

# ADV 318J: INTRODUCTION TO ADVERTISING & INTEGRATED BRAND PROMOTION

2018 Fall Semester | Tue & Thu 12:30 – 2:00 pm | L. Theo Belmont Hall (BEL) 328

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**Professor:**

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“People *DO* judge a book by its cover. We may have the best products, the highest quality ... etc. If we present them in a slipshod manner, they will be perceived as slipshod. If we present them in a creative, professional manner, we will impute desired qualities.”

Mike Markkula, Jr., former Apple executive

“It has taken more than a hundred scientists two years to find out how to make the product in question; I have been given thirty days to create its personality and plan its launching. If I do my job well, I shall contribute as much as the hundred scientists to the success of this product.”

David Ogilvy, Ad icon

## REQUIRED TEXT & MATERIALS

1. *Advertising and Integrated Brand Promotion*, 8<sup>th</sup> Edition. O'Guinn, Allen, Semenik, & Close. Cengage Learning, 2018. **Must be 8<sup>th</sup> Edition.**
2. The text is available for purchase at the University CO-OP.
3. Additional materials will be distributed during class, through email, or posted to our class Canvas website (<http://courses.utexas.edu>). These materials are mandatory unless specified otherwise.

## COURSE DESCRIPTION

Advertising represents an incredibly dynamic, fun, and challenging field. It's hard to look anywhere today without seeing the influence of advertising—from the clothes you're wearing right now to the media system that serves you unlimited information and entertainment. Advertising's prolific role in society—which can be both beneficial and harmful—constantly changes and, as such, requires its practitioners to be creative, attentive, energetic, analytical, ethical, logical, and highly skilled. Perhaps more than any other traits, being successful in this field requires astute communication abilities and innovative thinking.

The primary objective of the course is to help you cultivate your own basic understanding of the foundational concepts, skills, and perspectives in contemporary integrated brand promotion (IBP). We will examine IBP efforts as (1) an element in our social system, (2) a business function, (3) an art and communication form, and (4) a science. Your goal is to leave this class feeling equipped and excited to continue your education in this stimulating and rewarding field.

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**NOTE: Read through this syllabus carefully.** This document serves as a contract between you and me; it defines our mutual expectations and responsibilities as student and instructor. While I will seek to adhere to the schedule set forth below, I reserve the right to make any changes to this syllabus that I deem necessary.

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## STUDENT LEARNING OBJECTIVES

- ❖ You will learn principles, issues, and concepts that are foundational to advertising and integrated brand promotion
- ❖ You will understand the broader structure, context, and societal dimensions of advertising and IBP
- ❖ You will recognize that advertising and IBP are in a state of constant flux
- ❖ You will begin to develop the habits of mind necessary to excel in advertising and IBP. Some of these habits include:
  - The need to constantly monitor the field
  - The need to develop effective verbal, written, and interpersonal communication skills
  - The need to develop critical thinking skills
- ❖ You will gain experience working in small teams to critically assess IBP issues

## STUDENT RESPONSIBILITIES

- ❖ Complete assigned readings prior to the first class for which they are listed, and attend and participate in class as required.
- ❖ In addition to the readings from your textbook, you are responsible for understanding all content from in-class lectures, exercises, discussions, and assigned videos.
- ❖ Examinations test conceptual understanding of information from the aforementioned sources. To do well on the exams, study your assigned readings, lecture notes, and class exercises.
- ❖ You should develop an awareness of the trends and issues concerning advertising and public relations. I encourage you to begin developing a weekly habit of monitoring [Advertising Age](#), [PR Week](#) and [AdWeek](#).

## METHOD OF EVALUATION

Overall letter grades are based on point totals calculated by adding:

Assignment	Points per Assignment	Points Total
4 exams	200	800
2 papers	50	100
5 in-class “Arkaive” check-ins	20	100
<b>TOTAL POINTS POSSIBLE</b>		<b>1,000</b>

The points necessary to earn a letter grade are as follows:

Letter Grade	Point Total
A	910 and above
A-	870-909.9
B+	850-869.9
<b>B***</b>	<b>795-849.9</b>
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	594.9 and below

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

## GRADE QUESTIONS

You should check Canvas to confirm that your grades on exams, papers, and quizzes are recorded correctly. Report any errors to the TA immediately; do not wait until the end of the semester.

## EXTRA CREDIT

There are no extra credit assignments. All missed assignments and/or late assignments earn zeros; there are no exceptions.

## EXAMS

Exams will be administered in our classroom. (Note: the optional final exam may be held in a different classroom; this will be confirmed during the semester.)

- ❖ Each exam consists of 40 multiple choice and true/false questions.
- ❖ Exams 1-4 are not cumulative. I will not provide study guides for any of the exams, but encourage you to form groups—either in-person or via online social networks—to aid studying. **There are no make-up exams.**

- ❖ If you have a question about your exam, you must contact the TA immediately. Exam grades will be discussed only during the week immediately following when the grades are posted to Canvas. After that, exam grade changes will not be discussed; there are no exceptions.
- ❖ The final exam is optional; you may choose 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. If you miss an exam during the semester for any reason whatsoever, you must take the comprehensive final exam.

## PAPERS

Grades on the two individual papers have a significant impact on your final course grade. The specific instructions for these papers will be provided to you in class or during the semester and posted on our class Canvas website. You may only turn in your own, original work. The TA will grade these projects.

If you have a question about your grade on a paper, you must contact the TA immediately. Paper grades will be discussed only during the week (i.e., 7 days) immediately following when the grades are posted to Canvas. After that, grade changes will not be discussed; there are no exceptions.

Finally, following instructions is an important part of these papers and no late papers will be accepted for any reason whatsoever—papers must be uploaded to our Canvas website before the beginning of class (12:30 pm). Papers submitted after the deadline will earn an automatic grade of 0. Papers may be submitted early.

## IN-CLASS “ARKAIVE” CHECK-INS

We are going to use a free app called “Arkaive” to take attendance. Arkaive is a geolocation-enabled app that will only recognize your attendance when you are in the classroom. You must have either a laptop, a tablet, or a smartphone to use this app. If you do not have any of these devices, let me know and we’ll work out an alternative.

I will administer 6 Arkaive attendance “check-ins” this semester on random class meetings. Only 5 will count toward your grade, meaning that you can miss 1 “check-in” without penalty. On the days I choose to administer attendance, the check-in may occur at any time during the class meeting (e.g., promptly at 12:30pm, in the middle of the class, right before the end of the class, etc.). I will let the class know when it is time to log into Arkaive to check-in. Students will then have 20 minutes to complete the check-in process.

More detailed instructions for how to set up and use your Arkaive account will be provided on our Canvas website.

## MY EDUCATIONAL PHILOSOPHY FOR THIS COURSE

Congratulations! ... You’ve made it to the big leagues. You’re a student at one of the best public universities in the world. You’re bright and have ample promise as a student and citizen. As such, I regard each of you with high expectations. This course is the gateway course into the Advertising / PR major and is, therefore, challenging. Make no mistake: you will need to work diligently to earn the B or better that is required to apply or continue in this major. The TAs and I want you to succeed, but view you as a responsible adult who is capable of continually giving us your best work. We are here to push you to be at your best. We expect you to engage with the material, be present in class, and participate as required. In short, we expect you to be committed to learning—from us and from your peers.

## HOW YOU CAN MAXIMIZE YOUR RELATIONSHIPS WITH CLASSMATES & BE RESPECTFUL

- ❖ I encourage you to find a section of the lecture hall that you like and to sit in that section throughout the semester. Get to know your neighbor – they may be the person you start a successful company with some day.
- ❖ Latecomers aggravate me. I'm sure none of you will ever be late, but if you are late please enter the lecture hall quietly. If you enter loudly after class has started you will evoke snarls and disapproving stares from your classmates.
- ❖ Do not leave class early.
- ❖ Technology is cool. But when you're here, use your tech—laptops, smartphones—only for class activities. It's that simple. If your phone rings during class, I reserve the right to answer it. If you cannot use your devices appropriately during class time (what amounts to a little more than 2 hours per week), I encourage you to re-evaluate your relationship with technology as it may be bordering on an attachment disorder.

## E-MAIL POLICY

The TA is your first point of contact for this course. As such, your email inquiries should be sent to the TA and he/she will get me involved with your inquiries as needed. E-mail has become a favored way to communicate in academia and industry, but you must learn to use it appropriately. In other words, keep your emails formal; write professionally, as if you are writing to your boss at work, not to your friend. We will not respond to emails that are unprofessional or unclear.

## POLICY ON RECOMMENDATION LETTERS

As you begin your college career, which might eventually involve asking professors to recommend you for graduate programs, jobs, or internships, please be aware that professors are not obligated to write references for any student who asks us. I do not serve as a reference for a student unless I know the student well and can be positive about his/her accomplishments and potential. Therefore, your job as a college student is to become the kind of student professors can celebrate in recommendations — hardworking, inquisitive, kind, and honest. Consider maintaining relationships with professors, so that they know you well enough to write for you. Many juniors and seniors tell me they wish they had thought about this during their first year.

## POLICY ON LECTURE SLIDES

My lecture slides are my intellectual property. Students who post them online are infringing on my intellectual property. This activity is, therefore, not allowed. By accepting this syllabus, you have agreed to these guidelines and must adhere to them.

## 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.

Understand that the online course format allows for multiple methods of identity verification, collusion, collaboration and plagiarism monitoring and detection. A violation of the course policy may include (but is not limited to) the following:

- ❖ Providing your UT EID to any other person
- ❖ Collaborating or sharing information with another person regarding the material on any activity, assessment or assignment, before, during and/or after any activity, assessment or assignment
- ❖ Recording any quiz, assessment or assignment material in any format
- ❖ The public (such that it can be viewed by more than one person) posting of any form of a test bank or group of questions from any assignment

## **STUDENTS WITH DISABILITIES**

Please notify your instructor of any modification/adaptation you may require to accommodate a disability-related need. You will be requested to provide documentation to the Dean of Student's Office in order that the most appropriate accommodations can be determined. Specialized services are available on campus through Services for Students with Disabilities.

Visit <http://www.utexas.edu/diversity/ddce/ssd/> for more.

## **RELIGIOUS HOLY DAY OBSERVANCE POLICY**

The Texas Education Code specifies that an institution of higher education shall excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

A student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an assignment within a reasonable time after the absence.

Visit <http://www.utexas.edu/student/registrar/catalogs/gi03-04/ch4/ch4g.html#attendance> for more information.

## **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.

For immediate support:

- Visit/Call the Counseling and Mental Health Center (CMHC): M-F 8-5p | SSB, 5th floor | [512-471-3515](http://cmhc.utexas.edu) | [cmhc.utexas.edu](http://cmhc.utexas.edu)
- CMHC Crisis Line: 24/7 | [512.471.2255](http://512.471.2255) | [cmhc.utexas.edu/24hourcounseling.html](http://cmhc.utexas.edu/24hourcounseling.html)

CARE Counselor in the Moody College of Communication

- Abby Simpson, LCSW | M-F 8-5p | CMA 4.134 | [512-471-7642](http://512-471-7642) (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](http://cmhc.utexas.edu/commonconcerns.html)
- MindBody Lab - [cmhc.utexas.edu/mindbodylab.html](http://cmhc.utexas.edu/mindbodylab.html)
- Classes, workshops, & groups - [cmhc.utexas.edu/groups.htm](http://cmhc.utexas.edu/groups.htm)

### COURSE SCHEDULE

The tentative schedule below indicates the approximate dates when selected topics 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	Lecture / Discussion Topic
1	Thurs	8/30		Introduction & Overview
2	Tues	9/4	1	Advertising Basics
	Thurs	9/6	2	Organization of the Advertising Industry
3	Tues	9/11	3	History of Advertising
	Thurs	9/13	Video*	"Business Not as Usual"
4	Tues	9/18	4	Social & Ethical Dimensions of Advertising
	Thurs	9/20	<b>EXAM 1</b>	<b>Chapters 1-4</b>
5	Tues	9/25	5	Consumer Behavior
	Thurs	9/27	6	Segmentation, Positioning, Value Proposition
6	Tues	10/2	Video*	"The Persuaders"
	Thurs	10/4	Video*	"Generation Like"
7	Tues	10/9	7, 8 <b>Paper #1</b>	IBP Research & The IBP Plan <b>Due via upload to Canvas before 9:30am</b>
	Thurs	10/11		In-class Workshop
8	Tues	10/16	<b>EXAM 2</b>	<b>Chapters 5-8</b>
	Thurs	10/18	9	Managing Creativity in ADV and IBP
9	Tues	10/23	10	Creative Message Strategy
	Thurs	10/25	Video*	"Art & Copy"
10	Tues	10/30	12	Media Planning
	Thurs	11/1		In-class Workshop
11	Tues	11/6	<b>EXAM 3</b>	<b>Chapters 9, 10, 12</b>
	Thurs	11/8	18	Public Relations
12	Tues	11/13	18	Public Relations (cont.)
	Thurs	11/15	16	Event Sponsorship & Branded Entertainment
			<b>Paper #2</b>	<b>Due via upload to Canvas before 9:30am</b>
13	Tues	11/20		To be announced
	Thurs	11/22	<b>***THANKSGIVING BREAK***</b>	
14	Tues	11/27	Video*	"The Greatest Movie Ever Sold"
	Thurs	11/29	15	Sales Promotion, P-O-P, Support Media
15	Tues	12/4		In-class Workshop
	Thurs	12/6	<b>EXAM 4</b>	<b>Chapters 15, 16, 18</b>
<b>OPTIONAL FINAL EXAM</b>				<b>Time and Location TBA</b>

\*Lectures indicated with video will be held in the classroom and attendance is required.