

## ADV 5301 Special Topics: The Advertising Industry in Dallas

May 2015

**This is both a classroom and “field visit” course. Class meetings will take place at SMU, and meetings with advertising professionals will be held at locations in the greater Dallas area as specified by the instructor.**

### Course Description and Objectives

The greater Dallas area is among the top 10 media and advertising markets in the US, and is home to Fortune 500 advertisers, offices of national and international advertising agencies, and major traditional and digital media organizations. Students spend an intensive eight 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, specifically employment issues, professional currency and strategy development. Students 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 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 specifically 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, specifically professional currency and strategy development, and their implications
- 4) Understand advertising work force issues and career paths
- 5) Conduct yourself and produce work in a manner consistent with a high level of professionalism and social responsibility

*Peter Noble, Executive-in-Residence*

Peter Noble has taught at SMU for eight years. He also taught International

Advertising at TCU, UNT, and Regents University during eight summers in London. Noble is a past recipient of the SMU Rotunda Professor of the Year award, AAF District 10 Educator of the Year award, the SMU Meadows Dean Prize, 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. 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, 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 five 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, The New York Times, Toyota, and Visit Florida.

**Instructor contact:**

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[noble@smu.edu](mailto:noble@smu.edu) is best way to reach me. 214.361.1234 Mobile

**Prerequisite Coursework:**

ADV 2374 Survey of Advertising; preference given to advertising majors; advertising minors and students who have taken ADV 2374. Students in related disciplines also considered.

**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%; Issues 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: 30% GSP and 70% report content. More specific grading criteria will be provided for specific assignments.

**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.

**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)

**Schedule:**

**ADV 5301: Special Topics: The Advertising Industry in Dallas                      January 2015**

Southern Methodist University, Temerlin Advertising Institute, Dallas, TX

Dr. Alice Kendrick, [akendric@smu.edu](mailto:akendric@smu.edu); 214.707.0777

**Tentative/Partial Schedule of Potential Visits and Activities (Schedule WILL change)**

May 14	Introductions; Review of syllabus; Review of Ad Industry structure; the Dallas advertising landscape; DOG instructions; Introduction to three focus areas: The 21 <sup>st</sup> Century Agency; Advertising Strategy; The Advertising Work Force
May 15	Visit to Publicis Hawkeye Dallas Visit to Twin Oaks Integrated Marketing, LLC (shopper marketing)
May 18	Visit to Frito-Lay, New Ventures division (Plano) Visit to Pizza Hut headquarters (Plano) DOG 1 due
May 19	Visit to Univision network Visit to Dallas Morning News Visit to Dallas Convention & Visitors Bureau (place branding) DOG 2 due
May 20	Visit to The Richards Group Group study of urban marketing tactics: downtown Dallas Lunch at Whole Foods or Shops at Northpark Visit to The Marketing Arm Dallas DOG 3 due
May 21	Visit to online advertising agency TBD Shadow Appointment scheduling DOG 4 due
May 22	Visit to Firehouse Dallas (branding and advertising) Shadow Day Appointments DOG 5 due

May 26                      Visit to another TBD agency  
DOG 6 due

May 27                      Visit to another TBD agency  
DOG 7 due

May 28                      Visit to another TBD agency  
DOG 8 due

May 29                      Shadow Day – appointments TBA  
1 pm: Oral reports for Research Paper and Shadow Day

Final written assignments due no later than Friday, January 16, 5 pm via email