

ADV1300: Survey of Advertising

May 2016

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

Text Book

- William F. Arens, David H. Schaefer, and Michael Weigold, *Essentials of Contemporary Advertising* (2nd edition). McGraw-Hill/Irwin.

Course Objectives

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

- Explore the core principles and fundamentals that drive advertising as it is actually practiced and how the business side of advertising has an impact on everyday economics.
- Explore the ethical and moral issues in place in the advertising world and critical social questions facing advertisers today.
- Understand the role of advertising as a social and economic institution that has an impact on our everyday lives so that you may make analyses of various situations that arise in the advertising world.
- Understand secondary and primary research, and the roles they play in decision-making in marketing and advertising so that you may use these tools for analysis and synthesis of information.
- Overview the creative process in advertising.
- Overview the role of media planning in advertising.
- Learn the major organizations and laws involved in advertising regulation, and how advertising is regulated in the United States.
- Explore the institutions involved in the creation, dissemination and regulation of advertising and other forms of integrated marketing communication (IMC), and understand the role of advertising and IMC as an integral part of an organization's marketing strategy.

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

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

Attendance

During the term, you will earn two points for each day attending the class. You may miss two days without penalty. Perfect attendance will earn two bonus attendance points!

Grading

The majority of the grade in this class will come from 3 multiple choice exams. There will also be a cumulative final that can be taken if you miss an exam or would like to try to replace a low exam score. Work in this class will be weighted in the following manner.

Current Issues Presentation	1	@	15 points	15
Ads We Must See	1	@	15 points	15
Exploring Advertising	1	@	18 points	18
Advertising Target Practice	1	@	30 points	30
Attendance	11	@	2 points	22
Exams	3	@	100 points	<u>300</u>
Total possible				400 points

Grade Scale

94 - 100	A	73 - 76.9	C
90 - 93.9	A-	70 - 72.9	C-
87 - 89.9	B+	67 - 69.9	D+
83 - 86.9	B	63 - 66.9	D
80 - 82.9	B-	60 - 62.9	D-
77 - 79.9	C+	Under 60	F

General Policies

All work presented in this class must be the product of your own effort. Your work should not be copied without appropriate citation from any source, including the Internet. Any student caught presenting work which is not his or her own will face disciplinary action, which may include a zero for an assignment, receiving a failing grade for the class, or being expelled from the university. See http://smu.edu/studentlife/PCL_05_HC.asp.

Disability Accommodations: Students needing academic accommodations for a disability must first contact Ms. Rebecca Marin, Coordinator, Services for Students with Disabilities (214-768-4557) to verify the disability and establish eligibility for accommodations. They should then schedule an appointment with the professor to make appropriate arrangements. (See University Policy No. 2.4.)

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

**SMU**

TEMERLIN ADVERTISING INSTITUTE

CLASS SCHEDULE*

<i>CLASS DAY</i>	<i>TOPIC</i>	<i>READINGS</i>
TH – May 12	What is Advertising?	Introduction
	The Evolution of Advertising	Chapter 1
	The Power of Advertising	Chapter 2
F – May 13	Regulation of Advertising	Chapter 2
M – May 16	The Business of Advertising / AdBowl I	Chapter 3
T – May 17	Exam 1	
W – May 18	Segmentation & the Marketing Mix	Chapter 4
TH – May 19	Communication and Consumer Behavior	Chapter 5
F – May 20	Persuasion Techniques / AdBowl II	Handout
M – May 23	Exam 2	
T – May 24	Account Planning & Strategy	Chapters 6 & 7
W – May 25	Creative Strategy & the Creative Process	Chapters 8 & 9
TH – May 26	Exam 3	

*The schedule indicates approximate dates when selected topics will be discussed. Students are responsible for schedule changes announced in class.