Earning three semester credit hours in eight days is a unique opportunity. Even more unique is what happens in those eight days. Private access and personal introduction to some of top advertising agencies in Dallas make this a one-of-a-kind educational experience. You'll see what day-to-day life is like in the real world of advertising and marketing and get to meet the professionals who create and execute ad campaigns. This is both a classroom and “field visit” course. Students who complete this course will be both better informed and better connected, especially when the time comes to apply for internships and jobs. Class meetings will take place at SMU, and meetings with advertising professionals will be held at advertising agency locations in Dallas.

Course Description and Objectives: The Dallas area is in the Top 5 media 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. In addition, students will maintain daily accounts and analysis of activities and meetings, and produce a research paper on an assigned topic.

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.

Instructor: Peter Noble, Professor of Practice and Graduate Program Coordinator

Professor Noble has taught at SMU for twelve years. He also taught advertising at TCU, UNT, and at Regents University in London and at Hong Kong Baptist University in Hong Kong during twelve summer study abroad sessions. Noble is a past recipient of the SMU Rotunda Professor of the Year award, AAF District 10 Educator of the Year award, two SMU Meadows Dean Prizes, 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, Glidden, 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 nine 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, Glidden, Mary Kay, Pizza Hut, The New York Times, Nissan, Toyota, and Visit Florida.

Instructor Contact:
Professor Peter Noble, Temerlin Advertising Institute
Room 225 Umphrey Lee Center, SMU, Dallas, Texas 75275
noble@smu.edu is best way to reach me.  214.361.1234 Mobile

Prerequisites: Instructor permission required. Preference is given to advertising majors and advertising minors and students who have taken ADV 1300. However, students in related disciplines are also considered.

Textbook: None required.

Preparatory Work: In order to satisfy the number contact hours required for this course and to ensure that you are prepared to fully engage the material on the first day of class, preparatory work is required before the official JanTerm course begins. Before the first day of class you need to have read six articles/textbook chapters that will be emailed to you upon acceptance into the course. These articles will be the basis of a five-page paper that you will complete and present on the first day of the course. In addition, you will conduct secondary research on three advertising agencies and submit a one-page background summary for each agency. Agency assignments and specific instructions for these summaries will be emailed upon your acceptance into the course. It will take you approximately 18 hours to complete this preparatory work. In addition to assigned readings, daily reading of Adweek.com, AdAge.com, and other ad industry-related platforms are required during the course. Other reading may be assigned during the term. Watch and listen for announcements.

Grading Scale (%): A 94-100; A- 90-93.99; B+ 87-89.99; B 84-86.99; B- 80-83.99; C+ 77-79.99; C 74-76.99; C- 70-73.99; D+ 67-69.99; D 64-66.99; D- 60-63.99; F 59.99 and below – Fail

Attendance: Class attendance, in-class work, and field visits are essential to earning a good grade in this course. Given the experiential nature of this class and the limited number of days we will meet, no absences or late arrivals are allowed, regardless of the reason. Ten points will be deducted from the final course grade for each absence. Late arrival to class or field visits will be subject to a five point deduction from the final course grade.

Assignments: ASSIGNMENTS MUST BE TURNED IN OR PRESENTED THE DAY THEY ARE DUE. Late assignment submissions will result in a zero, regardless of the reason.

Grading of Presentations and Reports: Dallas Agency Profile Presentation: 20% :: USA/World Agency Profile Presentation: 20% :: Course Exam: 40% :: DOG Book: 15% :: Participation: 5%

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 agency visits begin.

Photography, audio recording, or video recording: Photography, audio or video recording of class lectures, presentations or guest speakers is not allowed 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>. 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 UG Catalog)
**SCHEDULE**  ADV 5301/6301: The Advertising Industry in Dallas — January 2018

Classes start at 9:00 AM and end at 4:00 PM (with a daily lunch break) each of the eight Jan Term class days.

**Monday, Jan. 7**  
9:00 AM — 4:00 PM (CLASS WORK — 203B ULEE)  
Introductions • Review of Syllabus • Dallas Advertising Landscape  
Review of Ad Industry Structure/Culture • DOG Book Instructions

**Tuesday, Jan. 8**  
9:00 AM — 11:00 AM (FIELD WORK)  
Visit to The Loomis Agency  
11:00 AM — 4:00 PM (CLASS WORK)  
Agency Reviews and Discussion

**Wednesday, Jan. 9**  
9:00 AM — 12:00 PM (FIELD WORK)  
Visit to Commerce House  
12:00 PM — 4:00 PM (CLASS WORK)  
Agency Reviews and Discussion

**Thursday, Jan. 10**  
9:00 AM — 12:00 PM (FIELD WORK)  
Visit to TracyLocke  
12:00 PM — 4:00 PM (FIELD WORK)  
Visit to The Richards Group

**Friday, Jan. 11**  
9:00 AM — 12:00 PM (FIELD WORK)  
Visit to Slingshot  
12:00 PM — 4:00 PM (CLASS WORK)
Agency Reviews and Discussion

Monday, Jan 14  
9:00 AM — 12:00 PM (FIELD WORK)  
Visit to Social Media Delivered  
12:00 PM — 4:00 PM (CLASS WORK)  
Agency Reviews and Discussion

Tuesday, Jan 15  
9:00 AM — 12:00 PM (FIELD WORK)  
Visit to The Marketing Arm  
12:00 PM — 4:00 PM (CLASS WORK)  
Course Exam

Wednesday, Jan 16  
9:00 AM — 4:00 PM (CLASS WORK + GROUP LINCH)  
8:00 AM DOG Book Due  
8:00 AM — 11:30 AM USA/World Agency Presentations  
11:30 AM — 2:00 PM Celebration Group Lunch with Agency Professionals  
2:00 PM — 4:00 PM Reflection Paper

*Schedule is subject to change in whole or part, depending on agencies’ schedules and availability.*