

History and Development of Advertising

ADV 315
Unique Course Number: 05830

Fall 2018
Aug. 29 – Dec. 10
Online

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REQUIRED TEXTBOOKS:

1. Sivulka, Juliann. (2012). *Soap, Sex and Cigarettes: A Cultural History of American Advertising, Second edition*. New York: Wadsworth.
 2. Twitchell, James. (2000). *20 Ads that Shook the World*. New York: Three Rivers Press.
- Both books are available from the University Co-op or from online retailers like Amazon. You can also buy or rent an electronic or hard copy version of the Sivulka book from the publishers by clicking here: <http://bit.ly/1hRR4mA>

REQUIRED TECHNOLOGY:

1. Computer that can play videos.
2. Reliable Internet access. You must check the class web site and your email regularly. Inability to get online is not an acceptable excuse for missing an important announcement, assignment, test or update. If your home-based Internet connection is down, then visit a library, coffee shop or friend's house.

COURSE OVERVIEW AND OBJECTIVES:

Over the course of its history, advertising has solidified itself globally as a major economic and cultural force. This course is designed to familiarize you with advertising's rise to its position of prominence. Our focus will be on understanding advertising's development as a communication tool, a cultural and economic phenomenon, and as a force that both constructs and reflects society.

This course has three main objectives. Using a historical frame of reference, we will spend the semester exploring:

1. What advertising *can* do and what advertising *cannot* do
2. How advertising is a reflection of and a form of culture
3. To what degree advertising is a pervasive form of communication

I have structured the course chronologically with an emphasis on specific themes, such as gender or political engagement, as they pertain to particular points in the evolution of advertising. While you will learn about the important people and dates that make up advertising's history, my aim is for you to understand these facts against the more interesting and more important backdrop of how advertising is both a product and an agent of cultural change.

COURSE METHOD

This 15-week course is web-based and consists of online lectures, discussions, assignments and tests. Most of the class is asynchronous, meaning you do not have to log on at a specific day or time but can access the online material at a time that works for you. Most of the class is self-directed. You will proceed through a series of topic modules. The modules are structured sequentially, meaning you must finish one before moving on to the next. Each module must be completed within a designated timeframe (about 10 days), but you may complete the module at your own pace and convenience within those 10 days. You can watch the videos at any time that works for you within those days.

Lectures

Each module will include mini online lectures. These lectures are designed to supplement the material you've read in the book. I won't spend the lecture time going over that material, but instead will use it as an opportunity to go into more detail about issues and topics. For each module, I will prepare a brief guide that will outline what we will be covering and provide you with space to fill in the details.

Discussion Groups

You will be randomly assigned to a small discussion group that is a subsection of the whole class. Each group will have five members in it and will have its own section on Canvas. This is where you will post your discussion prompts and comments. Your discussions will only be accessible to members in your group and not the entire class.

Tests and Assignments

There are four tests and three assignments. You get to drop your lowest grade for each. These tests and assignments are timed, meaning you must complete them within a fixed amount of time (as if you were sitting in a lecture hall during a class in the regular fall and spring semesters). You will only have one opportunity to do them (meaning you can't log out and log back in again later to complete them). They will only be available for a limited amount of time on the test or assignment date.

NOTE

** All times are Central Daylight Time (CDT). If you are in another time zone, you are responsible for adjusting the time so that you are logging in at the correct CDT time. Missing a meeting or deadline as a result of confusion about time zones does not count as an acceptable excuse. **

MY EXPECTATIONS OF YOU:

1. **Speak up:** If you have a question or need something explaining, then let me know. I am available via e-mail, Skype and Facebook.
2. **Be prepared:** Do the readings and work through the modules at a steady pace. Don't leave things until the last minute.
3. **Check the course Web site regularly:** You must log on to the class web site regularly to participate in class.
4. **You MUST check e-mail/Canvas regularly.** Failure to do so is not an acceptable excuse for missing an important announcement, assignment or update. If your home-based Internet connection is down, then check your e-mail at the library or at a friend's house.
5. **Please let me know** immediately if you have any problem that is preventing you from performing satisfactorily in this class. If you approach me at the end of the semester, it will likely be too late to do anything.

ASSIGNMENTS AND GRADING:

1. Discussion

- a. You will be expected to participate in meaningful, relevant and targeted discussions in your small discussion group. Details of the assignment will be posted separately.
- b. As part of your discussion grade you will be required to post:
 - One AD CRITIQUE. This post is a substantial discussion of a contemporary ad that you have found. You will be assigned a date on which to upload your post.
 - Four RESPONSE COMMENTS. For the four weeks that you are not responsible for posting the Ad Critique, you are expected to post a thoughtful and meaningful reply to the Ad Critique uploaded by your colleague.

2. Research Studies

- a. You will be required to participate in two online research studies.

3. Three Tests:

- a. Each test will consist of 50 multiple choice questions worth 1/2 point each
- b. There are four tests (including the final exam) but your lowest test score will be dropped
- c. The test will be timed and you will only have 1 hour to complete it. You must finish it in one sitting, meaning you cannot start the test, log off for a while and come back to resume taking the test.
- d. The test will only be available for a 12-hour window of time (from 10:00 am to 10:00 pm) on the designated day. You will not be allowed to take the test outside of this 12-hour window of time. You must start and finish the test within that window.

4. Two Assignments:

- a. Each assignment will be a long-form answer to a prompt that asks you to apply the information you've learned so far. For example, you may be asked to compare and contrast three ads. Or you might be given a scenario and asked how you would respond as an advertiser.
- b. There are three assignments but your lowest assignment score will be dropped
- c. The assignment will be timed and you will only have 90 minutes to complete it. You must finish it in one sitting, meaning you cannot start the assignment, log off for a while and come back to finish it.
- d. The test will only be available for a 12-hour window of time (from 10:00 am to 10:00 pm) on the designated day. You will not be allowed to do the assignment outside of this 12-hour window of time. You must start and finish the test within that window.

Grading Breakdown:

	Points	Percentage of Final Grade
Discussion		
Ad Critique	10	
Response comment 1	5	
Response comment 2	5	
Response comment 3	5	
Response comment 4	5	
<i>Discussion Subtotal</i>	30	20%
Research studies		
Research study participation #1	2.5	
Research study participation #2	2.5	
<i>Participation Subtotal</i>	5	~ 3.5%
Tests **		
Test 1	25	
Test 2	25	
Test 3	25	
[Optional Final Exam]	[25]	
<i>Test Subtotal</i>	75	50%
Assignments **		
Assignment 1	20	
Assignment 2	20	
[Optional Assignment 3]	[20]	
<i>Assignment Subtotal</i>	40	~ 26.5%
Total Points Available	150	100%

** Lowest score will be dropped

****Important:**

Because your lowest test and assignment scores are dropped, **there will be no make-up tests or opportunities to re-do (or hand in late) the tests or assignments.**

There are no excused "absences" or missed assignments/tests. I do not differentiate between excused and unexcused absences or justified and unjustified reasons for not meeting deadlines. It's not my place to decide which excuses are more legitimate or more worthy than others.

Assignment 3 and the Final Exam (test #4) are essentially optional, since only two assignment scores and three test scores will be counted toward your final grade. If you are satisfied with the scores on your first two assignments and first three tests, then you need not take Assignment 3 or the Final Exam. However, if you miss one of the tests or assignments during the semester, then you must take the optional assignment or exam. Note that the Final Exam is cumulative and covers the whole semester. The regular tests are not cumulative.

Some Words on Grading:

- I will NOT be rounding up percentage grades or points. So if you earn an 89.6% that translates into a B+ and will not be rounded up to 90% (an A-).
- Note that your grade on Canvas is most likely NOT accurate, for various reasons. First, Canvas often rounds up grades; I do not. Second, it counts everything, even assignments that will be dropped. To calculate your final grade, add up your points earned so far.

- Any questions or concerns about a grade must be presented in writing (i.e. via email) within one (1) week after the grade is announced or posted. I will not discuss grades after that.
- When we grade your work, you start with zero points. You earn points based on the quality of the work and the accuracy, appropriateness and detail of your answers. You do not start with 100 points and then lose them based on mistakes you might make. Your final points represent the total points earned for that assignment, not the number of points “taken away” for errors or omissions.

Extra Credit:

You will have an opportunity to earn extra credit by taking part in two additional online research studies. Participation in each study will earn you 0.4 points (about 0.25%) added to your final grade. The studies can be found at <https://advertising.utexas.edu/research/pool>.

Grading System:

This class will be graded using the plus/minus grading system, as outlined by the university's provost office (<http://www.utexas.edu/provost/planning/plus-minus/>) and described below:

To earn an:	You must earn:	This is the percent equivalent of:	And the GPA equivalent of:
A	141.00 —150 points	94-100	4.00
A-	135.00—140.99 points	90-93.9	3.67
B+	130.50—134.99 points	87-89.9	3.33
B	126.00—120.49 points	84-86.9	3.00
B-	120.00—125.99 points	80-83.9	2.67
C+	115.50—119.99 points	77-79.9	2.33
C	111.00—115.49 points	74-76.9	2.00
C-	105.00—110.99 points	70-73.9	1.67
D+	100.50—104.99 points	67-69.9	1.33
D	96.00—100.49 points	64-66.9	1.00
D-	90.00—95.99 points	60-63.9	0.67
F	0—89.99 points	0-59.9	0.00

What the letter grades mean:

- A, A–** Earned by work of excellent quality indicating full mastery of the subject; in the case of an A, it indicates extraordinary distinction.
- B+, B, B–** Earned by work that indicates commendable comprehension of the course material and the student's full engagement with the course requirements and activities.
- C+, C, C–** Earned by work that indicates average and satisfactory comprehension of the course material and the student has met the basic requirements for completing assigned work and participating in class activities.
- D+, D, D–** Earned by work that is unsatisfactory but that indicates some minimal command of the course materials and some minimal participation in class activities that is worthy of course credit toward the degree.
- F** Earned by work that is unsatisfactory and indicates a failure to do minimal passing work

COURSE PROGRESSION:

NOTE: You must move through the modules sequentially. Canvas will lock a module (it will be invisible to you in Canvas) until the previous modules have been viewed. For example, you will not be able to access Module 4 until you have gone through all the components from Module 3. To complete a module, you will have to view all the videos, download all the files and click on any included links. Once you “unlock” a module, it does not close; it will be accessible for the rest of the semester.

Module 1:	Beginnings: 1492 – 1880	Sivulka, Ch. 1 Twitchell, Ch. 1
Module 2:	Selling the Goods: 1880 – 1900	Sivulka, Ch. 2 Twitchell, Ch. 2
Module 3:	Rise of a Consumer Economy: 1900 – WWI	Sivulka, Ch. 3
Module 4:	The Roaring '20s: 1920 – 1929	Sivulka, Ch. 4 Twitchell, Ch. 4, 5
Module 5:	The Depression and War Years: 1930 – 1945	Sivulka, Ch. 5 Twitchell, Ch. 7, 9
Module 6:	The Postwar Boom: 1945 – 1960	Sivulka, Ch. 6 Twitchell, Ch. 14, 12, 13
Module 7:	The Creative Revolution: 1960 – 1975	Sivulka, Ch. 7 Twitchell, Ch. 10, 15
Module 8:	From Positioning to Image Building: 1975 – 1990	Sivulka, Ch. 8 Twitchell, Ch. 18, 17
Module 9:	The Information Revolution: 1990 – 1999	Sivulka, Ch. 9
Module 10:	The Digital Age: Since 2000	Sivulka, Ch. 10

DEADLINES AND DUE DATES

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Aug. 27	Aug. 28	Aug. 29	Aug. 30	Aug. 31	Sept. 1
			CLASS STARTS			
Sept. 2	Sept. 3	Sept. 4	Sept. 5	Sept. 6	Sept. 7	Sept. 8
	Post Bio	Complete Module 1		Assignment 1		
Sept. 9	Sept. 10	Sept. 11	Sept. 12	Sept. 13	Sept. 14	Sept. 15
					Complete Module 2	
Sept. 16	Sept. 17	Sept. 18	Sept. 19	Sept. 20	Sept. 21	Sept. 22
	Ad Critique *	Response Comment *				
Sept. 23	Sept. 24	Sept. 25	Sept. 26	Sept. 27	Sept. 28	Sept. 29
	Complete Module 3			Test 1		
Sept. 30	Oct. 1	Oct. 2	Oct. 3	Oct. 4	Oct. 5	Oct. 6
	Ad Critique *	Response Comment *		Complete Module 4		
Oct. 7	Oct. 8	Oct. 9	Oct. 10	Oct. 11	Oct. 12	Oct. 13
Oct. 14	Oct. 15	Oct. 16	Oct. 17	Oct. 18	Oct. 19	Oct. 20
	Complete Module 5			Assignment 2		
Oct. 21	Oct. 22	Oct. 23	Oct. 24	Oct. 25	Oct. 26	Oct. 27
	Ad Critique *	Response Comment *		Complete Module 6		
Oct. 28	Oct. 29	Oct. 30	Oct. 31	Nov. 1	Nov. 2	Nov. 3
Nov. 4	Nov. 5	Nov. 6	Nov. 7	Nov. 8	Nov. 9	Nov. 10
	Complete Module 7			Test 2		
Nov. 11	Nov. 12	Nov. 13	Nov. 14	Nov. 15	Nov. 16	Nov. 17
	Ad Critique *	Response Comment *		Complete Module 8		
Nov. 18	Nov. 19	Nov. 20	Nov. 21	Nov. 22	Nov. 23	Nov. 24
			THANKSGIVING BREAK			
Nov. 25	Nov. 26	Nov. 27	Nov. 28	Nov. 29	Nov. 30	Dec. 1
	Complete Module 9			Assignment 3		
Dec. 2	Dec. 3	Dec. 4	Dec. 5	Dec. 6	Dec. 7	Dec. 8
	Ad Critique *	Response Comment *	Complete Module 10			
Dec. 9	Dec. 10	Dec. 11	Dec. 12	Dec. 13	Dec. 14	Dec. 15
	Test 3					

* You will only post one Ad Critique. For the week you post an Ad Critique, you will not post a Response Comment.

Notes:

1. Date for the Final Exam (Test #4) is TBD
2. The module dates are the date by which I recommend you complete the module lectures and readings.
3. Red = assignment and test due dates. Black = deadlines for completing modules

ACADEMIC INTEGRITY:

University of Texas Honor Code: The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

Each student in this course is expected to abide by the University of Texas Honor Code. Any work submitted by a student in this course for academic credit must be the student's own work. I encourage you to collaborate with your fellow students by studying together and discussing information and concepts covered in lecture, but all tests, quizzes and assignments must be done independently.

Should copying occur, both the student who copied work from another student and the student who gave material to be copied will both automatically receive a zero for the assignment. Penalty for violation of this Code can also be extended to include failure of the course and University disciplinary action.

During examinations, you must do your own work. Talking or discussion is not permitted during the examinations, nor may you compare papers, copy from others, or collaborate in any way. Any collaborative behavior during the examinations will result in failure of the exam, and may lead to failure of the course and University disciplinary action.

OTHER UNIVERSITY NOTICES AND POLICIES:

1. Use of E-mail for Official Correspondence to Students

All students should become familiar with the University's official e-mail student notification policy. It is the student's responsibility to keep the University informed as to changes in his or her e-mail address. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week. The complete text of this policy and instructions for updating your e-mail address are available at: <http://www.utexas.edu/its/policies/emailnotify.html>.

2. Documented Disability Statement

Any student with a documented disability who requires academic accommodations should contact Services for Students with Disabilities (SSD) at (512) 471-6259 (voice) or 1-866-329-3986 (video phone). Faculty are not required to provide accommodations without an official accommodation letter from SSD.

- Please notify me as quickly as possible if the material being presented in class is not accessible (e.g., instructional videos need captioning, course packets are not readable for proper alternative text conversion, etc.).
- Contact Services for Students with Disabilities at 471-6259 (voice) or 1-866-329-3986 (video phone) or reference SSD's website for more disability-related information: http://www.utexas.edu/diversity/ddce/ssd/for_cstudents.php

3. 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.

4. Behavior Concerns Advice Line (BCAL)

If you are worried about someone who is acting differently, you may use the Behavior Concerns Advice Line to discuss by phone your concerns about another individual's behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.

5. Q drop Policy

The State of Texas has enacted a law that limits the number of course drops for academic reasons to six (6). As stated in Senate Bill 1231:

“Beginning with the fall 2007 academic term, an institution of higher education may not permit an undergraduate student a total of more than six dropped courses, including any course a transfer student has dropped at another institution of higher education, unless the student shows good cause for dropping more than that number.”

6. Emergency Evacuation Policy

Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a fire alarm is activated or an announcement is made. Please be aware of the following policies regarding evacuation:

- Familiarize yourself with all exit doors of the classroom and the building. Remember that the nearest exit door may not be the one you used when you entered the building.
- If you require assistance to evacuate, inform me in writing during the first week of class.
- In the event of an evacuation, follow my instructions or those of class instructors.

Do not re-enter a building unless the Austin Fire Department, the UT Austin Police Department, or the Fire Prevention Services office gives you instructions to do so.

7. Counseling and Mental Health Services

Taking care of your general well-being is an important step in being a successful student. If stress, test anxiety, racing thoughts, feeling unmotivated or anything else is getting in your way, there are options available for support.

- Visit/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | [512-471-3515](tel:5124713515) | cmhc.utexas.edu
- CMHC Crisis Line: 24/7 | [512.471.2255](tel:5124712255) | cmhc.utexas.edu/24hourcounseling.html
- **CARE Counselor** in the Moody College of Communication is: Abby Simpson, LCSW|CMA 4.134 | [512-471-7642](tel:5124717642) (Please *leave a message* if she is unavailable)
- **FREE Services** at CMHC:
 - Brief assessments and referral services
 - Mental health & wellness articles - cmhc.utexas.edu/commonconcerns.html
 - MindBody Lab - cmhc.utexas.edu/mindbodylab.html
 - Classes, workshops, & groups - cmhc.utexas.edu/groups.html