

ADV 5301 ADVERTISING INDUSTRY IN NYC



WHAT WILL I LEARN IN THIS CLASS?

- The history of the advertising industry in New York
- Current issues impacting the advertising industry in the United States
- The organization and structure of the major advertising holding companies
- What a typical day looks like for an advertising agency employee
- How SMU alumni have found success living and working in NYC

COURSE DESCRIPTION

Focuses on special topics in advertising such as timely, evolving, ethical, and/or international issues immediately relevant to the advertising industry. Prerequisite: ADV 1300. Restricted to advertising majors. Instructor permission required.



CLASS DETAILS

THURS, MAY 16
10 A.M.–2 P.M. ULEE 234
DALLAS

SAT MAY 18–FRI, MAY 24
NEW YORK CITY



CONTACT INFORMATION

PROFESSOR AMBER BENSON
EXECUTIVE-IN-RESIDENCE

BENSONA@SMU.EDU
UMPHREY LEE CENTER
ROOM 239B



HOTEL INFORMATION

BEST WESTERN PLUS
HOSPITALITY HOUSE

145 E 49TH STREET
NEW YORK, NY 10017
(212) 753-8781



TECHNOLOGY POLICY

LAPTOPS ARE REQUIRED
FOR ASSIGNMENTS

PHONE USAGE IS
PROHIBITED DURING AGENCY
TOURS AND CLASS SESSIONS

COURSE COMPONENTS

MAKING THE GRADE

Your grade will consist of four components: class attendance, a pre-reading quiz and agency presentation, daily field notes during the trip, and a final trip report.

10%

20%

40%

30%

CLASS ATTENDANCE

Attendance is required in this class and represents 10% of your final grade. Professor Benson will take attendance during each class session, agency tour and group activity. Any absences while on-site in NYC must be cleared by the instructor.

FIELD NOTES

Every day of the trip, you will be required to post to the class Slack channel in response to various prompts created by the professor. These may include recaps of the day's tours, cultural observations, ad critiques or critical reflections on assigned readings.

PRE-READING QUIZ & AGENCY PRESENTATIONS

Prior to our first class day in Dallas, you must read *Frenemies: The Epic Disruption of the Ad Business* in its entirety. There will be a 20-question, multiple-choice and short answer quiz given on the first day of class about the book. You will also be assigned one of the agencies we will be visiting and will prepare a pecha kucha style presentation about the history, structure, and most significant work produced by that agency.

FINAL REPORT

Upon returning from New York, each student will prepare a final report summarizing their top five take-aways from their trip and responding to a prompt created by the professor specific to our experiences in New York. Detailed expectations for the final report will be posted to Slack on the last day of the trip.

A NOTE ABOUT PROFESSOR BENSON'S GRADING PHILOSOPHY

New York City is the epicenter of the advertising industry in the United States. This trip affords you the opportunity to see if you "have what it takes" to make it at the top of the ad game. You will have the opportunity to meet seasoned veterans and recent alumni of Temerlin Advertising Institute that are currently working in NYC.

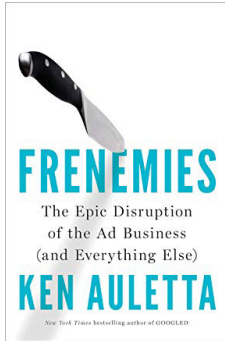
While I want this trip to be fun (we are in the Big Apple, after all) first and foremost you are a student representing Southern Methodist University. It is my expectation that your top priority be participating in scheduled activities and completing your daily assignments. A full 40% of your grade is based on your active involvement and enthusiasm.

A significant part of traveling for business is learning to balance your business commitments with the distractions of the great cities you get the opportunity to visit. I have no problem failing anyone who does not exhibit professional behavior at all times.

REQUIRED RESOURCES

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Every student is expected to acquire the following resources prior to the beginning of this class.



Frenemies: The Epic Disruption of the Ad Business (And Everything Else)

Ken Auletta

ISBN: 9780735220867

You are required to read this entire book prior to the Dallas session on Thursday, May 16. There will be a quiz.



Ad Age Daily & DataCenter

www.adage.com

You must subscribe to Ad Age magazine's Wake Up Call newsletter. We will discuss industry news during every daily debrief and your field notes assignments may be based on current industry happenings. You will also be expected to access the Ad Age DataCenter to prepare your agency presentation. You are able to access this with your SMU ID.



Slack

smu-nyc-2019.slack.com

ISBN: 9780735220867

You will be invited to a private Slack channel for the class. You are responsible for responding to the content and communications on the channel before, during and after the trip until your final trip report is turned in. You are responsible to set your notifications so you do not miss any communications. Your daily Field Notes assignments will be posted on Slack.

CLASS SCHEDULE

CALLING ALL MAD MEN AND WOMEN

Updated daily itineraries and all assigned readings and videos will be posted on Slack. Students are responsible to check Slack and prepare for each day's schedule.

DATE	CLASS ACTIVITIES	READING ASSIGNMENT
THURS 5/16/19 (Dallas) 10 a.m.–2 p.m. ULEE 234	SYLLABUS REVIEW INTRODUCTION TO THE NEW YORK AD INDUSTRY FRENEMIES DISCUSSION PRE-READING QUIZ AGENCY PRESENTATIONS LOGISTICS Q&A	<i>Frenemies</i> by Ken Auletta Assigned Agency Presentation using Advertising Age DataCenter and other industry resources
SAT 5/18/19	TRAVEL DAY All students must check-in to the hotel no later than 5 p.m. Eastern CLASS KICK-OFF DINNER DAILY DEBRIEF	Daily assigned readings posted to Slack Field Reports Due by 11:59 p.m.
SUN 5/19/19	MORNING SIGHTSEEING YANKEES GAME CLASS DINNER W/ INDUSTRY GUEST DAILY DEBRIEF	Daily assigned readings posted to Slack Field Reports Due by 11:59 p.m.
MON 5/20/19	MORNING AGENCY TOURS LUNCH (ON YOUR OWN) AFTERNOON AGENCY TOURS ALUMNI DINNER DAILY DEBRIEF	Daily assigned readings posted to Slack Field Reports Due by 11:59 p.m.
TUE 5/21/19	MORNING AGENCY TOURS LUNCH (ON YOUR OWN) AFTERNOON AGENCY TOURS BROADWAY SHOW DAILY DEBRIEF	Daily assigned readings posted to Slack Field Reports Due by 11:59 p.m.
WED 5/22/19	MORNING AGENCY TOURS LUNCH (ON YOUR OWN) AFTERNOON AGENCY TOURS ALUMNI DINNER DAILY DEBRIEF	Daily assigned readings posted to Slack Field Reports Due by 11:59 p.m.
THURS 5/23/19	MORNING AGENCY TOURS LUNCH (ON YOUR OWN) AFTERNOON FREE TIME CLASS DINNER & NIGHT OUT DAILY DEBRIEF	Daily assigned readings posted to Slack Field Reports Due by 11:59 p.m.
FRI 5/24/19	MORNING AGENCY TOURS DAILY DEBRIEF TRAVEL HOME	Field Reports Due by 11:59 p.m. Final Trip Report Due Friday, May 31 by 11:59 p.m.

CLASS POLICIES

THE FINE PRINT

Professor Benson is not your mother. You are personally responsible for managing your attendance, handling needed accommodations, creating an environment conducive to learning and doing your own work. Act like adults and you will be treated like adults. It's really that simple.

EXCUSED ABSENCES

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)

Medical absences require a doctor's note from an appropriate medical professional who examined you and specifically prescribed your absence from class on the day you missed class.

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)

Important information about excused absences: All documentation for excused absences must be submitted to Professor Benson via e-mail at bensona@smu.edu. Do not provide Professor Benson with a physical copy of a doctor's note. She will lose it. Take a picture of the document and send it to her correct e-mail address. Documentation sent to the wrong e-mail address will not be considered. It is your responsibility to follow up with Professor Benson or her teaching assistant if you do not see your excused absence reflected appropriately on Canvas. Documentation for absences must be submitted within 2 class periods of the absence to qualify for credit.

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.

USE OF TECHNOLOGY IN CLASS

You can use a laptop in class to take notes. Use of smartphones during agency tours and daily debriefing is prohibited. If Professor Benson finds that any particular student's use of connected technology such as web browsers, instant messenger or e-mail is becoming a distraction, she reserves the right to request you shut down your technology. She also reserves the right to do it in the most publicly humiliating form possible.

ACADEMIC INTEGRITY

All work presented in this class must be the product of your own effort. Your work should not be copied without appropriate citation from any source, including the Internet. Any student caught presenting work which is not his or her own will face disciplinary action, which may include a zero for an assignment, receiving a failing grade for the class, or being expelled from the university.

TRAVEL ARRANGEMENTS

IF YOU CAN MAKE IT HERE, YOU'LL MAKE IT ANYWHERE

Whether you've been to the Big Apple before, or this will be your first time, getting to and around in New York City can be overwhelming. You are responsible for booking your own travel to and from New York City. We have booked hotel rooms in the city for all participating students and will provide for some, but not all, expenses. All students should check into the hotel on **Saturday, May 18 no later than 5 p.m. EST**. We will hold class on Saturday night.



AIR TRAVEL TO NEW YORK CITY

New York City is serviced by nearly every major airline by two major airports: LaGuardia (LGA) and John F. Kennedy (JFK). You can take a yellow taxi or ride-sharing service from the airport to our hotel from either airport. You could also fly into Newark airport in Newark, NJ and take a train straight into NYC. Once you have made your flight arrangements, please forward Professor Benson your travel itinerary. We will try to coordinate travel together as much as possible.



HOTEL ACCOMMODATIONS

We will be staying at Best Western Plus Hospitality House located at 145 E. 49th Street, New York, NY 10017. This is an extended stay hotel centrally located in Midtown Manhattan. The university has covered all of the cost of the hotel accommodations as part of your program fees. Students will stay four to a room. Each room has a queen bed, a pull-out sofa bed and a roll-away bed. There is a free continental breakfast daily at the hotel and they have access to a local workout facility as well.



TRANSPORTATION, FOOD & OTHER EXPENSES

Professor Benson will provide all of you with a week-long Metropolitan Transit Authority (MTA) pass which will provide you with unlimited use of the NYC subway system. You will find that it is very easy to get around in the city and, depending on the weather, we will walk to and from our activities to take in the energy of the city. Please bring comfortable shoes and a raincoat or small travel umbrella. This is no time to be a fashionista. You can easily walk 3-5 miles a day in NYC. Breakfast is provided by the hotel, but plan to cover your own lunch and dinner each day. Remember, everything is expensive in New York. Even a simple meal will cost you \$15-20. I would plan for an additional \$50/day for food. We will do some fun things that Professor Benson will pay for, but if you want to do any shopping or additional sightseeing—you'll be on your own.

MOST
CITIES
ARE NOUNS
NEW YORK
IS A VERB.

JOHN F. KENNEDY