to the advertising in every moment and at everywhere. In this environment and as a citizen of modern capitalistic society, it is necessary to know the advertising; the characteristics of advertising; the psychology of advertising and consumer's attitude toward the advertising; the role of advertising and media; and the future of advertising. The topics listed above will be covered in this class, but you can and may deeply study these topics in the upper level of Advertising major classes.

After you successfully finish this class, it is expected that you may have some knowledge and understanding about advertising and may have interests about advertising professions for your future career.

## **Format and Procedures:**

This class will meet three times in the week, Monday, Wednesday, and Friday from 12:00 PM to 1:00 PM at WAG 201. Each class will discuss the topic related to the advertising and your understanding will be assessed by examination. In addition to examination, you will have in-class pop-up quizzes and individual assignments. These assessments will enhance your learning and understanding about advertising.

## **How to Succeed in this Course**

- Read the chapter of textbook prior to the regular class meeting.
- There is one success equation in this class: "Attend the class, listen and pay attention to the lecture, take a note, and review what you learned."
- Each class presentation note will be given in the morning of the class meeting day.
- Organize the study group.

## COURSE REQUIREMENTS

### Required Materials and Devices

- **Required Textbook:** *Contemporary Advertising and Integrated Marketing Communications (15th Ed.)* by William F. Arens, Michael F. Weigold (ISBN-10: 1259548155)

### Classroom Expectations

- *Class attendance:* Class attendance is not mandatory, but necessary to succeed in this class.
- *Class participation:* Class participation is highly encouraged and will be appreciated.
- *Behavior expectations:* Do not disrupt classmate's learning. Be polite, kind and nice to each other.

### Assessments

- Exams (60%): There will be FOUR exams and one optional final. Each exam will weight 20% of your grade and optional final\* may replace one of your lowest score among exam 1, exam 2, exam 3 and exam 4. Each exam will only cover the topics after the previous exam and there will be 40 multiple choice questions or true and false questions. Optional final\* will be CUMULATIVE and COMPREHENSIVE exam.
  - Exam 1: 20%
  - Exam 2: 20%
  - Exam 3: 20%
  - Exam 4: 20%
  - Optional Final\*: 20% (which will replace the lowest midterm exam score)
- In-class pop-up quizzes (10%): In the middle of lecture, pop-up quizzes may be given. These quizzes will be collected during the class and recorded.
- 2 Assignments (10%)

### Grading for this Course

	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
Score (%)	93-100	90-92.9	87-89.9	83-86.9	80-82.9	77-79.9	73-76.9	70-72.9	66-69.9	63-65.9	60-62.9	59.9 and below

- All scores from elements of assessments will be summed up and final letter grade will be determined.

- Score (100%) = Exam 1 (20%) + Exam 2 (20%) + Exam 3(20%) + Exam 4 + Quizzes (10%) + 2 Assignments (10%)
- You will be able to check your Score at our course Canvas gradebook.
- Optional final exam date will be the date determined by the office of registrar.
- Please note that there is a catalog requirement for all advertising and public relations students to achieve a C or better in all communication courses and courses (required and electives) for their major.

## Course Schedule

Week	Date	Main Topic(s)	Readings – to be completed <u>before</u> class
1	8/29	Introduction	Syllabus
	8/31	Advertising and IMC	Chapter 1
2	9/3	Labor Day: No Class	
	9/5	Advertising and IMC	Chapter 1
	9/7	Advertising and IMC	Chapter 1
3	9/10	Evolution of Advertising and IMC	Chapter 2
	9/12	Evolution of Advertising and IMC	Chapter 2
	9/14	Evolution of Advertising and IMC	Chapter 2
4	9/17	Economic and Regulatory Aspect	Chapter 3
	9/19	Economic and Regulatory Aspect	Chapter 3
	9/21	Economic and Regulatory Aspect	Chapter 3
5	9/24	<b>Exam 1 (Chapter 1 - 3)</b>	
	9/26	Guest Speaker	Tae-Rang Choi
	9/28	The Scope of Advertising	Chapter 4
6	10/1	The Scope of Advertising	Chapter 4
	10/3	The Scope of Advertising	Chapter 4
	10/5	Marketing and Consumer Behavior	Chapter 5
7	10/8	Marketing and Consumer Behavior	Chapter 5
	10/10	Marketing and Consumer Behavior	Chapter 5
	10/12	Segmentation and Marketing Mix	Chapter 6
8	10/15	Segmentation and Marketing Mix	Chapter 6
	10/17	<b>Exam 2 (Chapter 4 – 6)</b>	
	10/19	Guest Speaker	Joshua Ryoo
9	10/22	Research: IMC Planning	Chapter 7
	10/24	Research: IMC Planning	Chapter 7
	10/26	Research: IMC Planning	Chapter 7
10	10/29	Marketing and IMC Planning	Chapter 8
	10/31	Marketing and IMC Planning	Chapter 8
	11/2	Planning Media Strategy	Chapter 9
11	11/5	Planning Media Strategy	Chapter 9
	11/7	<b>Exam 3 (Chapter 7 – 9)</b>	

	11/9	Guest Speaker	TBD
12	11/12	Electronic Media: TV & Radio	Chapter 14
	11/14	Digital Interactive Media	Chapter 15
	11/16	Digital Interactive Media	Chapter 15
13	11/19	Guest Speaker	TBD
	11/21	Thanksgiving: No Class	
	11/23	Thanksgiving: No Class	
14	11/26	Study Day: No Class	
	11/28	Social Media	Chapter 16
	11/30	Relationship Building: Public Relations	Chapter 19
15	12/3	Guest Speaker	Jimi Hong
	12/5	Last Class Day: Summary of the Class	
	12/7	<b>Exam 4 (Chapter 14, 15, 16, 19)</b>	
	TBD	<b>Optional Final Exam (TBD)</b>	

You can also include a list of critical dates for class administration (last day to drop without penalty, and exam dates if available <http://registrar.utexas.edu/students/exams/>)

## POLICIES & RESOURCES

### Classroom Policies

#### *Grading policies*

- *Policy on late work: Assignments must be in on time. No late submission will NOT be accepted without written consent from instructor.*
- *No make-up exam or assignment*
- *Any questions about a grade must be discussed within one week after the grade is posted.*

### University Policies

#### *Religious Holy Days*

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

#### *Q Drop Policy*

If you want to drop a class after the 12th class day, you'll need to execute a Q drop before the Q-drop deadline, which typically occurs near the middle of the semester. Under Texas law, you

are only allowed six Q drops while you are in college at any public Texas institution. For more information, see: <http://www.utexas.edu/ugs/csacc/academic/adddrop/qdrop>

### ***Student Accommodations***

Students with a documented disability may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259 (voice) or 1-866-329-3986 (video phone).

<http://ddce.utexas.edu/disability/about/>

- Please request a meeting as soon as possible to discuss any accommodations
- Please notify me as soon as possible if the material being presented in class is not accessible
- Please notify me if any of the physical space is difficult for you

### ***Academic Integrity***

Each student in the course is expected to abide by the University of Texas Honor Code:

**“As a student of The University of Texas at Austin, I shall abide by the core values of the University and uphold academic integrity.”**

This means that work you produce on assignments, tests and exams is all your own work, unless it is assigned as group work. I will make it clear for each test, exam or assignment whether collaboration is encouraged or not.

Always cite your sources. If you use words or ideas that are not your own (or that you have used in previous class), you must make that clear otherwise you will be guilty of plagiarism and subject to academic disciplinary action, including failure of the course.

You are responsible for understanding UT's Academic Honesty Policy which can be found at the following web address: [http://deanofstudents.utexas.edu/sjs/acint\\_student.php](http://deanofstudents.utexas.edu/sjs/acint_student.php)

### **University Resources for Students**

The university has numerous resources for students to provide assistance and support for your learning, use these to help you succeed in your classes

#### ***The Sanger Learning Center***

Did you know that more than one-third of UT undergraduate students use the Sanger Learning Center each year to improve their academic performance? All students are welcome to take advantage of Sanger Center's classes and workshops, private learning specialist appointments, peer academic coaching, and tutoring for more than 70 courses in 15 different subject areas. For more information, please visit <http://www.utexas.edu/ugs/slc> or call 512-471-3614 (JES A332).

#### ***The University Writing Center***

The University Writing Center offers free, individualized, expert help with writing for any UT student, by appointment or on a drop-in basis. Consultants help students develop strategies to improve their writing. The assistance we provide is intended to foster students' resourcefulness and self-reliance. <http://uwc.utexas.edu/>

### ***Counseling and Mental Health Center***

The Counseling and Mental Health Center (CMHC) provides counseling, psychiatric, consultation, and prevention services that facilitate students' academic and life goals and enhance their personal growth and well-being. <http://cmhc.utexas.edu/>

### ***Student Emergency Services***

<http://deanofstudents.utexas.edu/emergency/>

### ***ITS***

Need help with technology? <http://www.utexas.edu/its/>

### ***Libraries***

Need help searching for information? <http://www.lib.utexas.edu/>

### ***Canvas***

Canvas help is available 24/7 at <https://utexas.instructure.com/courses/633028/pages/student-tutorials>

## **Important Safety Information**

### ***BCAL***

If you have concerns about the safety or behavior of fellow students, TAs or Professors, call BCAL (the Behavior Concerns Advice Line): 512-232-5050. Your call can be anonymous. If something doesn't feel right – it probably isn't. Trust your instincts and share your concerns.

### ***Evacuation Information***

(add any that are particular to your building)

The following recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/>

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when an alarm or alert is activated. Alarm activation or announcement requires exiting and assembling outside, unless told otherwise by an official representative.

- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors. Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Link to information regarding emergency evacuation routes and emergency procedures can be found at: [www.utexas.edu/emergency](http://www.utexas.edu/emergency)