

ADV 5301 Special Topics: The Advertising Industry in New York **Class meets every day May 17-May 25**

Housing: Best Western Plus Hospitality House, 145 E. 49th St. NY, NY 10017
Daily hot breakfast included. Meetings will take place at site visit locations as well as other locations as specified by instructor TBA. Hotel phone: 212.753.8781

Alice Kendrick, Ph.D., Professor, Temerlin Advertising Institute
Room 239-D Umphrey Lee Center, Southern Methodist University
Dallas, Texas 75275, akendric@smu.edu 214.707.0777 mobile

Prerequisite Coursework: ADV 2374 Survey of Advertising; preference given to advertising majors; advertising minors and students who have taken ADV 2374 also considered.

Course Description and Objectives

Students and faculty spend an intensive eight days exploring and analyzing industry and ethical issues in the Advertising Industry via visits to New York City advertising agencies, client companies and media firms. Students will interview key advertising executives about issues in advertising, advertising management and ethics. Participants will maintain daily accounts and analysis of activities and meetings, produce a research paper on an assigned topic, and shadow and report about an advertising professional in their area of interest.

Course Goals and Learning Outcomes

Objectives for the course will be met during class meetings and field visits, reading before and during the course, and outside work in which you will:

- 1) Demonstrate basic knowledge of the scope, role and status of the advertising industry in the US and specifically New York City
- 2) Demonstrate basic knowledge about how different types of advertising agencies, advertisers, media companies and suppliers function to produce and disseminate marketing communication
- 3) Understand career paths in advertising and the value of industry contacts
- 4) Analyze and report on current management and ethical issues and their implications
- 5) Conduct yourself and produce work in a manner consistent with a high level of professionalism and social responsibility

Cell phones and other technology that can contribute to distracted learning

Please turn off and put away cell phones and other potentially distracting devices before class or visits begin. Audio or video recording of class lectures, presentations or guest speakers is forbidden without instructor and guest speaker permission.

Computer access needed: Students will need access to a laptop or tablet for assignments.

Required Reading

Daily reading of AAF Smartbrief, Creativity Online, Smartbrief on Social Media.
Other reading will be assigned during the term. Watch and listen for announcements.

Grading: Daily notes/analysis 40%; Daily Observational Grist/Participation/Professionalism 20%; Issue Analysis 30% (20% industry; 10% career); Shadow Day Report 10%. Class reflection is required but not graded (10% deducted from final grade if not turned in).

Grading Scale (in %): A 95-100; A- 90-94; B+ 87-89; B 84-86; B- 80-83; C+ 77-79; C 74-76; C- 70-73; D+ 67-69; D 64-66; D- 60-63; 59 and below – Fail

Attendance: Class sessions and in-class work are essential to a good grade in this course. Given the experiential nature of this class and the number of days we will meet, a maximum of one appointment absence is allowed. Each absence after one will result in 5 points deducted from the final course grade. Each tardiness after your first will count as 3 points off final grade.

Assignments: Late assignments will result in deduction of 10% of project grade per day.

Grading of Presentations and Reports: Projects presented to the class: 33.3% presentation; 33.3% content of written report; 33.3% GSP (grammar, spelling, punctuation, usage, clarity). Non-presented work: 50% GSP and 50% report content. More specific grading criteria will be provided for specific assignments.

Academic Honesty: You are required to observe the Honor Code and SMU Student Code of Conduct. For complete details, see: http://www.smu.edu/studentlife/PCL_01_ToC.asp
At minimum, I will assign a grade of zero to a project or exam involving a violation of the honor code, and I reserve the right to drop the student from the course.

Disability Accommodations: Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit <http://www.smu.edu/Provost/ALEC/DASS> to begin the process. Once registered, students should then schedule an appointment with the professor as early in the semester as possible, present a DASS Accommodation Letter, and make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

Religious Observance: Please contact instructor immediately if you require accommodations. 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: Please consult with instructor before the class commences if this type of absence is anticipated. 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 Catalog)

ADV 5301: 2017 Schedule – Preliminary 1.0

May 16	Arrive, check in to assigned housing
May 17	<ul style="list-style-type: none"> •Class meeting 8 a.m. Kendrick apartment •BBDO, 1285 Ave. of the Americas (51 and 52) 10:30-11:30 am •Publicis North America, 950 Ave. of the Americas (35 and 34) 1-3:30 pm •Christian Dior Fragrance marketing, 19 E. 57th 5 pm •Class meeting 6:15 pm: Practice DOG due
May 18	<ul style="list-style-type: none"> •Fox News, 1211 Ave. of the Americas (6th&47th), 9-10 am •OMD, 195 Broadway, Managing Dir. Diane Weeks 11:45-1:30 •Buzzfeed (200 5th Ave, 5th at 23rd) 2 pm <p>Class meeting afterward; DOG 1 due Schedule one-on-one meeting with Kendrick</p>
May 19	<ul style="list-style-type: none"> •Google, Inc., 111 8th Ave. (btw 15&16) 10-11 am •Bloomberg Media, 731 Lexington (58th and Lex) 1 pm •Bring DOG 2 to dinner •Tentative: Broadway show; dinner
May 20	<ul style="list-style-type: none"> •PepsiCo Design & Innovation Center, 350 Hudson 10-noon •Horizon Media, One Hudson Square (75 Varick) 12-2 •Afternoon TBA •Alumni visits 6 pm; DOG 4
May 21	Planned activities TBA
May 22	<p>Planned activities TBA Class meeting 6 pm; DOG 3</p>
May 23	<ul style="list-style-type: none"> •GALE, 754 5th Ave. TBA •TBA PR agency •DOG 5Afternoon TBA: PR firm visit TBA
May 24	<ul style="list-style-type: none"> •Shadow Day – appointments TBA •5-10 pm: Final meeting, oral reports for Research Paper and Shadow •DOG 6 due
May 25	<ul style="list-style-type: none"> •Travel Day •Check out of Best Western by 11 am
May 31	<ul style="list-style-type: none"> •Final written assignments due no later than 5 pm CST via email •Reflection and Reflection DOG due