

# Survey of Advertising

ADV 2374 - 002, Fall 2012

## Syllabus

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**Instructor:** Sidharth Muralidharan, Ph.D.  
**Office:** ULEE 239-A  
**Office Hours:** MWF 9:00-10:30 AM & by appointment  
**Email:** [sidmurali@smu.edu](mailto:sidmurali@smu.edu)  
**Office Phone:** 214-768-1542  
**Class Meets:** OFAC B600, MWF 11:00-11:50 AM  
**Text Book:** Arens, W. F., Weigold, M. F., & Arens, C. (2011). *Contemporary advertising and integrated marketing communications (13<sup>th</sup> Ed.)*. McGraw-Hill Irwin: New York, NY.

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### COURSE DESCRIPTION

This course provides a broad overview of advertising as an integral part of the mass media and of its multiple roles in the society, economy and marketing process. Topics include history, ethics, social dynamics and economic implications, as well as the advertising campaign planning process. The process of advertising is examined from the perspectives of business and social science.

**Note:** This is an entry course to the Temerlin Advertising Institute (TAI). In order to declare advertising as your major or minor, you must perform well and then go through the application process. You will have an opportunity to learn about the TAI and the application process in this class.

### COURSE OBJECTIVES

Advertising is a pervasive, multi-dimensional, and ever-changing institution. In this course, you will:

- Explore the core principles and fundamentals that drive advertising as it is actually practiced and how the business side of advertising has an impact on everyday economics.
- Explore the ethical and moral issues in place in the advertising world and critical social questions facing advertisers today.
- Understand the role of advertising as a social and economic institution that has an impact on our everyday lives so that you may make analyses of various situations that arise in the advertising world.
- Understand secondary and primary research, and the roles they play in decision-making in marketing and advertising so that you may use these tools for analysis and synthesis of information.
- Overview the creative process in advertising.
- Overview the role of media planning in advertising.

- Learn the major organizations and laws involved in advertising regulation, and how advertising is regulated in the United States.
- Explore the institutions involved in the creation, dissemination and regulation of advertising and other forms of integrated marketing communication (IMC), and understand the role of advertising and IMC as an integral part of an organization's marketing strategy.

**This Course will also satisfy the following University Curriculum Student Learning Objectives**

- Students will be able to identify the types of interactions and influences that arise between or among individual, social, cultural, political, or economic experiences.
- Students will be able to summarize basic empirical phenomena in the study of individual, social, cultural, political, or economic experiences.

**ATTENDANCE POLICY**

1. Class attendance and punctuality will be monitored.
2. Any absences that are not documented with a written excuse from the appropriate medical, legal, or university authority are unexcused. If it is necessary to miss a class for personal or professional reasons, notification must be given well in advance for the absence to be considered excused. This is always at the discretion of the instructor.
3. A visit to the Health Center alone does not justify a medical absence. You must provide either 1) a handwritten note on the prescription form, or 2) a signed letter on Health Center stationery.
4. After three unexcused absences, a student's final grade will be lowered one letter grade for each subsequent unexcused absence (e.g., A→B, A- → B-).
5. At the end of the semester, "2 points" will be added to the final grade for those who have full attendance.
6. Students who walk-in 10 minutes AFTER class starts will be considered absent.
7. Whether present or not, students are responsible for all material covered and information given out in class.
8. Do not plan your holiday travel prior to the scheduled Final Exam. "I have non-refundable tickets that my parents paid for," is not an acceptable excuse. Missing the final for any reason but a documented medical emergency will result in a grade of "zero."

**EVALUATION**

There will be four, closed-book, multiple-choice examinations throughout the semester. All exam questions will be multiple choice and true/false questions. The exams will be based on materials covered in your readings, class discussions, guest lectures, and video presentations shown in class. The exam score will be posted as soon as graded. All concerns/questions about the grades must be discussed within 5 business days once the grade is posted. The exam grade is considered accurate and finalized thereafter.

Your final course grade will depend on your performance on four exams.

Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Exam 4	100 points
Total	400 points

### Grading Scale

A	94-100%	C	73-76%
A-	90-93%	C-	70-72%
B+	87-89%	D+	67-69%
B	83-86%	D	63-66%
B-	80-82%	D-	60-62%
C+	77-79%	F	59% and below

### Make-Up Exam

There are no make-up exams unless you are a student participating in an officially sanctioned, scheduled University extracurricular activity. Please check the scheduled exam dates before you plan your personal trips.

The only possible exceptions include: a documented personal illness or injury; a documented death in the family; or a university approved extracurricular event. In such cases, students should contact the professor as soon as possible, preferably before the test time. Any make-up exam may differ from the original (to maintain the security of the test); therefore, any makeup exam may be more difficult than the original and/or it may use a different format.

### ACADEMIC INTEGRITY

Students are expected to adhere to the SMU Honor Code (See "Academic Integrity" in the SMU Undergraduate Catalog.)

Academic dishonesty includes, but is not limited to, the following activities:

1. Signing in for someone else on the attendance roll.
2. Having someone sign in for you on the attendance roll.
3. Copying off someone else's exam.
4. Stealing exams.
5. Plagiarism of all kinds.
6. Assisting another student with academic dishonesty. Failure to prevent or report academic dishonesty by another may be considered participation in a dishonest act.
7. Having someone take an exam for you.

**Disability Accommodations:** Students needing academic accommodations for a disability must first contact Disability Accommodations & Success Strategies (DASS) at 214-768-1470 or [www.smu.edu/alec/dass.asp](http://www.smu.edu/alec/dass.asp) to verify the disability and to establish eligibility for accommodations. They should then schedule an appointment with the professor to make appropriate arrangements. (See University Policy No. 2.4; an attachment describes the DASS procedures and relocated office.)

**Religious Observance:** Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

**Excused Absences for University Extracurricular Activities:** Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work (University Undergraduate Catalogue).

### **PRELIMINARY COURSE SCHEDULE**

Below is a tentative schedule for the class. Discussions may extend longer than expected, so, the course schedule may change.

#### **Week 1- Welcome and Introduction**

Aug 20 Introduction to the course and syllabus

Aug 22 Chapter 1

Aug 24 Chapter 1 (Last day to enroll/add/drop without grade record or tuition billing)

#### **Week 2- Perspectives in Advertising**

Aug 27 Chapter 2

Aug 29 Chapter 2

Aug 31 Chapter 3

#### **Week 3- Perspectives in Advertising**

Sep 3 *Labor Day, No Class*

Sep 5 Chapter 3

Sep 7 Chapter 4

#### **Week 4- Advertising Strategies and Research**

Sep 10 Chapter 4

Sep 12 Chapter 5

Sep 14 Chapter 5

#### **Week 5- Advertising Strategies and Research**

Sep 17 *Exam-1 (Chapters 1-4)*

Sep 19 Chapter 6

Sep 21 Chapter 6

#### **Week 6- Advertising Strategies and Research**

Sep 24 Chapter 7

Sep 26 Chapter 7

Sep 28 Chapter 8 (Family Weekend)

#### **Week 7- Advertising Strategies and Research**

Oct 1 Chapter 8

Oct 3 Chapter 9

Oct 5 Chapter 9

#### **Week 8- Creative Strategy and Execution**

Oct 8 *Exam-2 (Chapters 5-9)*

Oct 10 Chapter 10

Oct 12 Chapter 10

**Week 9- Creative Strategy and Execution**

Oct 15 *Fall Break, No Class*

Oct 17 Chapter 11

Oct 19 Chapter 11

**Week 10- Media Planning**

Oct 22 Chapter 12

Oct 24 Chapter 12

Oct 26 Chapter 13

**Week 11- Media Planning**

Oct 29 *Exam 3 (Chapters 10-12)*

Oct 31 Chapter 13

Nov 2 Chapter 14 (Last Day to Drop the Course)

**Week 12- Media Planning**

Nov 5 Chapter 14

Nov 7 Chapter 15

Nov 9 Chapter 15

**Week 13- Integrated Marketing Communications (IMC)**

Nov 12 Chapter 16

Nov 14 Chapter 16

Nov 16 Chapter 17

**Week 14- Integrated Marketing Communications (IMC)**

Nov 19 Chapter 17

Nov 21 *No Class Day*

Nov 23 *Thanksgiving Holiday*

**Week 15- Integrated Marketing Communications (IMC)**

Nov 26 Chapter 18

Nov 28 Chapter 18

Nov 30 TBD

**Week 16- Final Week**

Dec 3 TBD (Last day of instruction)

Dec 5 TBD

Dec 6 *Exam-4 (Chapters 13-18) [11:30 AM-12:30 AM]*