

Emmanuel College
Department of English
ENGL2523: Introduction to Advertising & Culture
Section 01: MWF 11-11:50, ADM 435
Section 02: MWF 9-9:50, ADM 435

Instructor: Mark Flynn, Ph.D.
Email: flynnm@emmanuel.edu
Office Hours: MW 12-2

Phone: 617-732-1677
Twitter: @markallenflynn
Office: 434-C

COURSE DESCRIPTION

An overview of the broad field of advertising including concepts, strategies, and tactics. Informs students about the role of advertising in the American economy and the procedures involved in planning advertising campaigns. This course will also discuss ethical and cultural topics in advertising. Throughout the semester, a strong emphasis will be placed on the ability to think critically and creatively, and to present the ideas convincingly using oratorical and technical tools and techniques.

LEARNING OUTCOMES

Upon the completion of this course the students will be able to:

- Assess historic and current issues of ethics, diversity and social responsibility in advertising.
- Compare integrated media concepts and identify appropriate advertising executions.
- Understand the structure of the advertising industry and the various career options available.
- Consider the strategic process and planning involved in developing an advertising campaign.
- Apply various planning and creative tools employed in producing advertising messages.
- Collaborate in a group setting and engage in creative problem-solving

Required Text:

Arens, W. F., Schaefer, D. H., Weigold, M. F. (2015). *M: Advertising*. 2nd Ed. McGraw-Hill: New York. ISBN: 978-0-07-802896-0 <http://www.mhhe.com/ArensM>

**You are expected to bring your textbook to class.*

Recommended Readings (Sign up for the free newsletters sent to your email):

1. *American Advertising Federation SmartBrief:* <http://www.smartbrief.com/aaf/>
2. *Advertising Age:* <http://adage.com/>

GENERAL COURSE GUIDELINES

Engagement: You are expected to come to class having read and carefully considered the assigned materials. I will spend time during class unpacking the readings and providing examples. The remainder of class will require you to apply what you have learned and to examine examples. Also, we will discuss current topics relating to advertising. **Pay attention to advertising** everywhere—TV, online, hard copy, on park benches, buses, billboards, buildings, etc., and watch TV news for stories about the use and/or abuse of advertising! Finally, the engagement expectation extends to any class sessions held via ECLearn. Engagement is worth 50 points (5% of your overall grade).

Attendance: Attending all classes is expected. You should consider any more than three unexcused absences excessive (i.e. one week's worth of class). Any absences above three require a doctor's note specifically stating that you were unable to attend class during our class meeting time. Notes must be submitted within 1 week of missing class. If you are going to be absent, it is your responsibility as a student in this course to contact another student in class regarding any class discussion/future homework or assignments or meet me during office hours. The instructor reserves the right to deviate from the course evaluation criteria in order to reflect a student's continued failure to attend class. **While some absences may be excused, students cannot miss weeks of the course (even with good reason) and expect to pass. Students who do not regularly show up for this class may be failed or penalized beyond 10% of their grade.** Also, every 3rd late arrival/early departure constitutes one unexcused absence.

Preferred Mode of Communication: I prefer email and will respond fastest via this medium. You can expect a turn-around time of up to 24hrs during the week. *If 24hrs have passes, please assume I did not receive your email and feel free to send another.* While I do try to return emails over the weekend, if you email me between Friday afternoon—Sunday, you can expect a response by Monday.

Writing Assignments: Students are expected to use proper grammar and spelling in all written assignments. For all assignments, APA format is required for your sources. You must cite in text after each borrowed statement and include full citations in a reference page. All work submitted in hard copy form must be typed, double-spaced, using 12-point Times New Roman font and 1-inch margins. *For ECLearn textbox submissions, the spacing and font requirements are waived due to technology constraints.

Submitting Assignments: Due dates for assignments are included in the course schedule below. If you know you are going to be absent on the day a major assignment is due, be sure to submit the assignment before the due date to receive full credit. Late submission of assignments will receive a 10% grade reduction with an additional 10% taken off per week. However, you are not permitted to make up exams or submit late R&A assignments. Also, emailed assignments will not be accepted. Finally, presentation dates will be assigned in advance and cannot be changed without instructor approval.

Professionalism in the Classroom: Civility in the classroom and respect for the opinions of others is very important to foster a positive classroom climate. You will no doubt disagree with some of the discussed ideas and opinions in class, but respect for your classmates is expected. Classroom discussion is meant to allow us to hear a variety of viewpoints. This can only happen if we respect each other and our differences. Any discussion on ECLearn should adhere to these same guidelines. Cell phones should always be silenced (Not simply on vibrate) during class, and text messaging is not permitted. In the event that a cell phone is noticed in class, students may be excused from class and receive an absence for the day. Laptop computers/tablets are only permitted for use in class for special cases and must be approved by the instructor.

Professionalism also includes proper email etiquette (e.g. addressing and signing your emails, etc.); adhering to all course policies (assignment submission, writing assignment guidelines, etc.); timely completion of assignments; and contacting your professor in a timely manner with any issues you are experiencing that may prevent you from completing assignments.

ASSESSMENT

Exams (450pts—3 X 150pts): During the semester you will have three exams as indicated on the course schedule. The exams will cover both material from the textbook and material from lecture, which will

extend, explain, and interpret your text. Exams will be primarily multiple-choice and T/F questions, but may also include short answer questions. Exams are non-cumulative; meaning, you will only be assessed on material covered since the last exam.

Reflection and Application (R&A) Assignment (280pts; 35pts each): Throughout the semester you will document your understanding of the course readings/class discussions, provide your own insights, and often be required to apply what you have learned. Specific topics vary week to week and will be posted on ECLearn. R&A assignments must be submitted to ECLearn by the designated date **before** the start of class. Due to their timely nature and their potential to enhance class discussions, no late submissions are permitted. You must be prepared discuss your submissions in class.

Advertising Project: Creating a TV Ad (220 points): In small groups, you will create a video advertisement. The goal of this project is to apply what you have learned about advertising and to put this knowledge into practice. Each group will be designing one video that will be uploaded to YouTube.

**A full description of the major assignments will be posted on ECLearn during the semester.*

Assignment:	Points Available
Exams:	450 points
Reflection & Application:	280 points
Group Project:	220 points
Engagement:	50 points
Total Points Available:	1000 points

GRADE BREAKDOWN

A = 930-1000 A- = 90-92 B+ = 870-899 B = 830-869 B- = 800-829 C+ = 770-799 C = 730-769
C- = 700-729 D+ = 650-699 D = 600-649 F ≤ 599

Course Timeline

Students are required to complete readings and R&A submissions prior to the scheduled class lecture time.

Week	Date	Topic:	Assignments:	Reading Due:
1	1/18	Course introduction		
	1/20	The evolution and functions of advertising	R&A #1 Due	Ch. 1
2	1/23	-The evolution and functions of Advertising (Cont.)		
	1/25	Advertising and it's impact Ad ethics: "Telling only the lies we have to"		Ch. 2
	1/27	Advertising and it's impact Ad ethics: "Telling only the lies we have to"	R&A #2 Due	
3	1/30	The business of advertizing		Ch. 3
	2/1	The business of advertizing		
	2/3	What could a career look like?	R&A #3 Due	
4	2/6	Know your audience		Ch. 4

	2/8	Know your audience		
	2/10	Super Bowl Ad discussion	R&A #4 Due	
5	2/13	The message is the message		Ch. 5
	2/15	Advertising and consumer behavior		
	2/17	Advertising and consumer behavior	R&A #5 Due	
6	2/20	Presidents Day –No Class		
	2/22	Advertising and consumer behavior		
	2/24	Exam 1 (Ch. 1-5)		
7	2/27	Account planning (Yay, research!)		Ch. 6 Ch. 7
	3/1	IMC planning	Project Assigned (Groups Designated)	
	3/3	*Guest Speaker	R&A #6 Due	
8	3/6	SPRING BREAK		
	3/8	SPRING BREAK		
	3/10	SPRING BREAK		
9	3/13	*Guest Speaker		Ch. 8
	3/15	The business of fostering creativity		
	3/17	The business of fostering creativity	R&A # 7 Due	
10	3/20	Creative execution: print and broadcast		Ch. 9
	3/22	Creative execution: print and broadcast		
	3/24	Creative execution: print and broadcast		
11	3/27	Print, TV, & Radio	Group Project: Overview Due	Ch. 10
	3/29	*Guest Speaker		Ch. 11
	3/31	Independent workshop		
12	4/3	Exam 2 (Ch. 6-10)		
	4/5	-The interwebs and other newfangled stuff -Social media		Ch. 12
	4/7	Group Workshop-Pilot Session 1	Group Project: Storyboards/Scripts Due	
13	4/10	IT'S EVERYWHERE!!		Ch. 13
	4/12	Guerrilla advertising	R&A # 8 Due	
	4/14	Good Friday—No Classes		
14	4/17	Easter/Patriots Day—No Classes		
	4/19	Media Planning		Ch. 14
	4/21	Group Workshop-Pilot Session 2	Group Project: Video Drafts Due	
15	4/24	Direct Marketing techniques		Ch. 15
	4/26	Direct Marketing techniques		
	4/28	Presentations—“The pitch”	*Final video due for all groups	
16	5/1	Presentations—“The pitch”		
	5/3	Reading Day—No Classes		

Final Exam (Ch. 11-15):

Section 01 (MWF 11-11:50): TH May 4th @12:30

Section 02 (MWF 9-9:50): MON May 8th @2:45

Credit Hour Statement: One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately 15 weeks for **one semester hour of credit**. For accelerated courses, 15-20 hours of out-of-class student work each week. At least an equivalent amount of work for other academic activities, including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

For Arts and Sciences traditional, face-to-face classes: Students are expected to devote a minimum 12 hours of study for each 4-credit course per week over the semester. A minimum of three of these hours are spent in class. Consequently, faculty are expected to assign out-of-class work that will require a typical student to spend a minimum of nine hours of effort per week on average.

Academic Integrity Policy Community Statement: Academic integrity, ethics and trust are core values in the Emmanuel College community. These values should matter to all members of the community and should apply everywhere—in our classrooms, in the Library, in the Computer Labs, in the Student Center, in the residence halls, in the dining hall, and in our offices. An academic community where each member of that community upholds the values of academic integrity, ethics and trust is one in which faculty members, students, administrators and staff can achieve significant goals and make meaningful contributions. In such a community, people treat each other with respect and value the intellectual and real property of other individuals and of the community as a whole.

This Community Statement is intended to remind us that everyone is part of the effort to further enhance and sustain a culture of academic integrity, ethics and trust. It should appear on all College syllabi and could also be used in the Admissions process, during orientation, displayed in College buildings and recited at important ceremonial events on campus. "I willingly accept my role in this process" would be added to the Statement if it is recited or written out and signed. In the event that a faculty member does not include the Community Statement on the syllabus, students are nonetheless responsible for work that is consistent with standards of academic integrity. For complete information about the Academic Integrity Policy please visit <http://www.emmanuel.edu/academics/registrar/academic-policies/academic-integrity-policy.html>

Academic Support and Disability Services Statement: Any student needing additional support in this course is encouraged to speak with the instructor and to take advantage of the services of the Academic Resource Center (ARC). The ARC provides tutoring, writing assistance, disability services, and academic coaching. Contact the ARC for more information (ground level of the Cardinal Cushing Library, room G-04, 617-735-9755, arcservices@emmanuel.edu).

It is the policy of Emmanuel College to provide appropriate, reasonable accommodations to students who have documented learning, physical, cognitive, or psychiatric disabilities that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to meet with the course instructor. If you have a documented disability and may require accommodations in this course, you will need to register with Disabilities Support Services (ground level of the Cardinal Cushing Library, room G-06A, 617-735-9923, disabilityservices@emmanuel.edu).

Statement on Physical/Emotional Health: A range of issues can cause barriers to learning, such as strained relationships, increased anxiety, health issues, alcohol/drug problems, feeling down, difficulty concentrating, lack of motivation or feeling ill. These concerns or other stressful events may lead to diminished academic performance or may reduce your ability to participate in daily activities. University resources can help you address these and other concerns. You can learn more about our broad range of confidential mental health or medical services at the Counseling Center located in Admin 151 or Health Services located in lower level of St. Joseph's Hall. <http://www.emmanuel.edu/student-life/student-health-counseling.html>

Supporting a Diverse + Inclusive Community: Members of our community are expected to demonstrate respect and show sensitivity to differences in others. All members of the community are entitled to and responsible for maintaining an environment of civility that is free from disparagement, intimidation, discrimination, harassment, and violence of any kind. We expect each member of the community to take

responsibility for building and improving the quality of our community. We expect that as an educated community we will have a tolerance for others' opinions and openness to their perspectives. We expect that every member of the Emmanuel community will accept diversity, value inclusivity, and be civil in dealings with each other. The College does not tolerate racism, sexism, classism or discrimination based on sexual orientation. We hope that all members of our community will model and teach respect for the differences among us and celebrate the similarities that unite us as a people worthy of dignity. (Adapted from Emmanuel College Statement on Community Standards)

Building and Sustaining a Community of Integrity and Trust: Academic integrity, ethics, and trust are core values in the Emmanuel College community. These values should matter to all members of the community and should apply everywhere – in our classrooms, in the Library, in the Computer Labs, in the Student Center, in the dorms, in the cafeteria, and in our offices.

All members of this community share in the responsibility for building and sustaining a culture of high academic standards and interpersonal trust. During this course, you may be asked to sign the following statement: I pledge that I have upheld the Emmanuel College values of academic integrity, ethics, and trust in this course/test/assignment.

In the event that a faculty member does not ask students to sign the Community Pledge, students are nonetheless responsible for work that is consistent with standards of academic integrity. Violations of academic integrity can lead to a lower grade on an assignment, a lower grade in a course, and/or a greater penalty, including suspension or dismissal from the College.

The Emmanuel College Academic Reporting System is to be used in all instances where an academic integrity infraction results in a lowered grade or failing grade for an assignment or for a course. The faculty member will complete and file an Academic Integrity Reporting Form (AIR Form) with the Academic Affairs office, which will share the form with the Registrar's Office, the student's advisor, and the student. Students have the right to dispute an AIR Form (either because they object to the finding of an academic integrity violation or because they challenge the severity of the consequence.). The Academic Integrity Board will hear cases of possible violations of academic integrity and all disputes over AIR forms.

See complete policy on the Emmanuel College website.

Note: This is a tentative syllabus. I reserve the right to change or update this document if necessary.