



SYLLABUS ADV 5301: The Advertising Industry in Dallas

MAY TERM 2017

Earning three semester credit hours in 11 days is a unique opportunity. Even more unique is what happens in those 11 days. Private access and personal introductions to some of top advertising agencies in Dallas make this a one-of-a-kind educational experience. You'll see what day-to-day life is like in the real world of advertising and marketing and get to meet the professionals who create and execute ad campaigns. This is both a classroom and fieldwork course. Students who complete this course will be both better informed and better connected, especially when the time comes to apply for internships and jobs. Class meetings will take place at SMU, and meetings with advertising professionals will be held at advertising agency locations throughout Dallas.

Course Description and Objectives: The Dallas area is in a Top Five U.S. Media Market, and is home to numerous Fortune 500 advertisers, national and international advertising agencies, and major traditional and digital media organizations. Students spend eleven intensive days exploring and analyzing current advertising issues via class meetings and site visits to these organizations. Students will interview key advertising executives about issues in advertising and advertising management, employment issues, professional currency, and strategy development. In addition, students will maintain daily accounts and analyses of activities and meetings and will produce a research presentation on an assigned topic.

Course Goals and Learning Outcomes: Objectives for the course will be met via class meetings and field visits, reading before and during the course, and outside work in which students will:

- 1) Demonstrate basic knowledge of the scope, role and status of the advertising industry in the US and the Greater Dallas market.
- 2) Demonstrate basic knowledge about how different types of advertising agencies, advertisers, media companies, and suppliers function to produce and disseminate marketing communication that upholds standards of truth and accuracy.
- 3) Explore, analyze, and report on current management issues, professional currency, and strategy development
- 4) Understand advertising workforce issues and career paths.
- 5) Conduct themselves and produce work in a manner consistent with a high level of professionalism and social responsibility.

Instructor Contact:

Peter Noble, Professor of Practice and Graduate Program Coordinator, Temerlin Advertising Institute

Room 225 Umphrey Lee Center, Southern Methodist University, Dallas, Texas 75275

noble@smu.edu is best way to reach me. 214.361.1234 Mobile

Professor Noble has taught at SMU for ten years. He also taught advertising at TCU, UNT, and at Regents University in London and at Hong Kong Baptist University in Hong Kong during ten summer study abroad sessions. Noble is a past recipient of the SMU Rotunda Professor of the Year award, AAF District 10 Educator of the Year award, two SMU Meadows Dean Prizes, and a variety of other honors. Prior to joining the academic community, he spent over 25 years in a range of management, consulting, and executive positions. His most recent corporate position was serving as CEO of a national advertising agency. In addition to teaching at SMU, he is a management, leadership, and marketing consultant to advertising and marketing companies and

organizations. He currently serves as the director of the Institute for Advanced Advertising Studies for the American Association of Advertising Agencies. His philosophy of teaching can be summed up in one word — Praxis (the blend of theory and practice). A real-world focus drives every aspect of his teaching practice. He has enlisted a wide variety of national and international corporations to serve as teaching partners in Advertising Campaigns, Advertising Research, and Advertising Media. Past course clients have included American Airlines, Blockbuster, Brinker International, CBS, Container Store, ExxonMobil, Glidden, Humana, Pizza Hut, Southwest Airlines, among others. Noble's commitment to student-centered teaching and mentoring exists both in the classroom and in extracurricular student organizations and competitions. In addition to previous work as a faculty advisor to several student advertising associations and his supervision of numerous independent and honors studies, he served as the coach of nine student teams in the American Advertising Federation's National Student Advertising Competition (NSAC). His teams won first place in three regional competitions and earned two National Championships. NSAC clients included Bank of America, DaimlerChrysler, Glidden, Mary Kay, Pizza Hut, The New York Times, Nissan, Snapple, Toyota, and Visit Florida.

Prerequisites: Instructor permission required. Preference is given to advertising majors and advertising minors and students who have taken ADV 1300. However, students in related disciplines are also considered.

Required Reading: In addition to assigned readings that are distributed at the start of the course, daily reading of AdAge.com, AdWeek.com, AdFreak.com, AAF Smartbrief, Creativity Online, and Smartbrief on Social Media. Other reading may be assigned during the term. Watch and listen for announcements.

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, no absences are allowed.

Assignments: ASSIGNMENTS MUST BE TURNED IN OR PRESENTED THE DAY THEY ARE DUE. **Late assignments will result in a zero.**

Grading of Presentations and Reports: Dallas Agency Profile Presentations (2): 20% :: USA/World Agency Profile Presentation: 10% :: Course Exam: 30% :: Agency Journal: 15% :: Participation: 10% :: Reflection Paper: 15%

Grading Scale (%): A 95-100; A- 90-94.99; B+ 87-89.99; B 84-86.99; B- 80-83.99; C+ 77-79.99; C 74-76.99;

C- 70-73.99; D+ 67-69.99; D 64-66.99; D- 60-63.99; F 59.99 and below – Fail

Cell phones and other technology that can contribute to distracted learning: Please turn off and put away cell phones, laptop computers, and other potentially distracting devices before class or visits begin.

Audio or video recording: Audio or video recording of class lectures, presentations or guest speakers is not allowed without prior instructor and guest speaker permission.

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: **Please contact instructor immediately if you require accommodations.** Students needing academic accommodations for a disability must first be registered with Disability Accommodations & Success Strategies (DASS) to verify the disability and to establish eligibility for accommodations. Students may call 214-768-1470 or visit <http://www.smu.edu/alec/dass> to begin the process. Once registered, students should then schedule an appointment with the professor to make appropriate arrangements.

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 UG Catalog)



SMUSM | TEMERLIN
ADVERTISING
INSTITUTE

SCHEDULE ADV 5301: The Advertising Industry in Dallas — May 2017

Thursday, May 18	9:00 AM — 4:00 PM (CLASSWORK — 203B ULEE) Introductions • Review of Syllabus • The Dallas Advertising Landscape Review of Ad Industry Structure and Culture • DOG Book Instructions
Friday, May 19	9:00 AM — 3:00 PM (CLASSWORK — 203B ULEE) Agency Reviews and Discussion
Monday, May 22	2:30 PM — 5:30 PM (FIELDWORK) Visit to The Richards Group
Tuesday, May 23	2:30 PM — 5:30 PM (FIELDWORK) Visit to The Marketing Arm
Wednesday, May 24	9:30 AM — 12:30 PM (FIELDWORK) Visit to Publicis Hawkeye
Thursday, May 25	1:30 PM — 4:30 PM (FIELDWORK) Visit to MasonBaronet
Friday, May 26	2:30 PM — 5:30 PM (FIELDWORK) Visit to Moroch Advertising
Monday, May 29	MEMORIAL DAY HOLIDAY (No Class)
Tuesday, May 30	9:00 AM — 3:00 PM (CLASSWORK — 203B ULEE) Agency Presentations Course Exam

Wednesday, May 31 2:30 PM — 5:30 PM (FIELDWORK)

Visit to **TracyLocke**

Wednesday, June 1 2:30 PM — 5:30 PM (FIELDWORK)

Visit to **The Loomis Agency**

Thursday, June 2 10:00 AM — 12:30 PM (FIELDWORK)

Visit to **Slingshot**

12:30 PM — 2:00 PM (FIELDWORK)

Class Lunch with Agency Representatives

Agency Journal Due at 2:00 PM

Reflection Paper and other final written assignments are due via email no later than 5:00 PM Friday, June 3, 2017.

****This schedule is tentative and is subject to change in whole or part, depending on agencies' schedules and availability.***