

## **ADV 5301 Special Topics: The Advertising Industry in New York**

### **Special MayTerm Dates: May 15-24, 2014**

By way of industry immersion, this course facilitates student experiential learning about advertising industry operations and contemporary issues by visiting the mecca of US advertising, New York City. Dr. Alice Kendrick, Professor in the Temerlin Advertising Institute, will guide and instruct a group of up to 12 students for eight full days of meetings and roundtable discussions at advertising agencies, client companies and media organizations.

Students will also participate in a “shadow” session with an advertising professional in their area of career interest. The tentative schedule includes visits hosted or overseen by SMU alumni who are now executives at Nike, Monster.com, 20<sup>th</sup> Century Fox, Translation LLC, Time, etc.

**Extra fees and travel costs:** In addition to MayTerm tuition, there is a special SMU course fee of approximately \$1,750 which includes breakfast and hotel accommodations for 9 nights (in a shared room for 3) and some group expenses. Students will also have the expense of airfare to/from NYC, ground transportation, some individual meals and personal/incidental expenses.

**Required Hotel:** [Best Western Plus Hospitality House](#), 145 E. 49<sup>th</sup> St. #2, NY, NY 10017

**Instructor permission is required by Monday, April 7.** First preference will be given to advertising majors who have completed the Survey of Advertising course (ADV 2374); also considered are advertising minors or non-advertising majors who have completed Survey of Advertising.

#### **Dr. Alice Kendrick**

Office location: Room 239-D Umphrey Lee Center, SMU Campus, Dallas, Texas 75275

Campus phone number: 8-2321

Cell phone: 214.707.0777

Best way to reach me: [akendric@smu.edu](mailto:akendric@smu.edu)

Alice Kendrick, Ph.D., is a Professor in the Temerlin Advertising Institute where she teaches advertising research and account planning. She has authored three books and more than 40 peer-refereed publications, and currently serves as co-editor of the *Journal of Advertising Education*.

Dr. Kendrick has received teaching awards at the national, regional and university levels, including the American Advertising Federation's Distinguished Advertising Educator Award; the American Academy of Advertising Billy I. Ross Award; the Meadows Distinguished Teaching Award; Outstanding Advertising Educator for AAF 10th District; and the SMU HOPE Professor Award. She was named a winner in the Best Practices in Teaching of Critical Thinking competition by the Association for Education in Journalism & Mass Communication. The recipient of numerous research grants, Dr. Kendrick was awarded the Great Minds Research Innovation Award by the Advertising Research Foundation. Her current research interests are in the role of tourism advertising in public diplomacy, advertising content, and issues in advertising education

### Course Description and Objectives

Students and faculty spend an intensive eight days exploring and analyzing issues in the Advertising Industry in New York via visits to advertising agencies, client companies and media firms. Students will interview key advertising executives about issues in advertising and advertising management. 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
- 4) Explore, analyze and report on current management 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. Computers, iPads, etc. may be acceptable for note-taking or conducting approved research during class. Audio or video recording of class lectures, presentations or guest speakers is forbidden without instructor and guest speaker permission. Students will need access to a laptop or tablet device for assignments.

### Required Reading

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

**Grading:** Daily notes/analysis 50%; Daily Observational Grist/Participation/Professionalism 20%; Research Paper 20%; Shadow Day Report 10%. Class reflection is required but not graded.

**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 absence is allowed. Each absence after one will result in 5 points deducted from the final course grade. Tardiness will count as a half-absence.

**Assignments:** ASSIGNMENTS MUST BE TURNED IN OR PRESENTED THE DAY THEY ARE DUE. Late assignments will result in deduction of 10% of the total 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](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 Undergraduate Catalog)

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**Tentative/Partial Schedule of Potential Visits and Activities**

We will also have class meetings outside of company visits, as well as evening activities TBA  
**•Schedule WILL change.** Listen/watch for announcements.

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| May 15 | Arrive, check in to Best Western Hospitality House, 8 pm meeting in lobby   |
| May 16 | Meeting/Interview at Advertising Age<br>Ann Marie Kerwin, Editor Ad Age Research and Ad Age on Campus<br>Meeting at Zenith Optimedia: Entertainment marketing<br>Evening class dinner TBA       |
| May 17 | Group study of Times Square marketing; DOG #1<br>Group study of urban marketing tactics<br>Interviews with SMU advertising alumni<br>Evening: TBA   |
| May 18 | Bus tour of Manhattan<br>Afternoon activity: TBA<br>Evening class meeting   |
| May 19 | National Advertising Review Council: Ad Regulation<br>Lee Peeler, CEO<br>Visit to Nike Headquarters, Marc Patrick, Senior Brand Director (SMU'93)<br>Evening TBA; DOG #2 due                    |
| May 20 | Visit to Monster.com Headquarters<br>Ted Gilvar, Global CMO (SMU '1991)<br>Visit to BBDO<br>Visit to MRM; Charlotte Beckwith (SMU '2010)<br>Evening TBA   |
| May 21 | Visit to Wieden & Kennedy<br>Visit to Saatchi & Saatchi Healthcare Communications<br>Visit to Time, Inc., McKell Favrot (SMU 2012)<br>Evening TBA   |
| May 22 | Shadow Day<br>Evening TBA; DOG #3 due   |
| May 23 | Visit to Wall Street Journal<br>Visit to Translation, LLC<br>Tiffany Titolo, Managing Director (SMU '2003)<br>DOG assignment due<br>Evening TBA: oral reports for Research Paper and Shadow Day |
| May 24 | Check out of lodging by 11 a.m.   |

Final written assignments due no later than 5 pm CST May 27 via email.