

## Advertising, Society, and Ethics

ADV 2302 – Section: 001

Syllabus (Summer 2019)

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**Class Meets:** July 8 - 22, M-F 1 pm – 5 pm

**Text Book (TB):** Sheehan, Kim (2014), *Controversies in Contemporary Advertising*, Thousand Oaks, CA: Sage Publications.

**Course Pack (CP):** Order from Allegra Print & Imaging online at: [www.coursepack.allegra.net](http://www.coursepack.allegra.net). Click on SMU logo at left and look for ADV 2302 (Sidharth Muralidharan). Below are 3 different purchase options. **Order ASAP.**

PDF: \$26.02 – **Read-only** PDF file-*payment releases 2 emails*, with 2<sup>nd</sup> having link at bottom (File does **NOT** print).  
Print (PS ground): \$36.43 – Printed Hard copy - Includes the shipping cost, & takes **3 business days from order.**  
Print & PDF: \$41.64 – A discounted combination of both a printed hard copy & a read-only PDF download.

All prices for hardcopies include the shipping fees. **Note:** Orders placed by noon during *regular business hours* will be printed and shipped the same day. Allow 3 business days to receive your course pack. For orders placed on weekends, the process starts on Monday morning. For additional questions or problems with your order, please contact Mr. Wes Siegrist at: Phone: (517) 749-3988 (cell) Email: [wsiegrist@allegra.net](mailto:wsiegrist@allegra.net)

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### COURSE DESCRIPTION

Many of the courses offered in advertising focus on methods for developing persuasive communication. Effective communication often entails understanding the psychological aspects of consumer behavior, developing creative methods for communicating messages, placing messages in the right media, and efficiently allocating resources. However, this course 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.

## UC Student Learning Outcomes:

### Humanities and Fine Arts – SLOB1b (approved)

1. 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.

### ATTENDANCE POLICY

1. Attendance will be monitored from the first day of the semester.
2. Forgetting to sign-in or missing the sign-in sheet are not valid reasons and the student will be marked absent. It is the student's responsibility to make sure they provide their signature before the class adjourns for the day.
  - a. Signing-in for friends or signing-in and leaving while class is in session are instances that will be considered as an **honor code violation**. The instructor will award a penalty and in addition, based on the severity of the case either a 'disciplinary referral' or a 'faculty disposition' will be filed to the honor council. Irrespective of the ruling, penalties enforced by the instructor are independent from the honor council.
3. Any absences that are not documented with a written excuse from the appropriate medical, legal, or university authority are unexcused. If it is necessary to miss a class for personal or professional reasons, notification must be given well in advance for the absence to be considered excused. This is always at the discretion of the instructor.
4. A visit to the Health Center alone does not justify a medical absence. You MUST provide either 1) a handwritten note on the prescription form, or 2) a signed letter on Health Center stationery.
5. After ONE unexcused absence, **2 points** for each subsequent unexcused absence will be deducted from a student's final grade.

6. At the end of the semester, “2 BONUS points” will be added to the total (120 points) for those who have full attendance, i.e., those who have attended **EVERY** single class.
  - a. **Example:** If your final total (Exams + Group Assignments) is 108 points (90% or ‘A-’) and if you have attended every single class then 2 bonus points will be added bringing your grand total to 110/120 = 91% (A-).
  - b. **NOTE:** Bonus points will NOT be awarded for student athletes who miss class due to an event or students with excused absences. Final grades will not be affected but bonus points will not be awarded.
7. Students who walk-in 10 minutes AFTER class starts will be considered absent.
8. Whether present or not, students are responsible for all material covered and information given out in class.
9. Exam dates are tentative and may change, so, do not plan your holiday travel prior to any of the three scheduled exams. “I have non-refundable tickets that my parents paid for,” is not an acceptable excuse. Missing the exam for any reason but a documented medical emergency will result in a grade of “zero.”
10. As a final opportunity, students can settle their attendance with the instructor **on or before the last day of instruction**, after which points will be deducted as per the attendance roster. Documentation validating a student’s absence (or presence) will NOT be accepted after the deadline.

#### **ELECTRONIC DEVICES:**

1. Mobile and/or smartphone usage (e.g., making or taking calls, texting, and playing games) in class is prohibited as it can distract students and take away from the learning experience. Phones should be switched off or placed in ‘silent’ mode when class is in session. Students who do not adhere to this rule will have **1 point** deducted from their final grade for each infraction and will be notified by the instructor or the TA by or before end of day.
2. Laptops are a useful tool that help students in note taking, allows access to websites or videos relevant to the daily lecture, and enhances in-class discussion. However, activities such as social networking or working on assignments for other courses are unacceptable. Laptops are allowed but only for the purposes of learning and students who do not adhere to this rule will have **1 point** deducted from their final grade for each infraction. The instructor or the TA will then notify the student by or before end of day.

#### **EVALUATION:**

**Group Assignments:** You will be given FOUR assignments to complete in pairs. The assignment can be completed outside of class and will be 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.**

- To ensure that every team member is contributing their fair share to the project, the assignment should be divided equally between both team members. Each member should briefly identify her or his respective contributions at the end of the assignment, for example, John: Quietism and Atomism, and Mary: Egoism and Intellectualism. Each student’s contribution will be evaluated and graded accordingly.

Therefore, there will be occasions where both members may NOT receive the same grade. Despite the division of work, it is the team's collective responsibility to ensure that the overall writing, tone, and organization are seamless.

- **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.

**Exams:** There will be two exams given in this class. Study guides will be posted on Canvas after each chapter is completed. Exam questions will cover material presented in class lectures, including videos shown during class time, textbook chapters, class discussions, and any other material assigned. Each exam will consist of 50 multiple-choice questions. **No make-up tests will be given, except in the case of a documented emergency or serious illness.**

### GRADE EVALUATION

Your final course grade will depend on your performance on the following:

**Exam-1** = 50 points

**Exam-2** = 50 points

**Group Assignment-1** = 5 points

**Group Assignment-2** = 5 points

**Group Assignment-3** = 5 points

**Group Assignment-4** = 5 points

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**Total = 120 points**  
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### Grading Scale:

A	94-100%	C	73-76.9%
A-	90-93.9%	C-	70-72.9%
B+	87-89.9%	D+	67-69.9%
B	83-86.9%	D	63-66.9%
B-	80-82.9%	D-	60-62.9%
C+	77-79.9%	F	59% and below

### Notes:

- Final percentages will NOT be rounded off, meaning, 94 is an 'A' and 93.9 is an 'A-'.  
• Students have **one week** after exam and assignment grades have been posted to **review their work** and discuss any questions regarding their grade.  
• 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:

**Academic Integrity:** 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 a clear example of plagiarism.
- 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.

**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).

**Final Exams:** Final course examinations shall be given in all courses where they are appropriate, and some form of final assessment is essential. Final exams or final assessments must be administered as specified in the official examination schedule, and shall not be administered during the last week of classes or during the Reading Period. Please state clearly in the syllabus the date/time and form of the final exam or assessment.

**'TENTATIVE' COURSE SCHEDULE**

**NOTE:** Below is a tentative schedule for the class and indicates approximate dates when selected topics will be discussed. Discussions may extend longer than expected, so, the course (and exam) schedule may change. Students are responsible for schedule changes announced in class and/or extra readings that may be assigned. **Always check SMU email & Canvas for any schedule updates.**

<b>Week</b>	<b>Date</b>	<b>Lecture</b>
1	July 8 <sup>th</sup>	<p><b>Introduction to Course and Syllabus</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. Chapter 1. (TB)</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>Available on Canvas</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>
	July 9 <sup>th</sup>	<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. Chapter 3. (TB)</p> <p><b>READ:</b> <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. Chapter 4. (TB)</p>
	July 10 <sup>th</sup>	<b>Exam Review</b>
	July 11 <sup>th</sup>	<b>EXAM-1</b>
	July 12 <sup>th</sup>	<p><b>Advertising - Federal Trade Commission (FTC) &amp; Deceptive Advertising</b> 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)</p> <p>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 Regulation - FTC Specifics – Literal Untruths, Puffery, etc.</b>  Fueroghne, Dean K. (2007) - Chapter 3 (read pp. 59-78; 85-92; 97-104) - “Specific Areas of Concern Under the FTC Act” (CP)</p>
2	July 15 <sup>th</sup>	<p><b>Advertising Ethics &amp; Copyright Regulation</b>  Fueroghne, Dean K. (2007) - Chapter 6 (pp. 170-196)- “Copyright Regulation” (CP)</p> <p><b>Advertising Ethics &amp; Trademark Regulation</b>  Fueroghne, Dean K. (2007) - Chapter 7 - (pp. 198-237) “Trademark Regulation” (CP)</p>
	July 16 <sup>th</sup>	<p><b>Ethical Principles: Deontological, Teleological &amp; More</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>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>
	July 17 <sup>th</sup>	<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. (TB)</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. (TB)</p>
	July 18 <sup>th</sup>	<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>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. (TB)</p>
	July 19 <sup>th</sup>	<b>Exam Review</b>
3	July 22 <sup>nd</sup>	<b>EXAM-2</b>