

**ADV 318J**  
**Introduction to Advertising & Integrated Brand Communication**  
**Spring 2019**

**Professor:** Gary B. Wilcox (Burl@mail.utexas.edu)

**Class time:** TTH 11:00-12:30

**Office:** BMC 4.334

**Office Hours:** TTH 2-3:00

**Office phone:** 512-471-0917

**Teaching Assistants:** Lindsay Bouchacourt

**TA Office:** as posted on Canvas

**TA Office Hours:** as posted on Canvas

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

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

**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 primarily be a live-lecture based course supplemented by online lecture content through Canvas. These online materials will be available through a streaming media server which requires a broadband (high speed) Internet connection. The WIFI network on campus is sufficient and there are many computer labs on campus. If you do not have your own computer, or if you do not have a fast, broadband connection, you can use these options.

**Student Responsibilities:**

- Complete assigned readings prior to the lecture for which they are listed.
- Check your email / Canvas messenger daily.
- Examinations 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 everyday.

**Grading Rules:**

- 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 one week after the grade is posted.

## Method of Evaluation

Overall letter grades are based on point totals calculated by adding: (1) four exams (225 points each) and (2) two projects (100 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.

The final exam is optional. You may choose to take the comprehensive final exam (worth 225 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.*

## 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 given in the classroom on exam days. If you miss an exam during the semester for any reason whatsoever, you must take the comprehensive final exam. There are no other make-up exams.

## Individual Projects

Grades on the two individual projects have a significant impact on your final course grade. The TA will grade these projects. 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 TA immediately. Project grades will be discussed only during the week immediately following their 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 11:00 AM and may be submitted early.** The ability to meet deadlines and attend to details is an important part of the advertising and public relations business.

**Copyright Notice:** *All materials presented in lectures in this class are copyrighted by Dr. Gary B. Wilcox. No materials may be directly or indirectly published, posted to Internet and intranet distribution channels, broadcast, rewritten for broadcast or publication or redistribution in any medium. Neither these materials nor any portion thereof may be stored in a computer except for personal and non-commercial use. Further, only University of Texas students who are officially registered for ADV 318J this semester may use these materials.*

**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 --- Spring 2019

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

Week	Day	Date	O'Guinn Chapter Reading Assignment	Lecture
1	T	1/22		Introduction/overview
	TH	1/24	1	Advertising/PR Basics
2	T	1/29		History of Advertising ( <i>online video</i> )
	TH	1/31	3	History of Advertising/PR
3	T	2/5	18	Advertising/PR & Society
	TH	2/7	4	Cigarette Advertising ( <i>online video</i> )
4	T	2/12		Advertising/PR & Society
	TH	2/14	<b>1st Exam</b>	<b>Chs. 1, 3, 4, 18</b>
5	T	2/19		Guest lecture
	TH	2/21		Legal issues in Advertising/PR
6	T	2/26	2	First Amendment & Advertising ( <i>online video</i> )
	TH	2/28	16	AD/PR business
7	T	3/5	5	Consumers use of Advertising
	TH	3/7	• Individual Project #1 submitted on	Canvas by 11:00am
	TH	3/7	7	Consumers use of Advertising
8	T	3/12		The Story of Content ( <i>online video</i> )
	TH	3/14	<b>2nd Exam</b>	<b>Chs. 2, 5, 7, 16</b>
<b>SPRING BREAK!!</b>				
9	T	3/26	6	Targeting the message
	TH	3/28	15	Targeting the message
10	T	4/2		Ad Icons ( <i>online video</i> )
	TH	4/4	17	Brand Storytelling ( <i>online video</i> )
11	T	4/9	9	Creativity in Advertising
	TH	4/11	10	Production Decisions
12	T	4/16		Reimagining Advertising ( <i>online video</i> )
	TH	4/18	<b>3rd Exam</b>	<b>Chs. 6, 9, 10, 15, 17</b>
13	T	4/23	8	Guest lecture
	T	4/23	• Individual Project #2 submitted on	Canvas by 11:00am
	TH	4/25	11-12	IBC Planning
14	T	4/30	13	Guest Lecture
	TH	5/2	14	Career Day
15	T	5/7	<b>4th Exam</b>	<b>Chs. 8, 11, 12, 13, 14</b>
	TH	5/9		Course wrap-up

*Optional Final Exam – check course schedule.*

Lectures indicated with *online video* will not be held in the classroom. Videos will be available on Canvas for viewing beginning at 11:00am and remain available throughout the semester.