



## ADVERTISING, SOCIETY & ETHICS

ADV 2302 – MayTerm

May 17 to June 1, 2018

Temerlin Advertising Institute  
Southern Methodist University



**Class Location:** ULEE 203  
**Instructor:** Dr. La Ferle  
**Office:** 202 ULEE (in main TAI office)  
**Office Hours:** 1:30-2:30 pm & by appointment (email to set up)

**Class Time:** 9:30 am – 1:30 p.m.  
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**email:** laferle@smu.edu

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**Course Overview:** This class examines the ethical issues related to the practice of advertising and marketing communications. Are some practices in advertising unethical? How can we recognize, define, assess, reprimand and prevent unethical practices? What impact do these acts have on society, the industry and individuals? Toward answering these questions we will consider ethical principles, industry ethical codes, legal and regulatory issues, and social issues related to the institution and practice of advertising.

**Student Benefits:** This course is a required course for Advertising Majors and Minors. It also fulfills a UC requirement. Typically, the course is tough to take during the regular semester with four other classes to focus on. The ability to focus solely on this material for just 11 days, should make the course much easier for most students.

**Brief Bio:** For 20 years Dr. La Ferle has been teaching undergraduate and graduate classes in International Advertising and Advertising Ethics. She has won multiple teaching awards and her research has resulted in close to 50 publications. Dr. La Ferle's research examines how culture impacts advertising and consumer behavior. She further examines ethical issues as they relate to culture and the impact of advertising on society. She has presented research and taught in multiple countries. Prior to academia, Dr. La Ferle worked in agencies in Toronto, a media buying firm in Los Angeles and a licensing and merchandising company in Tokyo.

### UC Student Learning Outcomes:

#### Depth Requirement (approved)

Humanities and Fine Arts (B1b): Students will identify ethical issues within a particular domain, and to explain and evaluate responses to those issues in terms of both their factual and ethical presuppositions.

### Course Objectives Specific to the Topic Area:

- To become aware of and understand the conflicting and ethically relevant economic, legal, psychological and social arguments surrounding the role of advertising in society;
- Identify and summarize the complex interactions between and among advertising and individual, economic, legal and social issues impacting ethical assessments of advertising;
- To define ethics in advertising by exploring beliefs about human nature, ethical principles and industry ethical codes; learn methods to recognize ethical issues and to assess merits; learn methods to avoid unethical behavior in advertising; and to become aware of the repercussions of unethical advertising;
- To come to understand and evaluate how ethical issues intellectually and emotionally impact the advertising industry, the people that work in it and the people that are served by it (e.g., consumers);
- To challenge and grow students' beliefs regarding ethics & responsibility as individuals & future professionals;
- To learn how to creatively solve ethical problems facing the advertising industry;
- To learn how to create effective and efficient ethical advertising communications that at their best can simultaneously provide benefits to the client, the agency, the consumer and the society as a whole;
- To enhance the sensitivity of prospective advertising practitioners to the social influences of their work and develop a sense of professional ethics.

**Course Requirements:** The requirements of the course have been designed to provide students with concepts and experiences needed to meet the above-stated objectives and to measure the amount of success toward reaching these objectives. Tests ensure students learn the core material presented in the readings and class discussions, while assignments help students practically apply material. Participation allows students to learn from each other, while further grounding the concepts via application.

**Required Texts:**

Sheehan, Kim (2014), *Controversies in Contemporary Advertising*, Thousand Oaks, CA: Sage Publications (S)

**Course Pack (CP):** A small course pack will be required and ordered online. Details will follow.

**Attendance:** MayTerm is only 11 class meetings. **Do not miss any classes. All classes are mandatory.** If an emergency should occur and you miss class, contact the professor as soon as possible via email or call the office 214-768-3378. Emergencies will require documentation. Any non-emergency absence can result in you being **dropped from the course** at the discretion of the professor and you will be dropped with more than one non-emergency absence. Please arrive **ON TIME** at 9:30 a.m. and stay for the duration of the class.

**Assignments:** During the course you will be given a few assignments to complete, either as individuals, in pairs or in groups. **In class assignments cannot be made up.** Assignments to be completed outside of class are due at the beginning of class on the day they are due. Except in the case of a documented emergency or serious illness, **late assignments will NOT be accepted & will receive a grade of ZERO.**

**Exams:** There will be 2 exams given in this class. Exams will cover material presented in class lectures, including videos/ads shown during class time, readings, class discussions, and any other material assigned. The format of each exam will be discussed prior to the date given, but may typically consist of multiple choice, short answer, essay, fill in the blank questions, and/or a case analysis. **No make-up exams will be given, except in the case of a documented emergency or serious illness.**

<b>Course Evaluation</b>		<b>Course Grading Scale</b>			
Exam #1	30%	A	94-100%	C	73-76%
Exam #2	30%	A-	90 - 93%	C-	70-72%
Assignments	<u>40%</u>	B+	87 - 89%	D+	67-69%
		B	83 - 86%	D	63-66%
<b>Total</b>	100%	B-	80 - 82%	D-	60-62%
		C+	77 - 79%	F	59% and below

**A Note about Grades:** An A is reserved for work that is **exceptional in its appearance and exceeds the instructor’s expectations of performance** for the task/course. “A’s or “Bs” are not rewarded for simply doing those things that are expected of every Southern Methodist University Student—i.e. coming to class on time, submitting quality work, and respectful behavior in the classroom. **I will not withhold any earned grade from a deserving student but neither will I reward average work with an “A”.** The general grading criteria for assignments and essay/short answer test questions starts from a C (which meets the basic required elements and is satisfactory work) and either can move down towards an F or up towards an A (which represents an answer that clearly exceeds expectations and is excellent work).

### General Course Policies

- **Written assignments** are graded on organization, clarity of issues/arguments, and content, as well as on grammar, spelling, and punctuation (for free help with grammar/proof reading visit the SMU Writing Center 768-4253). Please type and double space all work using a 12 point font size with one inch margins. All work involving secondary sources should also include a reference page clearly indicating where information was obtained.
- **Late work will not be accepted and will receive the grade of ZERO** unless an unforeseen emergency arises for which valid proof of absence is required. Please contact me by phone or email in the event of an emergency or stop by my office as soon as possible.
- **No make-up tests or quizzes** will be given. Please do not ask to take a test at a different time to accommodate a vacation, a wedding, work, a plane flight or any other reason. Make your personal plans to fit around the class schedule. The only possible exceptions include: a documented personal illness or injury; a documented death in the family; or a university sanctioned extracurricular event. In such cases, students should contact me as soon as possible and preferably before the test time. Any make-up exam or quiz may differ from the original (to maintain the security of the test); therefore, any makeup test or quiz may be more difficult than the original and/or it may use a different format.
- Students have one day after test, quiz, and assignment grades have been posted to **review their work** and discuss any questions regarding their grade. I am happy to discuss my comments and grading procedures, but **grades are not negotiable**. You earn what you earn.
- **Disability Accommodations:** Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit <http://www.smu.edu/Provost/ALEC/DASS> to begin the process. Once registered, students should then schedule an appointment with the professor as early in the semester as possible, present a DASS Accommodation Letter, and make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.
- **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 because of the absence. (See University Policy No. 1.9.)
- **Excused Absences for University Extracurricular Activities:** 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 Catalogue). **Note:** An absence in this class for an athletic event or other SMU activity is not waived and will be counted as an absence with respect to the attendance policy.
- **Scholastic Dishonesty:** All work undertaken and submitted in the course is governed by the University's Honor Code. All work in this course should be the **original work of the student**. A violation of the Honor Code may result in an "F" for the course, and the student may be taken before the Honor Council. If you are unclear about this policy, either in general or in its specific application, please see me. The Honor Code is in the SMU Student handbook and may be viewed on-line at : [http://smu.edu/studentlife/PCL\\_05\\_HC.asp](http://smu.edu/studentlife/PCL_05_HC.asp)
  - Scholastic dishonesty includes **plagiarism**, which according to Webster is: "to take (ideas, writings, etc.) from (another) and pass them off as one's own." Therefore, handing in a paper written by someone else is not allowed.
  - However, ***even the act of writing one sentence*** in your paper word-for-word of what someone else has written or only changing one or two words is also a form of plagiarism. If you use a direct quote then put the statement in quotation marks and cite the author. If you use the ideas of someone else, then ***re-write the ideas into your own words followed by the author's name in brackets***. ***Information taken from the Internet is no exception.***
  - In general, ***always try to paraphrase*** (write in your own words) the ideas of other people and be sure to ***cite their names*** within the body of your paper. Be careful. If you are unsure, please see me.
- **All class material is Copyrighted** (i.e., lectures, overheads) and may not be photographed, web posted or sold for profit.
- **Laptops and tablets cannot be used in class. SmartWatches are not allowed on test days.** Turn off all cell phones, pagers, iPods and messaging devices while in class

**TENTATIVE CLASS SCHEDULE \***

<b>TH-May 17</b>	<p style="text-align: center;"><b>Introduction to Course: Ethics &amp; The Institution of Advertising</b></p> <p><b>Why is ethical behavior important?</b> Sheehan, Kim (2014), “Advertising, Its Supporters, and Its Critics,” in <i>Controversies in Contemporary Advertising</i>, Thousand Oaks, CA: Sage Publications, Inc., 1-15. (S)</p> <p><b>Advertising is Just a Tool: The Choice for Change is Yours</b> Griffin, W. Glenn and Deborah K. Morrison, “Beyond Obligation: Advertising’s Grand Potential to Do Good,” in Reichert, Tom (Ed.), <i>Issues in American Advertising: Media, Society, and a Changing World</i>, pp., 265-281. (H/O)</p>
<b>Fri-May 18</b>	<p><b>Beliefs about Human Nature &amp; Advertising’s Rightful Place in Society</b> Rotzoll, K. B., J. E. Haefner, and S. R. Hall (1996), -“Idea Systems-Institutions: Advertising and Classical Liberalism” in <i>Advertising in Contemporary Society: Perspectives Toward Understanding</i>, Chicago: U of Illinois Press, pp 15-32. (H/O)</p> <p><b>Beliefs about Human Nature &amp; Advertising’s Place .....in the 21<sup>st</sup> Century</b> Rotzoll, K. B., J. E. Haefner, and S. R. Hall (1996), -“Idea Systems-Institutions: Advertising and Neo-Liberalism” in <i>Advertising in Contemporary Society: Perspectives Toward Understanding</i>, Chicago: The University of Illinois Press, pp 33-56. (CP) <b>*Assignment*</b></p>
<b>M-May 21</b>	<p style="text-align: center;"><b>Advertising’s Role in the Economy &amp; in Media</b></p> <p><b>Advertising Ethics and The Economy</b> Rotzoll, K. B., J. E. Haefner, and S. R. Hall (1996) -“Advertising and The Economy” in <i>Advertising in Contemporary Society: Perspectives Toward Understanding</i>, Chicago: The University of Illinois Press, pp 93-112. (CP)</p> <p><b>Advertising Ethics and Media</b> Sheehan, Kim (2014), “Advertising and The Mass Media,” in <i>Controversies in Contemporary Advertising</i>, Thousand Oaks, CA: Sage Publications, Inc., 32-45. (S)</p>
<b>Tues-May 22</b>	<p style="text-align: center;"><b>Free Speech vs. Commercial Speech: Free Flow of Information</b></p> <p><b>Ethical Issues Related to Free Speech</b> Trager, Robert and Donna L. Dickerson (1999), “Prologue,” in <i>Freedom of Expression in the 21<sup>st</sup> Century</i>, Thousand Oaks, CA: Pine Forge Press, 1-9. (CP)</p> <p><b>Ethical &amp; Regulatory Issues Related to Commercial Speech</b> Sheehan, Kim (2014), “How Advertising is Regulated,” pp. 46-51.</p> <p><b>Advertising Regulation - Government, Self &amp; Consumers...</b> i) Fueroghne, Dean K. (2007), Chapter 1 (pp. 1-14) - “The Development of Control Over Advertising” in <i>Law &amp; Advertising</i>, Pasadena, CA: Yellow Cat Press. (CP) ii) Sheehan, Kim (2014), “How Advertising is Regulated,” pp. 51-59.</p>
<b>Wed-May 23</b>	<p style="text-align: center;"><b>Advertising Ethics and Deceptive Advertising</b></p> <p><b>Advertising - Federal Trade Commission (FTC) &amp; Deceptive Advertising</b> i) Fueroghne, Dean K (2007) - Chapter 2 (read pp.16-41 &amp; 48-50 / skim 41-46) - “An Overview of the FTC’s Role in Advertising Regulation” (CP)</p> <p><b>Federal Trade Commission (FTC) Common Problems-Literal Untruths, Puffery, etc.</b> ii) Fueroghne, Dean K. (2007) - Chapter 3 (read pp. 59-78; 85-92; 97-104) - “Specific Areas of Concern Under the FTC Act” (CP)</p>

<p><b>TH-May 24</b> 11:30 to 1:30pm</p>	<p style="text-align: center;"><b>EXAM #1 - 9:30 to 11:30 am</b></p> <p><b>SOCIAL &amp; ETHICAL ISSUES IN ADVERTISING</b>  <b>Advertising, Ethics &amp; the Letter of the Law</b>  Martinson, David L. (2001), "Using Commercial Advertising to Build an Understanding of Ethical Behavior," <i>The Clearing House</i>, Jan/Feb, 131-135. (CP)</p> <p><b>Ethical Principles: Deontological, Teleological &amp; More</b>  Spence, Edward and Brett Van Heekeren (2005), "Ethical Reasoning &amp; Ethical Principles," in <i>Advertising Ethics</i>, Upper Saddle River, NJ: Prentice Hall, pp. 1-16. (CP)</p> <p style="text-align: center;"><b>* Assignment*</b></p>
<p><b>Fri-May 25</b></p>	<p><b>How Does Advertising Affect American Society &amp; Culture</b>  Sheehan, Kim (2014), "Living in a Consumer Culture," in <i>Controversies in Contemporary Advertising</i>, Thousand Oaks, CA: Sage Publications, Inc., 16-31. Chapter 2 (S)</p> <p><b>Stereotypes &amp; Representation of Minority Groups: Ethical Considerations</b>  Sheehan, Kim (2014), "Influences of Stereotypes and Taste," in <i>Controversies in Contemporary Advertising</i>, Thousand Oaks, CA: Sage Publications, Inc., 74-87 Chapter 6.</p> <p><b>Minorities in Advertising</b>  Sheehan, Kim (2014), "Advertising and Race," in <i>Controversies in Contemporary Advertising</i>, Thousand Oaks, CA: Sage Publications, Inc., 112-133. Chapter 8 (S)</p> <ul style="list-style-type: none"> <li>• Sheehan, Kim (2014), "Age, Sexual Orientation, and Ability," in <i>Contr. in Contemporary Advertising</i>, Thousand Oaks, CA: Sage Publications, Inc., 134-149. Chapter 9 <b>SKIM</b> (S)</li> </ul>
<p><b>Mon-May 28</b></p>	<p style="text-align: center;"><b>MEMORIAL DAY – NO CLASS</b></p>
<p><b>Tues-May 29</b></p>	<p><b>Gender &amp; Advertising</b>  Sheehan, Kim (2014), "Gender and Advertising," in <i>Controversies in Contemporary Advertising</i>, Thousand Oaks, CA: Sage Publications, Inc., 89-111. Chapter 7 (S)</p> <p><b>Reading Ads Critically.....</b>  Frith, Katherine Toland (1998), "Undressing the Ad: Reading Culture in Advertising," in <i>Undressing the Ad</i>, Katherine Toland Frith, ed., Peter Lang, 1-14. (CP)</p>
<p><b>Wed-May 30</b></p>	<p><b>Socially Responsible Advertising</b>  Sheehan, Kim (2014), "Socially Responsible Advertising," in <i>Controversies in Contemporary Advertising</i>, Thousand Oaks, CA: Sage Publications, Inc., 235-255. Chapter 15 (S)</p> <p style="text-align: center;"><b>*Assignment*</b></p> <p>Snyder, Wally (2007), "Include Advertising Ethics in the Mix," <i>JAR</i> (H/O)</p>
<p><b>Thurs-May31</b></p>	<p><b>Where Do Advertisers Go From Here?</b>  Sheehan, Kim (2014), "Being Ethical Advertisers in a Challenging Age" in <i>Controversies in Contemporary Advertising</i>, Thousand Oaks, CA: Sage Publications, Inc., 268-278. Chapter 17 (S)</p>
<p><b>Fri-June 1</b> <i>Final Class</i></p>	<p style="text-align: center;"><b>EXAM #2</b></p>

\*The schedule indicates approximate dates when selected topics will be discussed. Students are responsible for schedule changes announced in class and/or extra readings that may be assigned. Always check SMU email.