

ADV 305
FUNDAMENTALS OF ADVERTISING
Unique # 06215
Spring 2019

Time : T/TH, 3:30p.m.-5:00 p.m.

Location: BMC 1.202 (Belo)

Instructor: Wan Wang

Telephone: (512) 915-4889

Email: wangwan44@utexas.edu or via Canvas (please contact me through email).

Office hour: 2:00-3:30 TH & after class or by appointment

Location:**Belo 4th floor, 4.322**

TA: Ming-Chen ShenTu

Email: mingchen.shentu@utexas.edu or via Canvas

Office hour: 2:00-3:00 Mondays

Location:**Belo 4th floor, 26**

Textbook:

Contemporary Advertising and Integrated Marketing Communications , 15e

Author : William F. Arens, Michael F. Weigold

SBN-13: 978-1259548154

ISBN-10: 1259548155

Description:

ADV 305 is an overview of advertising for non-ADV majors offered by the Stan Richard School of Advertising and Public Relations in the Moody College of Communication. This class meets the needs of those who are interested in careers which related to persuasive communication and strategic market planning. This course will cover the basic concepts in advertising, marketing and integrated marketing communications (IMC), and talk about advertising's role and function in the market. This class will also give you an idea of how the industry work and what the process is like for advertising campaign planning.

Objectives:

The student who successfully completes this course will ideally be able to:

1. Know the basic concepts in Adv and Marketing;
2. Understand the role and function of advertising in the market and whole society;
3. Apply the basic concepts and follow the planning process to design their own advertising campaign.

COURSE OUTLINE

Approach:

This course will be comprised of 30 sessions plus exam week with each individual session being approximately 1.5 hours in length. The course will be designed to include a mixture of lecture by the instructor and guests, group discussion, and in-class activities.

Class Preparation:

1. It is expected that each student will be prepared to participate in lively, intelligent and professional discussion. This includes listening respectfully to all.
2. Reading assignments and homework must be done prior to attending class so that everyone will benefit from an in-depth discussion of issues.
3. All written assignments are to be typed. Spelling, grammar, and punctuation must be of professional or business standard. You must use a recognized citation standard when referencing the works of others in your written submissions.
4. All cell phones and pagers will be turned off prior to class. Laptops are permitted but such privileges may be rescinded in the discretion of the instructor if laptops are used for other than class use.

Attendance:

Students are expected to attend every class which is critical to the success of the course. As noted below, a large part of your grade will come from in class activities. Students are to be prepared to start the class session on time.

If for some reason you are unable to attend class, the student is expected to inform the instructor via email prior to class.

Being absent or late for class may result in a reduction of your grade for the course. If a student misses a class for any reason, it is the responsibility of the student to be informed of the materials covered during the class. Each student is encouraged to find a “class buddy” who can share information, handouts, and assignments.

Academic Integrity and Standards:

Students are expected to uphold the highest standards of academic honesty and integrity in all course activities and assignments. It is expected that there shall be no deception regarding the representation made by the student of his/her preparation, participation, or performance.

Plagiarism is a form of fraud. Proper acknowledgement makes the difference. Plagiarism is presenting another person's work as though it is one's own. Plagiarism is the presentation of a sequence of words, from another writer, quoted without quotation marks

and presented as one's own work. It is crucial that acknowledgement of sources be accurate and complete. This includes citations of all sources on written assignments. The instructor uses various tools to determine if plagiarism has occurred.

The remainder of the course requirements and policies relating to cheating and plagiarism are subject to the standard policies and procedures for all UT-Austin students as established by UT-Austin.

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.

Documented Disability Statement :

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone). Also, see <http://www.utexas.edu/diversity/ddce/ssd/>

Use of Canvas in Class

In this class we use Canvas — a web-based course management system with password-protected access at <http://courses.utexas.edu> —to distribute course materials, to communicate and collaborate online, to post grades, to submit assignments, and to give you online quizzes and surveys. You can find support in using Canvas at the ITS Help Desk at 475-9400, Monday through Friday, 8 a.m. to 6 p.m., so plan accordingly.

Feedback Statement (to encourage students to respond to your requests for their feedback) and University Course Evaluations

During this course, I will be asking you to give me feedback on your learning in informal as well as formal ways, including through anonymous surveys about how my teaching strategies are helping or hindering your learning. It's very important for me to know your reaction to what we're doing in class, so I encourage you to respond to these surveys (including completing university course evaluations), ensuring that together we can create an environment effective for teaching and learning.

Use of E-Mail for Official Correspondence to Students

Email is recognized as an official mode of university correspondence; therefore, you are responsible for reading your email for university and course-related information and announcements. You are responsible to keep the university informed about changes to your e-mail address. You should check your e-mail regularly and frequently—I recommend daily, but at minimum twice a week—to stay current with

university-related communications, some of which may be time-critical. You can find UT Austin's policies and instructions for updating your e-mail address at <http://www.utexas.edu/its/policies/emailnotify.php>.

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 to observe a religious holy day or for travel related thereto, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

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>.

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 you're given instructions by the Austin Fire Department, the UT Austin Police Department, or the Fire Prevention Services office

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." You can find advice, models, templates, and other resources for designing your course syllabus on the DIIA website at <http://www.utexas.edu/academic/diia/>

NOTE:

Moody College Writing Support Program

The Moody College Writing Support Program, located in BMC 3.322, <https://moody.utexas.edu/students/moodywriting> offers one-on-one assistance

without charge to students seeking to improve their professional writing in all fields of communication. We have specialists in Journalism, RTF, CSD, CMS, and PR and Advertising. In addition, we offer workshops to strengthen core writing skills in each field and to inspire students to strive for excellence. Students may book half-hour appointments on our website or drop in for assistance during all stages of the writing process.

Grading and Evaluation:

Details of each assignment will be provided as semester going on.

Assignment	points	percentage
3 exams+1 optional	100 x 3 =300pts	25+25+25=75%
1 weekly assignment	10 x 12=120pts	10%
2 writing assignment	10 x 2=20pts	10%
Attendance/participation	Good luck!	5%
extra credit	TBD	
Total	440pts	100%

Exam:

Each exam covers the material since last exam. Non-accumulative. Format will be multiple choices, true or false, and matching questions. We will have 3 exams in total on week 5, 10, 15.

Optional exam: optional exam will be an accumulative exam which covers all the materials of this semester. If your optional exam grade is higher than any of the 3 exams, the lowest grade will be dropped.

Weekly assignment—blog post:

Manage your own brand and advertising yourself—run your own social media blog! Create a social media account on whatever topic you are interested in and upload weekly post. Post will be graded by the keywords you provided at the beginning of the semester.

Writing assignment:

Writing assignment will be short reflective papers of a selected topic. Each one is 1-2 pages single space. Font size:12.

Attendance & participation:

We will not ask you sign attendance sheet each class. However, we will have some class activities, and your attendance score will come from there.

Extra credit.

Extra credit lectures or other extra credit opportunities may be available and will be posted and\ or discussed in class.

1. **Super Star Bonus:** the student who has the highest subscriber amount at the end of semester will get 2 extra point. If we get an Ultra-star, whose subscriber reached 20,000, 5 extra point!!! (Exclude those who “already-stars”).
2. **ShowTime Bonus:** the “already-stars” can register for experience sharing presentation. 2 extra points for the presentation.

NOTE: You accumulate points over the course of the semester by completion of all of the above graded activities. Maximum points available equal 100 (plus any extra credit). If you miss any of the graded activities or fail to complete or submit them, the points associated with those activities are forfeited and as such, will impact your final grade.

Grading

Under the plus/minus grading system of the university, grades will be calculated using accumulated points from graded activities as follows:

Semester-long Accumulated Points (Includes Extra Credit Points)	Grade
100-93	A
92.9-90	A-
89.9-87	B+
86.9-83	B
82.9-80	B-
79.9-77	C+
76.9-73	C
72.9-70	C-
69.9-67	D+
66.9-63	D
62.9-60	D-
59.9-0	F

Course Plan (Subject to change, will inform the class in advance for any change)

2019 Spring	Topic for the week	T	TH	Date	Reading	Assignment	
						Blog	Writing assignment
Week1	Basic concepts: mkt, adv, IMC			0121-0127	Ch1	keywords & area	
Week2				0128-0203		blog 1	
Week3	More on adv			0204-0210	Ch2,3	blog 2	
Week4	players in the field			0211-0217	Ch4	blog 3	
Week5	Consumer behavior		Exam 1	0218-0224	Ch5		
Week6	segmentation			0225-0303	Ch6	blog 4	SWOT
Week7	IMC			0304-0310	Ch8	blog 5	
Week8	IMC and Research			0311-0317	Ch7		
Week9	Spring break!! Yeah!!!			0318-0324		blog 6	
Week10	Campaign planning		Exam 2	0325-0331		blog 7	Yes or No
Week11	Media platforms for Adv			0401-0407	Ch12-14	blog 8	
Week12	Digital marketing & social media			0408-0414	Ch15,16	blog 9	
Week13				0415-0421		blog 10	
Week14	Public Relations and ethics			0422-0428	Ch19	blog 11	
Week15	History and social responsibility		Exam 3	0429-0505	Ch3		
Week16	No class	Optional exam 4		0507 & officehour			