

TEMERLIN

ADVERTISING

INSTITUTE

 SMU MEADOWS

TAI STUDENT HANDBOOK
TEMERLIN.SMU.EDU
ACADEMIC YEAR 2011-2012

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WELCOME:

We're pleased to welcome you as a student in the *Temerlin Advertising Institute (TAI)*. Our mission is to complement your liberal arts education by helping you increase your cultural awareness and prepare you to make immediate contributions to advertising, media and related firms. We want you to be capable of advancing to leadership positions in one or more of those areas.

Upon completion of your B.A. Degree in Advertising, you will be solidly grounded in the fundamentals of advertising. It is an exciting, fun and rewarding career. Now is the time to prepare yourself to succeed. SMU - TAI Advertising students who have applied themselves find many employment opportunities. You will be a young advertising professional knowledgeable in the basics of the industry and ready for the most exciting part of your career – those first few years on the job. Employers will be eager to take you to the next level through on-the-job training or you may want to pursue a graduate degree or attend a post-graduate portfolio school.

Please review this handbook carefully. TAI staff have worked hard to answer questions, provide forms you might need and give an overview of what you'll need to finish your degree.

All the best,

A handwritten signature in black ink that reads "Patricia A. Alvey". The signature is fluid and cursive, with a large, looping flourish at the end.

Dr. Patricia A. Alvey, Ph.D. Distinguished Chair & Director

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TEMERLIN ADVERTISING INSTITUTE



YOUR PROFESSIONAL COMMUNITY

You are a young professional in training. Be smart. Be resourceful. Be creative. Start networking now. Gather your resources. Don't be just another body in the classroom. TAI offers opportunities for you to excel in and out of the classroom. Here are a few ways to get started.

CHECK YOUR SMU EMAIL DAILY

This is where you will find internship and job announcements as well as upcoming events, activities, and all electronic conversations with the faculty and staff of TAI.

KNOW YOUR TRADE PRESS & WEBSITES

Know the publications and websites that industry professionals live by. Read them. Absorb them. Many trade periodicals have student discounts.

PERIODICALS

Advertising Age, <http://adage.com>

Ad Week, <http://adweek.com>

Communication Arts, <http://commarts.com>

CMYK Magazine, <http://cmykmag.com>

AAF Smart brief, <http://smartbrief.com>

ASSOCIATIONS

American Advertising Federation, <http://aaf.org>

Dallas Society of Visual Communications, <http://dsvc.org>

AAF Dallas, <http://dallasadleague.org>

INDUSTRY AND EDUCATIONAL PORTALS

One Club, <http://oneclub.org>

Advertising World, <http://advertising.utexas.edu/world>

Ad Forum, and <http://adforum.com>

Agency Compile, <http://agencycompile.com>

Ihaveanidea.org, <http://ihaveanidea.org>

Advertising Educational Foundation, <http://aef.com>

SMU AD CLUB

The SMU Ad Club is one of the several hundred collegiate chapters of the American Advertising Federation (AAF). The SMU Ad Club holds monthly meetings. The Ad Club faculty advisor is Mr. Brice Campbell, Executive in Residence. Benefits of membership include opportunities such as the Most Promising Minority Student Program, Mosaic Career Fairs, Vance and Betty Stickell Student Internship Program, and the Verónica León Memorial Internship Program. Students are required to be a member of the SMU Ad Club to apply for SMU's national Student advertising competition (NSAC) Ad Team. Membership dues are \$50 annually.

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TAI STUDY ABROAD PROGRAMS

SMU-IN-LONDON

SMU-in-London is an excellent opportunity for TAI students. For five weeks, twenty advertising students focus on the field of international advertising. For more information visit: <https://abroad.smu.edu/>. TAI faculty who have taught in the London program include Dr. Alvey, Dr. Griffin, Dr. Gupta and Dr. Kendrick.

EVENTS / WORKSHOPS / LECTURES

Part of being a young professional is attending industry events, workshops and lectures. These activities offer you the opportunity to network, learn, etc. there are several industry events throughout the Dallas area every year.

THE EXXONMOBIL LECTURE SERIES ON ETHICS

TAI is fast becoming a center for thought for the advertising industry. Every academic year, the lecture series focuses on advertising, communication and media ethics. Past participants have included: Wick Alison, Editor, D Magazine; Wally Snyder, President, AAF; Diane Fannon, Principal, the Richards Group; Eric McClellan, Creative Director, T:M Advertising; Bob Garfield, Advertising Critic, Advertising Age; Gary Knell, CEO, Sesame Workshop; Hal Curtis, Creative Director, Weiden+Kennedy and John Zogby, Polster and author of "The Way We'll Be", Peggy Conlon, President, The Ad Council, James E. Datri, President AAF, Nancy Hhill, President, 4A's. TAI students are required to attend the lecture series.

AAF DALLAS EVENTS AND AWARDS

AAF DALLAS is a professional organization dedicated to the advertising industry and advertising professionals. They offer monthly luncheons covering a range of topics from effectiveness of advertising to branding. These luncheons have featured speakers such as Juli Black, Tivo; Richard Owen, Hall & Partners; Cindy Hamrick, Saatchi & Saatchi; Jan Castle, Arnold Worldwide; and Diane Fannon, the Richards Group. They also brought in Cammie Dunaway, CMO, Yahoo! to speak at a professional development breakfast. AAF DALLAS events provide students with excellent networking opportunities and have created special rates for students too.

The ADDYS are one of the many creative competitions in the advertising industry. Students from method creative are selected to enter the ADDYS competition. Our students have brought home gold, silver, and bronze ADDYS in the past at the local level as well as silver and bronze at the regional level. Please visit the DAL website at <http://dallasadleague.org> for more information.

DALLAS SOCIETY OF VISUAL COMMUNICATIONS (DSVC) LECTURES

Members include: graphic designers, illustrators, photographers, writers, production artists, filmmakers, artist representatives, art directors, and creative directors. Monthly DSVC meetings bring in some of the most sought after visual communicators to share their philosophies about work and life. DSVC offers a student discount for these lectures. Please visit the DSVC website at <http://dsvc.org> for more information.

AIGA: DALLAS-FORT WORTH CHAPTER EVENTS

AIGA-DFW is the local arm of a national organization that is focused on communication design, leadership, advocacy, education, and professional development. Throughout the year, they offer a wide range of events from designer showcases to lectures as well as online forums and resources. Please see their website <http://dallas.aiga.org> for more information.

EVENTS / WORKSHOPS / LECTURES CONTINUED

DALLAS-FORT WORTH INTERACTIVE MARKETING ASSOCIATION (DFWIMA) AWARDS

DFWIMA is dedicated to interactive professionals, businesses and educators in the DFW Metroplex. Throughout the year, they offer events in various formats. For more information about DFWIMA, please visit their website at <http://dfwima.org>.

DALLAS-FORT WORTH AMERICAN MARKETING ASSOCIATION EVENTS

The American Marketing Association (AMA) is a national professional organization dedicated to the marketing professional. The local Dallas/ Fort Worth chapter is one of the largest chapters of the AMA. Every year, the DFW chapter of the AMA offers luncheons and breakfasts in the area as well as other events that allow you to increase your knowledge and your network. They offer a student membership rate. For more information about the organization, please see their website at <http://dfwama.com>.

STUDENT COMPETITIONS

Competitions are an important part of the advertising industry. Every academic year, TAI student work is selected to compete in local, regional, national, and international competitions. Students find that participating in competitions opens the door to internship and employment opportunities in the advertising industry in all major markets.

THE AD TEAM (REGIONAL AND NATIONAL COMPETITIONS)

Students in this course are selected through an application process in the fall. You must be a member of the SMU ad club to apply for ad team. Ad team competes in the National Student Advertising Competition (NSAC) sponsored by AAF in the spring. AD TEAM is coached by Brice Campbell, Executive in Residence.

ONE CLUB COLLEGE AND CLIENT PITCH COMPETITION (INTERNATIONAL COMPETITION)

One of the most acclaimed advertising student competitions is the annual One Show College Competition. The One Club receives more than 900 entries from around the world in the categories of – print, design, TV, innovative marketing and interactive media. Students who are awarded gold, silver, or bronze (the ultimate award in the creative advertising industry) receive \$3,000, \$2,000, and \$1,000 respectively. Recent clients have been: Natural Resources Defense Council, Hybridcenter.org, Domino Sugar, the Newspaper Association of America, and Current Energy.

The Client Pitch competition offers the One Show College Competition entrants another chance to compete with their work. While the One Show college competition winners are selected based on the creative concept, the Client Pitch Competition is judged by the ability to give a persuasive presentation. The final teams give a live presentation to the panel of judges, including Creative Directors and the College Competition client executives.

ONE SHOW STUDENT EXHIBITION (INTERNATIONAL) – INVITATION ONLY

Temerlin Advertising Institute has been honored to show work at the invitation-only One Show Student Exhibition the past two years. Last year, TAI was one of only 32 advertising programs in the country to receive this honor. Students asked to showcase their work are picked from current Method Creative Portfolio and Advanced Portfolio students.

STUDENT COMPETITIONS CONTINUED

THE ART DIRECTORS CLUB – NEW YORK (NATIONAL) – INVITATION ONLY

Similar to the One Show Student Exhibition, Temerlin Advertising Institute was one of 42 advertising programs selected to showcase student work in New York during the 2007-2008 school year. Students selected to showcase their work are selected from current Portfolio and advanced Portfolio students.

SUMMIT INTERNATIONAL AWARDS (INTERNATIONAL)

Selected students from the creative program have their work entered into this international advertising competition based in Portland, Oregon. Students have received gold, silver and bronze awards as well as creative receiving a Special Judges' citation in 2006.

ART DIRECTORS CLUB OF HOUSTON (REGIONAL)

Selected students from the creative program have their work entered into this regional advertising competition based in Houston, TX. Past students have won gold, silver, and bronze awards as well as receiving a special Judges' Selection recognition.

STUDENT ADDY AWARDS (LOCAL, REGIONAL, NATIONAL)

The AAF Student ADDY Awards Competition work is entered at the local level and can move up to regional and national judging (as is the work entered by professionals across the country). Selected students from the creative program have their work submitted in the AAF Dallas ADDY Competition at the end of the fall semester. Creative students have been awarded both bronze and silver awards at the local level and bronze at the regional level.

DALLAS SOCIETY OF VISUAL COMMUNICATIONS (DSVC) NATIONAL ANNUAL STUDENT SHOW

Every year, selected creative students enter the DSVC National Annual Student Show. Student work is selected for showcase with the winners being announced at the awards banquet the night of the showcase.

TEMERLIN ADVERTISING INSTITUTE



TAI PROGRAMS OF STUDY

TAI continues to make significant curriculum changes to create the most current and rigorous program of study.

As a result, it is imperative that you understand which catalog year governs your time at the institute. You can determine your correct program of study by following the Undergraduate Catalog for the year you entered SMU – not the year you entered TAI.

The following pages will provide you with a general overview of the current degree programs that TAI offers. For detailed information for the specific year you entered SMU please refer to the Undergraduate Catalog for that year.

After you have been accepted into TAI, you will be sent an email with your advertising classes for your first semester at TAI. You will be assigned a faculty advisor after you formally declare advertising as your major. During your subsequent semesters at TAI, you will meet with your faculty advisor so they can approve your program of study.

Please remember, the information provided here and in the undergraduate catalog works best when you meet with your TAI faculty advisor to plan out your course of study.

Currently, TAI offers:

- B.A. Advertising
- B.A. Advertising – Creative
- B.A. Advertising – Media
- Advertising Minor

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B.A. ADVERTISING | GENERAL

STUDENTS ENTERING SMU IN 2006-2007 AND 2007-2008

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of the same language)	8 hours
Statistics	3 hours
Meadows Electives	3 hours
Communication Electives *	6 hours
<i>*Communication Electives include any Advertising, Journalism, Film and Media Arts or Communication Studies course.</i>	
Minor or 2nd Major (required)	31-40 hours
Advertising Course Requirements beyond GEC	30 hours
ADV 2374 Survey of Advertising	
ADV 2375 Advertising Ethics	
ADV 3351 Advertising Literacy	
ADV 3362 Marketing Principles of Advertising	
ADV 3385 Introduction to Creativity	
ADV 3376 Advertising Media	
ADV 3393 Advertising Research	
ADV 4399 Advertising Campaigns	
General Advertising Elective (Choose One)	
ADV 4125, 4225, 4325 Advertising Internship	
ADV 4317 Consumer Behavior	
ADV 4375 Contemporary Advertising Issues	
ADV 4381 Advertising Sales Management	
ADV 5301 Special Topics in Advertising	
Specialized Advertising Elective (Choose One)	
ADV 4362 Advertising Account Management	
ADV 4376 Advanced Advertising Media	
ADV 4393 Advertising Account Planning	

Total Hours

122 hours

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B.A. ADVERTISING | GENERAL

STUDENTS ENTERING SMU IN 2008-2009

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of the same language)	8 hours
Statistics	3 hours
Meadows Electives	3 hours
Communication Electives *	6 hours
<i>*Communication Electives include any Advertising, Journalism, Film and Media Arts or Communication Studies course.</i>	
Minor or 2nd Major (required)	31-40 hours
Advertising Course Requirements beyond GEC	30 hours
ADV 2374 Survey of Advertising	
ADV 2375 Advertising Ethics	
ADV 3351 Advertising Literacy	
ADV 3362 Marketing Principles of Advertising or MKTG 3340 Fundamentals of Marketing	
ADV 3376 Advertising Media	
ADV 3385 Introduction to Creativity	
ADV 3393 Advertising Research	
ADV 4399 Advertising Campaigns	
General Advertising Elective (Choose One)	
ADV 4125, 4225, 4325 Advertising Internship	
ADV 4317 Consumer Behavior	
ADV 4318 Interactive Advertising	
ADV 4374 International Advertising	
ADV 4375 Contemporary Advertising Issues	
ADV 4381 Advertising Sales Management	
ADV 4382 Integrated Marketing Communication	
ADV 5301 Special Topics in Advertising	
Specialized Advertising Elective (Choose One)	
ADV 4362 Advertising Account Management	
ADV 4376 Advanced Advertising Media	
ADV 4393 Advertising Account Planning	

Total Hours

122 hours

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B.A. ADVERTISING | GENERAL

STUDENTS ENTERING SMU IN 2009-2010

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of the same language)	8 hours
Statistics	3 hours
Meadows Electives	3 hours
Communication Electives *	6 hours
<i>*Communication Electives include any Advertising, Journalism, Film and Media Arts or Communication Studies course.</i>	
Minor or 2nd Major (required)	31-40 hours
Advertising Course Requirements beyond GEC	30 hours
ADV 2374 Survey of Advertising	
ADV 2375 Advertising Ethics	
ADV 3351 Advertising Literacy	
ADV 3362 Marketing Principles of Advertising or MKTG 3340 Fundamentals of Marketing	
ADV 3376 Advertising Media	
ADV 3385 Introduction to Creativity	
ADV 3393 Advertising Research	
ADV 4399 Advertising Campaigns	
General Advertising Elective (Choose One)	
ADV 4125, 4225, 4325 Advertising Internship	
ADV 4317 Consumer Behavior	
ADV 4318 Interactive Advertising	
ADV 4351 Interactive Design	
ADV 4374 International Advertising	
ADV 4375 Contemporary Advertising Issues	
ADV 4381 Advertising Sales Management	
ADV 4382 Integrated Marketing Communication	
ADV 5301 Special Topics in Advertising	
Specialized Advertising Elective (Choose One)	
ADV 4362 Advertising Account Management	
ADV 4374 International Advertising	
ADV 4376 Advanced Advertising Media	
ADV 4393 Advertising Account Planning	

Total Hours

122 hours

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B.A. ADVERTISING | GENERAL

STUDENT ENTERING SMU IN 2011-2012

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of the same language)	8 hours
Statistics	3 hours
Meadows Electives	3 hours
Communication Electives *	6 hours
<i>*Communication Electives include any Advertising, Journalism, Film and Media Arts or Communication Studies course.</i>	
Minor or 2nd Major (required)	31-40 hours
Advertising Course Requirements beyond GEC	21 hours
ADV 2374 Survey of Advertising	
ADV 2375 Advertising Ethics	
ADV 3362 Marketing Principles of Advertising	
ADV 3385 Introduction to Creativity	
ADV 3376 Advertising Media	
ADV 3393 Advertising Research	
ADV 4399 Advertising Campaigns	
General Advertising Elective (Choose Two)	6 hours
ADV 4125, 4225, 4325 Advertising Internship	
ADV 4317 Consumer Behavior	
ADV 4318 Interactive Advertising	
ADV 4375 Contemporary Advertising Issues	
ADV 4381 Advertising Sales Management	
ADV 4382 Integrated Marketing Communication	
ADV 5301, 5302, 5303, 5304 Topics in Advertising	
Specialized Advertising Elective (Choose One)	3 hours
ADV 4362 Advertising Account Management	
ADV 4374 International Advertising	
ADV 4376 Advanced Advertising Media	
ADV 4393 Advertising Account Planning	
Total Hours	122 hours

TEMERLIN ADVERTISING INSTITUTE



B.A. ADVERTISING | GENERAL

SUGGESTED FOUR-YEAR PLAN

FIRST YEAR

Fall Semester – 14 hours
GEC Rhetoric I (3 hours)
Foreign Language (4 hours)
GEC Perspective I (3 hours)
GEC Perspective II (3 hours)
GEC Wellness I (1 hour)

Spring Semester – 16 hours
GEC Rhetoric II (3 hours)
Foreign Language (4 hours)
GEC Perspective III (3 hours)
GEC Statistics (3 hours)
GEC Science Technology (3 hours)

SECOND YEAR

Fall Semester – 15 hours
ADV 2374 Survey (3 hours)
GEC Science Technology (3 hours)
GEC Perspective IV (3 hours)
GEC Cultural Formations (3 hours)
Minor/2nd Major Course (3 hours)
*Sit for on-site application

Spring Semester – 16 hours
ADV 2375 Advertising Ethics (3 hours)
ADV 3385 Intro to Creativity (3 hours)
GEC Perspective V (3 hours)
GEC Information Technology (3 hours)
Minor/2nd Major Course (3 hours)
Wellness II (1 hour)

THIRD YEAR

Fall Semester – 15 hours
ADV 3362 Marketing Principles (3 hours)
ADV 3376 Advertising Media (3 hours)
GEC Cultural Formations (3 hours)
Minor Course/2nd Major (3 hours)
Minor Course/2nd Major (3 hours)

Spring Semester – 15 hours
ADV 3393 Advertising Research (3 hours)
Advertising Elective (3 hours)
Meadows Elective (3 hours)
Communication Elective (3 hours)
Minor Course/2nd Major (3 hours)

FOURTH YEAR

Fall Semester – 15 hours
Advertising Elective (3 hours)
Specialized Elective (3 hours)
Communication Elective (3 hours)
Minor Course/2nd Major (3 hours)
Minor Course/2nd Major (3 hours)

Spring Semester – 15 hours
ADV 4399 Advertising Campaigns (3 hours)
ADV 4325 Internship (3 hours)
Minor Course/2nd Major (3 hours)
Minor Course/2nd Major (3 hours)
Minor Course/2nd Major (3 hours)

TEMERLIN ADVERTISING INSTITUTE



B.A. ADVERTISING | CREATIVE

The Temerlin Advertising Institute's creative program prepares students for careers in art direction or copywriting. Admission to the program is selective, and based upon a faculty panel's evaluation of an application used to assess a student's creative ability and potential. This screening process improves the quality of the experience each student receives in creative courses and helps ensure that the quality of work produced by our students is of the highest caliber and competitive by industry standards.

Creative program applications are collected at the end of every fall and spring semester. Most students' first opportunity to apply is near the end of their ADV 3385 Introduction to Creativity course. Any student who is not admitted to the creative program on a first attempt may reapply during a subsequent application process.

NOTE: If you entered SMU before the 2006-2007 academic year, you are not required to participate in the creative program application process. However it is highly recommended that you participate in this exercise. If you entered SMU during the 2006-2007 academic year, then you must participate in the creative application process. Regardless, you will be unable to enroll in ADV 3395 Concepting until the results of the creative program application have been announced near the end of the spring and fall semesters.

CREATIVE PROGRAM APPLICATION

The application requires students to submit two samples of creative work as evidence of their capabilities – one that demonstrates facility to solve a specific problem and another that permits a longitudinal examination of creative thinking ability:

Part I: The Big Question – Each semester, members of the creative program faculty will confer and propose a question. The question is open to broad interpretation and responses may be crafted using words, images or a combination of both. Applicants must observe submission guidelines but are otherwise free to propose the most unique, intelligent and imaginative answers possible.

Part II: Idea Journal – Over the course of a semester, all ADV 3385 Introduction to Creativity students are required to maintain and submit a journal documenting their ideas and insights on a variety of topics, both assigned and voluntary. The journal conforms to certain parameters as a class assignment, but is designed to offer students the opportunity to document and showcase their identities as independent, creative and strategic thinkers.

STUDENT PROGRESS

Students admitted to the creative program are required to produce work that meets artistic standards (as evaluated by the creative program faculty) in order to continue taking courses in the program, consistent with Meadows School of the Arts policy. Students who fail to meet artistic standards will discontinue coursework in the creative program but have the option to continue pursuing their general advertising degree.

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B.A. ADVERTISING | CREATIVE

STUDENTS ENTERING SMU IN 2006-2007 AND 2007-2008

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of the same language)	8 hours
Statistics	3 hours
Minor or 2nd Major (required)	31-40 hours

Advertising Course Requirements beyond GEC 33 hours

- ADV 2374 Survey of Advertising
- ADV 2375 Advertising Ethics
- ADV 3351 Advertising Literacy
- ADV 3362 Marketing Principles of Advertising or MKTG 3340 Fundamentals of Marketing
- ADV 3385 Introduction to Creativity
- ADV 3390 Creative Production
- ADV 3393 Advertising Research
- ADV 3395 Concepting
- ADV 3376 Advertising Media
- ADV 4385 Portfolio
- ADV 4399 Advertising Campaigns

Communication and Meadows (Advertising Creative) Electives (Choose 2) * 6 hours

- ADV 4355 Art Direction Seminar
- ADV 4354 Copywriting Seminar
- ADV 4395 Advanced Portfolio

**Communication Electives include any Advertising, Journalism, Film and Media Arts or Communication Studies course.*

Total Hours 122 hours

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B.A. ADVERTISING | CREATIVE

STUDENTS ENTERING SMU IN 2008-2009 AND 2009-2010

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of the same language)	8 hours
Statistics	3 hours
Minor or 2nd Major (required)	31-40 hours
	33 hours

Advertising Course Requirements beyond GEC

- ADV 2374 Survey of Advertising
- ADV 2375 Advertising Ethics
- ADV 3351 Advertising Literacy
- ADV 3376 Advertising Media
- ADV 3362 Marketing Principles of Advertising or MKTG 3340 Fundamentals of Marketing
- ADV 3385 Introduction to Creativity
- ADV 3390 Creative Production (Concurrent enrollment in ADV 3395 required)
- ADV 3395 Concepting (Concurrent enrollment in ADV 3390 required)
- ADV 3393 Advertising Research
- ADV 4385 Portfolio
- ADV 4399 Advertising Campaigns

Communication and Meadows (Advertising Creative) Electives (Choose 2) *	6 hours
ADV 4354 Copywriting Seminar	
ADV 4395 Advanced Portfolio	
ADV 4355 Art Direction Seminar	

**Communication Electives include any Advertising, Journalism, Film and Media Arts or Corporate Communication course.*

Total Hours	122 hours
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B.A. ADVERTISING | CREATIVE

STUDENTS ENTERING SMU IN 2011-2012

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of the same language)	8 hours
Statistics	3 hours
Minor or 2nd Major (required)	31-40 hours
	30 hours

Advertising Course Requirements beyond GEC

- ADV 2374 Survey of Advertising
- ADV 2375 Advertising Ethics
- ADV 3376 Advertising Media
- ADV 3362 Marketing Principles of Advertising or MKTG 3340 Fundamentals of Marketing
- ADV 3385 Introduction to Creativity
- ADV 3390 Creative Production (Concurrent enrollment in ADV 3395 required)
- ADV 3395 Concepting (Concurrent enrollment in ADV 3390 required)
- ADV 3393 Advertising Research
- ADV 4385 Portfolio
- ADV 4399 Advertising Campaigns

Communication and Meadows (Advertising Creative) Electives (Choose 3) *	9 hours
ADV 4354 Copywriting Seminar	
ADV 4395 Advanced Portfolio	
ADV 4355 Art Direction Seminar	

**Communication Electives include any Advertising, Journalism, Film and Media Arts or Communication Studies course.*

Total Hours **122 hours**

TEMERLIN ADVERTISING INSTITUTE



B.A. ADVERTISING | CREATIVE

SUGGESTED 4-YEAR PLAN

FIRST YEAR

Fall Semester – 14 hours

GEC Rhetoric I (3 hours)

Foreign Language (4 hours)

GEC Perspective I (3 hours)

GEC Perspective II (3 hours)

GEC wellness I (1 hour)

Spring Semester – 16 hours

GEC Rhetoric (3 hours)

Foreign Language (4 hours)

GEC Perspective III (3 hours)

GEC Statistics (3 hours)

GEC Science Technology (3 hours)

SECOND YEAR

Fall Semester – 15 hours

ADV 2374 Survey of Advertising (3 hours)

GEC Science Technology (3 hours)

GEC Perspective IV (3 hours)

GEC Cultural Formations (3 hours)

Minor/2nd Major Course (3 hours)

*Sit for on-site application

Spring Semester – 16 hours

ADV 3362 Marketing Principles (3 hours)

ADV 2375 Advertising Ethics (3 hours)

GEC Perspective V (3 hours)

GEC Information Technology (3 hours)

Minor/2nd Major Course (3 hours)

Wellness II (1 hour)

THIRD YEAR

Fall Semester – 15 hours

ADV 3385 Intro to Creativity (3 hours)

ADV 3376 Media Planning (3 hours)

GEC Cultural Formations (3 hours)

Minor/2nd Major (3 hours)

Minor/2nd Major (3 hours)

*Apply for the Creative Program

Spring Semester – 15 hours

ADV 3390 Creative Production (3 hours)

ADV 3395 Concepting (3 hours)

Advertising Elective (3 hours)

Minor/2nd Major (3 hours)

Minor/2nd Major (3 hours)

FOURTH YEAR

Fall Semester – 15 hours

ADV 3393 Advertising Research (3 hours)

ADV 4385 Portfolio (3 hours)

ADV 4354 Copywriting or ADV 4355 Art Direction Seminar (3 hours)

Minor/2nd Major (3 hours)

Minor/2nd Major (3 hours)

Spring Semester – 15 hours

ADV 4395 Advanced Portfolio (3 hours)

ADV 4399 Advertising Campaigns (3 hours)

ADV 4325 Internship (Creative) (3 hours)

Minor/2nd Major (3 hours)

Minor/2nd Major (3 hours)

TEMERLIN ADVERTISING INSTITUTE



B.A. ADVERTISING | MEDIA

Working in conjunction with their academic advisers, students may opt to focus their studies on the media buying, planning, and selling process.

FOR STUDENTS ENTERING SMU IN 2006-2007, 2007-2008, 2008-2009 AND 2009-2010

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of the same language)	8 hours
Statistics	3 hours
Communication Electives*	6 hours
<i>*Communication Electives include any Advertising, Journalism, Film and Media Arts or Communication Studies course.</i>	
Meadows Electives	3 hours
Minor or 2nd Major (required)	31-40 hours
Advertising Course Requirements beyond GEC	24 hours
ADV 2374 Survey of Advertising	
ADV 2375 Advertising Ethics	
ADV 3351 Advertising Literacy	
ADV 3362 Marketing Principles of Advertising	
ADV 3376 Advertising Media	
ADV 3385 Introduction to Creativity	
ADV 3393 Advertising Research	
ADV 4399 Advertising Campaigns	
Advertising Electives (choose two)	6 hours
ADV 4318 Interactive Advertising	
ADV 4325 Internship (Media-Related)	
ADV 4376 Advanced Advertising Media	
ADV 4381 Advertising Sales Management	
ADV 5303 Topic in Advertising: Social Media	

Total Hours

122 hours

TEMERLIN ADVERTISING INSTITUTE



B.A. ADVERTISING | MEDIA

Working in conjunction with their academic advisers, students may opt to focus their studies on the media buying, planning, and selling process.

FOR STUDENTS ENTERING SMU IN 2011-2012

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of the same language)	8 hours
Statistics	3 hours
Communication Electives*	6 hours
<i>*Communication Electives include any Advertising, Journalism, Film and Media Arts or Communication Studies course.</i>	
Meadows Electives	3 hours
Minor or 2nd Major (required)	31-40 hours
Advertising Course Requirements beyond GEC	21 hours
ADV 2374 Survey of Advertising	
ADV 2375 Advertising Ethics	
ADV 3362 Marketing Principles of Advertising	
ADV 3376 Advertising Media	
ADV 3385 Introduction to Creativity	
ADV 3393 Advertising Research	
ADV 4399 Advertising Campaigns	
Advertising Electives (choose three)	9 hours
ADV 4318 Interactive Advertising	
ADV 4325 Internship (Media-Related)	
ADV 4376 Advanced Advertising Media	
ADV 4381 Advertising Sales Management	
ADV 5303 Topic in Advertising: Social Media	

Total Hours

122 hours

TEMERLIN ADVERTISING INSTITUTE



B.A. ADVERTISING | MEDIA

SUGGESTED 4-YEAR PLAN

FIRST YEAR

Fall Semester - 14 hours

GEC Rhetoric I (3 hours)

Foreign Language (4 hours)

GEC Perspective I (3 hours)

GEC Perspective II (3 hours)

GEC Wellness I (1 hour)

Spring Semester - 16 hours

GEC Rhetoric II (3 hours)

Foreign Language (4 hours)

GEC Perspective II (3 hours)

GEC Statistics (3 hours)

GEC Science Technology (3 hours)

SECOND YEAR

Fall Semester - 15 hours

ADV 2374 Survey of Advertising (3 hours)

GEC Science Technology (3 hours)

GEC Perspective IV (3 hours)

GEC Cultural Formations (3 hours)

Minor/2nd Major Course (3 hours)

Spring Semester - 16 hours

ADV 2375 Advertising Ethics (3 hours)

ADV 3385 Intro to Creativity (3 hours)

GEC Perspective V (3 hours)

GEC Information Technology (3 hours)

Minor/2nd Major Course (3 hours)

Wellness II (1 hour)

THIRD YEAR

Fall Semester - 15 hours

ADV 3362 Marketing Principles (3 hours)

ADV 3376 Media Planning (3 hours)

GEC Cultural Formations (3 hours)

Minor/2nd Major (3 hours)

Minor/2nd Major (3 hours)

Spring Semester - 15 hours

Advertising Elective (3 hours)

ADV 4376 Adv. Advertising Media (3 hours)

Meadows Elective (3 hours)

Communication Elective

Minor Course/2nd Major (3 hours)

FOURTH YEAR

Fall Semester - 15 hours

ADV 3393 Advertising Research

ADV 4381 Sales Management

ADV 5302 Interactive Advertising

Communication Elective (3 hours)

Minor/2nd Major (3 hours)

Spring Semester - 15 hours

ADV 4399 Advertising Campaigns (3 hours)

ADV 4325 Media Internship (3 hours)

Minor Course/2nd Major (3 hours)

Minor Course/2nd Major (3 hours)

Minor Course/2nd Major (3 hours)

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MINOR IN ADVERTISING

FOR STUDENTS ENTERING SMU IN 2006-2007, 2007-2008, 2008-2009 AND 2009-2010

Admission to the minor is contingent upon available space. In addition, for students wishing to pursue a minor in advertising, admission is a two-part process. See "admission requirements" section found in the 2006-2007 undergraduate academic

Advertising Course Requirements:

- ADV 2374 Survey of Advertising
- ADV 2375 Advertising Ethics
- ADV 3385 Introduction to Creativity
- ADV 3362 Marketing Principles of Advertising

Elective Requirements (choose four):

- ANTH 3346 Culture and Diversity in American Life
- ARHS 1303 Introduction to Western Art I
- ARHS 1304 Introduction to Western Art II
- ENGL 2314 Doing Things with Poetry
- ENGL 2311 Poetry
- HIST 3364 Consumer Culture in the United States
- PSYC 2319 Social Psychology

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MINOR IN ADVERTISING

FOR STUDENTS ENTERING SMU IN 2011-2012

Admission to the minor is contingent upon available space. In addition, for students wishing to pursue a minor in advertising, admission is a two-part process. See "admission requirements" section found in the 2006-2007 undergraduate academic catalog.

Advertising Course Requirements:

- ADV 2374 Survey of Advertising
- ADV 2375 Advertising Ethics
- ADV 3385 Introduction to Creativity
- ADV 3362 Marketing Principles of Advertising

Elective Requirements (choose four):

- ADV 4317 Consumer Behavior
- ADV 4382 Integrated Marketing Communication
- ANTH 3346 Culture and Diversity in American Life
- ARHS 1303 Introduction to Western Art I
- ARHS 1304 Introduction to Western Art II
- ENGL 2314 Doing Things with Poetry
- ENGL 2311 Poetry
- HIST 3364 Consumer Culture in the United States
- PSYC 2319 Social Psychology

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ADVISING AND REGISTRATION

HOW WE ADVISE STUDENTS AT TAI...

Unlike the Dedman advising center, we do not have full-time staff advisors; instead TAI full-time faculty members serve as faculty advisors and professional mentors. Please keep in mind that your TAI faculty advisor is a full-time faculty member and an active industry professional, so his/her time is valuable. There is no one available on a walk-in basis so plan accordingly. All faculty members post office hours outside their offices (they are also listed on page 31 in this handbook) and they are diligent about being available during that time.

See your faculty advisor before you go to see the degree counselors in the Meadows Academic Services office and before you register for classes. If you don't know or aren't sure who your faculty advisor is, please look at your degree Progress report (DPR); the name of your faculty advisor is located in the top right corner.

When registering or preparing to register for classes, don't wait until the last minute. Please be aware, that our major is extremely popular, so you will need to register in a timely fashion to secure yourself an advertising course(s) for the coming semester. Please know that we often have to use waitlists to help make sure that our majors have appropriate access to advertising classes

HOW TO DECLARE A MINOR

To complete the paperwork necessary to declare your minor, you will need to pick up the minor declaration form. Forms are available in the TAI office and in the Meadows Academic Services office. Then, you need to contact the department you wish to minor in and find out what their procedures are for submitting the necessary paperwork. Each department is listed in the SMU directory. For your convenience, we've listed the offices of a few of our advertising students' favorite minors.

Foreign Languages	309 Clements Hall	8-2316
Psychology	306 Hyer Hall	8-7792
Anthropology	411 Heroy	8-3513
English	5 Dallas Hall	8-2945
Studio Art/Photography	1640 Owen Arts Center	8-2489
Art History	1631 Owen Arts Center	8-2698
CCPA	229 Umphrey Lee	8-2616

Once your minor has been approved, the minor declaration form and any supporting paperwork need to be turned into the Meadows Academic Services office (202 Umphrey Lee). That office updates and maintains your student file.

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CHOOSING ELECTIVES

To help in selecting communication and meadows electives, we have provided the list below. There are certainly more choices, but these are ones we feel complement an advertising major.

COMMUNICATION ELECTIVES

Interdisciplinary Course Offerings

MSA 1315 Mass Media and Technology

Film and Media Arts

CTV 1301 Film and Video Aesthetics

CTV 1304 Basic Video and Audio Production

CTV 2354 Basic Screenwriting

Communication Studies

CCPA 2308 Strategic Communication

CCPA 2310 Rhetoric, Community, and Public Deliberation

CCPA 2327 Introduction to Communication Theory & Practice

Journalism

CCJN 2303 Writing and Editing for Journalists

CCJN 4360 Women and Minorities in the Media

CCJN 4380 Objectivity and Bias

MEADOWS ELECTIVES

Interdisciplinary Course Offerings

MSA 1315 Mass Media and Technology

Art, Studio

ASIM 1300 Introduction to Digital Media I

ASDR 1300 Introduction to Studio – Drawing

ASPH 1300 Basics of Photography

Art History

ARHS 1306 Introduction to Architecture

ARHS 1332 Twentieth Century Art

ARHS 1333 Introduction to Visual Culture

Dance

DANC 2370 Movement as Social Text

Music

MUHI 1202 Introduction to Music in World Societies

MUHI 1321 Music: The art of Listening

Theatre

THEA 1380 Dramatic Arts: Mirror of the Age

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HOW TO REGISTER

GO TO ACCESS.SMU.EDU

1. Print out your Degree Progress Report. (DPR)
2. Clear HOLDS at Laura Lee Blanton Student Services Building.
3. Clear PARKING TICKETS @ Park & Pony, Expressway Tower, Ste. 101.
4. Check your assigned registration date and time.

COMPLETE YOUR ENROLLMENT FORM

1. Enrollment forms are available at TAI Office or 202 ULEE.
2. Check your DPR to see what classes you haven't taken.
3. Check for course availability at access.smu.edu.

VISIT YOUR FACULTY ADVISOR

1. Their name is on your DPR.
2. During peak advising periods, our faculty advisors post additional office hours. Sign up for an appointment using the sign up sheets on their door.
3. Do not call the TAI office to ask for the appointment.

GO BACK TO ACCESS.SMU.EDU & REGISTER

1. You may enroll from any online computer with internet access.

HOW TO REGISTER FOR A DIRECTED STUDY

Directed studies are rare and are offered when an exemplary student has earned the opportunity to study one-on-one with a particular faculty member. The following steps will help you in registering for a directed study:

1. If a professor offers to host a directed study with you, discuss with him/her what the project will be.
2. Obtain the Directed Study Approval (DSA) Form from the TAI office. Complete your portion of the form.
3. See the professor with whom you've reached an agreement for independent study and have them fill out their portion of the DSA form.
4. Submit DSA form to the TAI office with the professor's signature for approval by the TAI director.
5. Once the Director has either approved or not approved the DSA form, the TAI office staff will email you to let you know that the DSA form is ready for you to pick up.
6. If approved, you will be able to go online and register for the appropriate classes at <http://access.smu.edu>.

INTERNSHIPS AT TAI

Internships are an important part of your educational experience. TAI enjoys a strong relationship with the advertising industry, as it is situated in a top media and advertising market, the Dallas/Fort Worth Metroplex. DFW is the nation's seventh largest television and media market and the headquarters for major advertising agencies, national and global corporations, large U.S. media corporations, public relations firms and film production companies. The majority of students at TAI are not required to complete an internship for credit. However, we strongly encourage you to complete an internship before you graduate.

We strive to provide our students with interesting, rigorous, rewarding internships. This means that we review all internship opportunities before posting them as well as approving them for course credit.

INTERNSHIP PREREQUISITES

As a part of making sure you are ready for the great companies who want TAI students to come on board as interns, we take great pains to prepare you for that experience. There are prerequisites for completing an internship for course credit. We understand that you are anxious and excited about wanting to jump right into "getting experience," but we ask that you wait until you qualify to complete an internship for course credit. Here's why. The internship will be a better experience if you do so. You'll know more. You'll have more to offer. And as a result, you'll take away more from the experience. And on top of that, the great agencies and companies in the Dallas/Fort Worth Metroplex have come to expect very high performance from TAI students. They want you to come in the door knowing the industry and the basic skills. To that end, we give you the knowledge you need to have a great pre-professional internship experience.

Approved internships are designed for our advanced level students. To qualify to complete an internship for credit, students must have completed the following courses in addition to being at least a junior advertising major:

- ADV 2374 Survey of Advertising
- ADV 3362 Marketing Principles
- ADV 3376 Advertising Media
- ADV 3385 Introduction to Creativity
- ADV 3393 Advertising Research

****Note:** Internships for course credit will be denied, if prerequisite courses have not been completed.

For Creative Students

Because the competition for creative internships is very rigorous, creative students are advised to look for internships in art direction and copywriting only after they have completed the following courses in addition to the ones listed above:

- ADV 3390 Creative Production
- ADV 3395 Concepting

Companies looking for creative interns will want you to submit work samples along with your résumé and/or bring creative work with you to your interview. Students wanting creative internships should really talk to a member of the creative faculty prior to assembling work to show for interviews. Creative students who have been successful obtaining creative internships historically have not applied for internships until after ADV 4385 Portfolio.

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TYPES OF INTERNSHIPS

Internships may be paid or unpaid, and they may be for university course credit or simply for the experience. Below, we describe the different varieties, the benefits and the drawbacks of different kinds of internships.

PAID INTERNSHIPS

Paid internships are the most sought after opportunities, and are generally pretty competitive. A paid internship may be offered for credit or not. TAI reviews all internships before we promote them to students. We want to ensure that the internship meets the educational and mentoring expectations. In addition, it's important that the internship work you'll be doing is closely related to TAI's robust curriculum and that you, as the intern, will be supervised by a knowledgeable and experienced industry professional. If a paid internship does not meet TAI's requirements for course credit from the institute, you may simply want to take it on as a part-time job.

UNPAID INTERNSHIPS

Unpaid internships are more prevalent. And some unpaid internships are great sources of industry experience. Please know that unpaid internships are very carefully reviewed by TAI. We do this in order to protect both you and the internship provider, as well as to stay within the parameters of the Fair Labor and Standards Act (FLSA), which governs unpaid internships. Under FLSA, unpaid internships must be completed for university course credit. If a company attempts to persuade you otherwise, please feel free to talk to TAI office staff for advice on how to proceed.

TAI will only approve unpaid internships for course credit if the work is closely related to the TAI curriculum and offers you a rich learning experience and solid mentoring. The mentor/supervisor should be someone who is knowledgeable and experienced in the work you will be doing for the company.

SUMMER INTERNSHIPS

The summer is a great time to do an out-of-town internship. The thing to remember about summer internships is this: IF you or the company wants the internship to be for course credit, you must be enrolled in the university during the time of the internship. We have many students who have great internship experiences in New York, Chicago, San Francisco and other great cities. The reporting system works just the same for out-of-town internships as it does for those located in Dallas. You must complete all paperwork before you begin the internship. It is possible to complete the paperwork via long-distance. Just be diligent and stay in touch with the intern coordinator. TAI does it's best to encourage all internship providers to somehow financially compensate interns to help defray the costs of the summer experience and/or tuition.

INTERNSHIP EXPECTATIONS

TAI'S EXPECTATIONS OF YOUR INTERNSHIP

We prefer that internships be very closely related to the advertising curriculum. Students have had successful internships at agencies of all sizes. Generally speaking, the company should be large enough that the intern is truly being mentored by professionals – and not simply free or cheap labor meant to populate a start-up initiative where there is no advertising professional on staff.

Most importantly, whether the internship is paid or unpaid, we want to see a mentoring relationship between you and your direct supervisor. Supervisors should have the experience and the skill set appropriate to overseeing the assignments you are being asked to do. If you are expected to be self-sufficient, and your direct supervisor does not have experience or the skill set to complete the job they are asking you to do, then it is not an internship. It is a job and you should be paid as a professional.

YOUR EMPLOYER'S EXPECTATIONS OF YOU AS AN INTERN

Over the years and many conversations with employers of all sizes and varieties, we've put together the following list of expectations. If you read this list carefully and adhere to the advice contained in these suggestions, you'll likely have a great experience and get great ratings from your supervisor.

Employers expect you to:

- Behave in a professional manner: polite, on time, organized, thorough, careful with details, assertive, humble, & considerate of others.
- Be passionate and committed to the advertising industry, to the work assigned – no matter how small, large, boring or interesting.
- Show initiative. If you don't have a task in front of you, look around. See who is very busy and see if you can observe something you might be able to help with. It might be really simple: filing, making charts, collecting background information on consumers, clients, competitors, etc. ASK for work. Often, people are so busy they may not always have the time to sit down and think of assignments for you. You can become extremely valuable if you notice what someone needs and find ways to help make their job better or easier.
- Put together a consistent work schedule. Bosses hate wondering when someone is going to show up. We find that employers really prefer interns to work in at least four-hour blocks. This gives you time to begin and do a good amount of work on a project. If you do not think you can work in at least four-hour shifts during regular business hours during the semester, think about completing an internship during a semester in which you can. Stopping in for an hour or so makes it hard to try to organize tasks for you.
- Dress according to the work environment. The general rule of thumb is that students working in account, media, sales, and the like should wear more corporate attire. Creative departments are generally more casual, but check first. All you have to do is ask. No one will think less of you for it. People would rather you check first than show up and feel uncomfortable.
- Be truly appreciative. It takes a lot of energy to assign and supervise tasks. Whether you're being paid or not, great internships are a gift. They're a window into the world in which you want to work. Thank people for their advice, wisdom, patience, time. You don't have to be obsequious, just real.

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STUDENTS INTERESTED IN INTERSHIPS SHOULD:

Use the Hegi Family Career Center in Hughes-Trigg to:

- Get help putting a resume together
- Get career counseling
- Get career testing

Pay attention to your SMU email. TAI will send out new internship opportunities to you by email. Also, at the beginning and end of each semester, TAI will email a packet of internship providers, which have repeatedly worked with TAI students.

Submit the internship approval form to the TAI office with the appropriate supporting documentation. This includes a job description and your most current DPR.

TAI staff will notify you via email when your paperwork is available to pick up. We will make every effort to complete the approval process within two (2) business days. When you pick up the paperwork, our office will give you instructions as to how to proceed. Start your internship and begin weekly reporting.

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WHERE CAN I FIND....

SMU FORMS

General Student Petition
Directed Study Approval Form
Student Minor Declaration Form
Undergraduate Petition for Advanced Approval of Transfer Work
Petition to Transfer Credit

TAI OFFICE

FACULTY DIRECTORY AND OFFICE HOURS
MEADOWS ACADEMIC SERVICES DIRECTORY
INTERNSHIP FORMS

Syllabus
Internship Approval Form
Company Profile
Weekly Report Form
Mid-Term Evaluation Form
Final Evaluation Form

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TAI FACULTY DIRECTORY AND OFFICE HOURS

For faculty office hours, please visit their office or see their syllabi. Their office hours are posted outside of their office as well as located on their syllabi.

DR. PATRICIA ALVEY
DISTINGUISHED CHAIR & DIRECTOR
temerlin@smu.edu
OFFICE: 1120 OFAC
PHONE: 214-768-3090

MR. BRICE CAMPBELL
EXECUTIVE-IN-RESIDENCE
campbellb@smu.edu
OFFICE: 1123 OFAC
PHONE: 214-768-3370

DR. STEVE EDWARDS
PROFESSOR
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PHONE: 214-768-4196

MR. DEV GUPTA
LECTURER
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PHONE: 214-768-3587

MR. DAVID HADELER
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DR. ALICE KENDRICK
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DR. YEO JUNG KIM
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PHONE: 214-768-1542

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PHONE: 214-768-1274

DR. HYE JIN YOON
ASSISTANT PROFESSOR
hjyoon@smu.edu
OFFICE: 224 ULEE
PHONE: 214-768-1250

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TAI ADJUNCT FACULTY

Please remember our adjunct faculty members are professionals who also happen to teach for us. For their office hours, please refer to their syllabus.

MS. BELINDA BALDWIN
MS. KAREN DOUGHERTY
MR. NATHAN HUEY
MR. GORDON LAW

MR. CHRISTOPHER OWENS
MR. MIKE SULLIVAN
MR. CARL THOMPSON
MR. MICHAEL TUGGLE

TAI STAFF

TAI Staff are located in 1120 OAC. They are in the office Monday through Friday, 8:30 am – 5:00 pm

MS. JOELLYN CARRELL
JCARRELL@SMU.EDU
PHONE: 214-768-1878

MS. LISA LANGFORD
LLANGFORD@SMU.EDU
214-738-3090

MEADOWS ACADEMIC SERVICES STAFF

MS. PAM HENDERSON
DIRECTOR
SCHOLARSHIPS/FINANCIAL AID
PGHENDER@SMU.EDU
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PHONE: 214-768-3314

MS. JANET STEPHENS
DEGREE COUNSELOR
MEADOWS UNDERGRADUATE ACADEMIC SERVICES
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PHONE: 214-768-3565

MR. CHUCK DONALDSON
DEGREE COUNSELOR
MEADOWS UNDERGRADUATE ACADEMIC SERVICES
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MS. LISOBEL BERNAL
COORDINATOR
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LBERNAL@SMU.EDU
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PHONE: 214-768-2754

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ADVERTISING INTERNSHIP COURSE SYLLABUS | ADV 4125, 4225, 4325

Patricia A. Alvey, Ph.D.

Office Hours: Tuesday, 2:00pm – 4:00pm

PREREQUISITES:

- Completed 60 semester credit hours with junior standing
- Completed ADV 2374, 3362 or MKTG 3340, 3376, 3385, 3393

INTERNSHIP APPROVAL

All internships are approved by the director by submitting a completed Internship Approval packet as outlined in the Student Handbook. Credit will not be granted without prior approval. If the prospective company or agency is not a current Internship Provider, the student must contact the potential agency to submit a digital TAI Company Profile online at: <http://www.smu.edu/Meadows/AreasOfStudy/Advertising.aspx>

HOURS

Once you have been approved and given permission to register, you must register for the appropriate internship course on ACCESS.SMU. Internships may run for the total length of a single term – 15 weeks for the fall and spring terms; 8 weeks for the summer session. We recommend that student interns work no more than 15 hours per week during the fall and spring terms.

WEEKLY REPORTS

All interns must fax weekly reports to Temerlin Advertising Institute every week during the internship. Weekly reports become part of the intern's file for final evaluation. The internship supervisor must sign each form. An example of how to complete this form appropriately can be found in this document. **WEEKLY REPORTS ARE DUE EVERY FRIDAY AT 5PM.**

MIDTERM EVALUATION

Internship supervisors must complete a midterm evaluation of your performance. The Temerlin Advertising Institute will send the midterm evaluation form to your direct supervisor. *Note: midterm evaluations are not completed for students completing summer internships.*

SUPERVISOR FINAL EVALUATION

The last week of your internship, the internship supervisor must evaluate your performance. The Temerlin Advertising Institute will send the final evaluation to your direct supervisor.

ESSAY

Complete a 3 to 5 page essay outlining how this internship added to your knowledge of the advertising industry. The essay should include how your job responsibilities impacted your knowledge of the industry. You should also address any new skills you acquired and professional experiences you had during the internship

COURSE FINAL EVALUATION

Once your weekly time sheets, mid-term evaluation, final evaluation, and essay have been turned in your file is forwarded to Dr. Alvey for final consideration. You will be assigned a Pass or Fail grade.

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INTERNSHIP WEEKLY REPORT FORM

This form is to be completed by the student intern every week and must be submitted to the Institute each Friday. Fax to: (214) 768-1155

Jenny Sue Smith	1234-5678
Student's Printed Name	Student's SMU ID
jennysue@smu.edu	214-555-1234
SMU E-mail	Local Telephone Number
ABC Advertising	
Company Name	
Bob Jones	robert.jones@abcadvertising-us.com
Supervisor's Printed Name	Supervisor's E-mail
212-555-0000	212-555-9999
Supervisor's Telephone	Supervisor's Fax

List all tasks/projects for the week including comments/concerns. Add additional sheets as necessary:

See attached

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEKEND	TOTAL
9am - 5pm	9am - 5pm	9am - 5pm	9am - 5pm			32 hours

Hours worked during the week of: June 4 – 8, 2010

The intern must submit this agreement – signed by the student and their direct supervisor – to receive credit hours for the internship. It is also the intern's responsibility to return a copy of this form to the institute for our records.

Jenny Sue Smith	06/07/2007
Student's Signature	Date
Bob Jones	06/07/2007
Supervisor's Signature	Date

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Jenny Sue Smith
ABC Advertising – Advertising Internship
June 4-June 7, 2007

Monday, June 4, 2007

1. Researched, analyzed, and looked for comparisons in the high-end chocolate market
2. Compiled important information found about the high-end chocolate market for planning director and creative director

Tuesday, June 5, 2007

1. Looked at preliminary agency brief for a new product development pitch
2. Began researching target markets and looking for examples of other products and services relevant to the new product development pitch
3. Began formatting and writing additional slides for the new product development pitch

Wednesday, June 6, 2007

1. Discussed research on target markets and relevant products for the new product with bob
2. Revised and made initial corrections in the additional slides for the new product development pitch
3. Explained research to bob, got feedback and made changes to the slides for agency brainstorm accordingly
4. Re-formatted information that was relevant to new product and prepared for the agency brainstorm
5. Discussed changes made in my slides for the agency brainstorm with bob and made final corrections

Thursday, June 7, 2007

1. Attended creative brainstorm for new product development pitch
2. Began reading and analyzing an organizational behavior paper to find information relevant to target markets for the new product
3. Created avatar on Secondlife.com to research new social networking trends
4. Attended meeting with Sapphire media and marketing to learn about the media options of the new product development lunch on college campuses
5. Looked through and developed an understanding of Sapphire media and marketing's media plan for the new product development pitch
6. Researched applicable definitions of personalization, customization, and creation in reference to the new product development pitch

FINAL ESSAY

A Sweet Summer with Sugartown Creative

Even though I feel that my advertising classes at Southern Methodist University have prepared me for a career in the advertising industry, I never dreamed that I would learn so much through a summer internship. After emailing and calling about fifteen different agencies in New York with very few responses, I finally received a very nice email from the director of planning at Sugartown creative. After interviewing with Sugartown and seeing their work, I knew that Sugartown was where I would like to intern. A few days later the owner called to offer me the position, and I was off to New York City.

From the first day of my internship at Sugartown, I was plunged directly into work on new accounts with Proctor and gamble. My daily duties consisted of researching generation Y and learning about how social networks influence this group of young people. From my research, I was then required to form insights about the important information, explain why it was applicable to the target audience, and how it fit in with the personality of the brand. A few of the insights from research I conducted were even used in the new business pitch to Proctor and gamble.

Another project that I greatly enjoyed was a new product launch for P&G. I was able to assist everyone in the agency in coming up with ideas on how to launch a new laundry product to college kids by non-traditional means. The new laundry product will be tested on college campuses this fall. Since I fit right into the target for this product, Sugartown was very interested on hearing my opinions for what they had in mind for the launch of this product. I sat in on several meetings with an outside media-planning agency, which really brought to life everything that I had learned in my media classes at SMU. This was quite an enjoyable project for me because I was able to see and participate in media, planning, and creative work. Another project that I was fortunate enough to get to observe and assist with was Godiva's new ad campaign. Sugartown just completed five different print ads for Godiva. During my internship I was able to see all of the retouching work take place. I also got to sit in on many discussions between the creative director and the client. It was fascinating to hear the creative director explain to the clients why certain decisions were made and to hear him defend the creative work. Also, during time I spent working on Godiva, the account director and myself went to the printing press where the actual Godiva ads are printed. This was a great experience because it put everything that I learned about CMYK and pantone colors in the creative production class at SMU in perspective. Another thing that I enjoyed about the Godiva account was the client interaction. I was allowed to attend two meeting with the clients where they approved the final artwork for the campaigns. Another fun part of working on Godiva was when the other intern and I were sent out into the field to research Godiva's competitors and Godiva stores.

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My final project at Sugartown was to complete research on Godiva's target market, and intertwine it with my findings from the competitive research fieldwork. We then put the information into a power-point presentation that Sugartown could potentially use in the future. Sugartown was kind enough to allow me to sit in on almost every meeting and conference call, whether internal or with clients. These meetings were definitely one of my favorite parts of my internship. It was interesting to see how the agency and clients interacted, how account service and planning interacted with the creatives, and the difference between junior and senior roles within the agency.

Overall through my internship with Sugartown, I gained experience in research and strategic development. I learned about a variety of useful sources and how to boil down information to find what is relevant to the target market, brand personality, and the client overall. Sugartown even arranged a tour of the AAAA's research facilities for the other intern and myself. One of the most important things that I learned were brainstorming techniques, including using visuals to express what you are thinking and posting all of your ideas onto foam board to find connections and discoveries between thoughts. I also got to read all of Sugartown's past new business pitches and creative briefs, wherein I learned several valuable ways to communicate information in presentations, whether through graphs, pyramids, or pictures.

Throughout my advertising classes at SMU, professors have always explained how internal operations at agencies work, and have tried to prepare students for the fact that advertising is not as glamorous as one might think. While this was definitely good preparation, it is difficult to understand until you are really working in an agency. Even though I still know that I would like to have a career in advertising, my summer internship has taught me that the rumors of extremely hard work and long hours are definitely true. My summer internship pulled everything together and gave me a clearer and more realistic view of what I have learned in media, research, account planning, creative development, and creative production classes at SMU. The internship has prepared me to know what I am getting into for a career in advertising, and made me excited about going into such a fast-paced field.

FINAL ESSAY

Everyone Needs to be Creative

Through this internship, I have learned many things about life inside an advertising agency. Because I have had the opportunity to work for tequila\, in conjunction with TBWA\Chiat\Day, I have been able see many aspects of how things often work in an agency the size of TBWA\Chiat\Day. Everything from media buying, print production, research and direct marketing are all under one roof. Though all the roles in an agency can seem to vary greatly from department to department, I have noticed one common theme. The common theme I have taken away from this experience is that no matter what one's role is in the process of creating effective advertising, creativity is necessary in every step, and in every position. For example, it might not seem that account managers or research specialists would need to be creative. However, I feel that someone with this role would need to be just as creative as a "creative," though maybe in a different way. The definition of being creative is being a person who produces original ideas. One would be hard-pressed to argue that account managers or research specialists do not produce original ideas.

Account managers, to my understanding, are there to act as a liaison between all parties. At tequila\ for instance, the account directors may have their hands in almost every part of the process. They meet with the account team, the creative team, the print production team, the art buying team and the analytics team almost always on a weekly basis; not including all the contact they have with the client. I feel that the account directors I have worked under are some of the most "creative" people I have met. They are always trying to find new, more efficient ways for the process to be streamlined into a more cost efficient, time efficient process (and have learned to deal with difficult people, for that matter, as well). For example, the direct marketing projects tequila\ does for Nissan and Infiniti often entail sending out a "welcome letter" to all the new owners of a car. In order to make the customer feel special, and possibly avoid potential "buyer's remorse," Nissan and Infiniti tailor each "welcome letter" to include specific highlights about the car that was just purchased. Nissan alone has twelve vehicles; therefore, the process can be a bit time consuming and inherently confusing. The account directors for both teams came up with a process that would enable the letters to be completed in half the time, without jeopardizing the quality of the work. To be able to imagine a process that cuts the time in half takes more creativity than one would originally imagine.

Another area of an advertising agency that does not receive enough credit for its creativity is the research department. The department at TBWA\Chiat\Day that is in charge of research is called "intelligence."

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Intelligence handles any question that anyone at the agency might have, about most any topic. Though research may have its dull moments, the most effective research is research that is done with creativity. To find the perfect piece of material to confirm, or contradict, an idea is only done when the method in which one looks for materials is creative, original and different from the norm. If a researcher is not creative, they may never find original information, better information or more relevant information that may more specifically fit the question in a more suitable manner. TBWA\Chiat\Day is known for their account Planners' insight into the consumer. This amazing insight could not be found without the help of intelligence finding secondary research to support the planners in the beginning stages of planning. Much of the success of a planner, I would imagine, could be attributed to the success of a thorough knowledge of the topic before the "planning" stages—credit that should be given to the intelligence team's creative research in that stage of the process.

Though working at an advertising agency has not brought me much closer to knowing what area of an agency I would be the best fit for, it did help me to realize that I can be creative no matter what department I am in; something that was important for me to find out. I was worried that the creatives would be the only people at an agency who got to flex their creativity, however, I found this to be untrue because of the simple fact that there are many ways to be creative.

Another result of my internship has been learning, and becoming more comfortable, with the "big picture" of the whole process. Though I worked very specifically with direct marketing (namely brochures, emails, inserts, mailings, etc), it would have been hard for me to be at the agency everyday without noticing how the process works for all aspects of advertising. Though I may not yet understand the details, I do understand that, from the production estimates stage to the broadcast stage, the system within an agency is that of a "checks and balances" system. I have learned how not one person makes all of the decisions, and how it truly is a team effort—everyone suffers if even one person does not do their job correctly.

As a result of this internship, I feel more prepared for the real world of advertising. I feel more confident in my ability to be resourceful because of the projects I have had to manage on my own. I feel more confident with my communication skills because I have had to be responsible for emailing and contacting different departments within the agency, and outside the agency. And finally, I feel more capable of being able to pick up on the different processes that may come my way out in the real world of advertising, since I have had plenty of interaction with the different procedure and processes of Nissan and Infiniti. In short, I feel better prepared to find my niche in the advertising world and take what I have learned in class, and through this internship, and apply it to my skill set.