

COMM211 PRINCIPLES OF ADVERTISING

Spring 2023

MoWeFr 8:15AM - 9:05AM

Corboy Law Center Room 201

Instructor

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Assistant Professor
She/her/hers

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Office

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Office hours

In-person or via Zoom by appointment

Note. Making an appointment in advance will ensure that we'll have enough time to talk. Please email me to set up a meeting.

Course Introduction

This course is designed to provide students with a comprehensive introduction to the principles that have driven the advertising and marketing industry. The class will establish a basic understanding of the workflow of the advertising and marketing industry and learn how the evolution of media technologies and digital transformation has vastly changed how things are done in the industry. The class will also discuss social, psychological, and communication theories that underlie the science and the art of persuading people. We will learn from real-world examples of successful advertising and communication campaigns and engage in hands-on problem-solving activities in developing brand communication strategies and creating various types of advertisements.

At the end of the class, students should be able to

1. Understand the key concepts and strategic processes of advertising and integrated marketing communications.
2. Develop effective creative and marketing strategies for a brand.
3. Critically understand and discuss ethical and social justice aspects of advertising and marketing practices.

Course Materials

The class will use several chapters from the textbooks listed below, reading and viewing materials available online or through Loyola libraries. You do not need to buy any of the class materials. Textbooks 1 & 2 are available at the Loyola Libraries. A limited number of chapters will be shared on Sakai to avoid copyright infringement.

1. Advertising and Promotion (12th edition) by George E. Belch & Michael A. Belch (This book is available as a hard copy at the Loyola libraries)

2. Contemporary Advertising (16th Edition) by Willian Arens and Michael Weigold (Available Online at the Loyola libraries)
3. Advertising and IMC: Principles and Practice (10th Edition) by Sandra Moriarty, Nancy Mitchell, and William Wells (Available on Amazon or elsewhere)
4. Goodvertising: Creative Advertising That Cares by Thomas Kolster (Available on Amazon or elsewhere)

Additional relevant reading or viewing materials will be shared on Sakai. Students are expected to read or view the assigned materials before the class to be able to participate in class discussions.

Course Requirements at a Glance

Items	Goal	Type	Points (%)
Participation and Professionalism	Be a respectful member of the class	Individual & Group	10
Individual assignment	Learn to develop strategic and creative ideas for brand communication	Individual	15
Mini exams	Understand key concepts	Individual	30 (10 each)
Group project 1. Brand research and analysis + Consumer research and analysis 2. Creative strategy + Media planning strategy 3. Final presentation and report	Understand the work process of an advertising or marketing team from the beginning to the end. Explore different roles of different positions and find out their aptitude and interests.	Group	40* (15 for #1-2, 10 for #3)
Extra Credit	Up your game	Individual	Up to 5

Note. For the group project, each group member's score will be weighted by their peer evaluation

Course Requirements

Participation and Professionalism (10 points)

Your basic responsibilities as a student are to attend class regularly and on time, complete assigned readings and viewings, turn in assignments on their due dates and regularly participate in class discussions.

Attendance will be checked at random throughout the semester. If you have a good reason for being absent, you should inform me *prior to* the absence. Importantly, you are expected to not only be physically but also mentally attend to the class. If a student is consistently distracted by other devices or activities (such as watching something else on a laptop, texting, or working on different class material, etc.) and not fully engaged in class, they will be asked to discontinue the use of their devices or leave the classroom.

Failing to meet these basic responsibilities will negatively impact your participation and professionalism score. Note that this score is not guaranteed and may be zero if you frequently miss class or deadlines, are inattentive during class, or free ride on group projects.

I intend to create a class where all individuals' unique values and integrity are well respected and appreciated, regardless of gender, sexuality, race, ethnicity, disability, age, socioeconomic status, and cultural background. This principle applies to all members of the class, including myself. Act with consideration, respect, and empathy toward your peers and the professor. Any inappropriate or disrespectful utterance or behavior will not be tolerated, and those engaging in it may be asked to leave the classroom.

Individual Assignments (15 points)

Students will give a 10-15 minute presentation in class. You will choose a topic out of two options, which will be explained in detail in class. The presentation should include PPT slides with quality design. The evaluation of individual presentations includes the following aspects:

- Relevance of the presented topic
- Clarity and aesthetics of the presentation
- Research quality and details
- Insightfulness and creativeness
- Presentation flow

At the beginning of the class, students will assign themselves to a presentation date. If a change of schedule is needed, you should notify me at least a week before your scheduled presentation. The absence of individual presentations will result in zero-point unless it is discussed and excused by the instructor in advance.

Mini Exams (30 points)

There will be three take-home mini-exams. This is by no means designed to make you memorize information. The purpose of these short exams is to make sure that you thoroughly understand the key concepts covered in the class. Exam questions will consist of multiple-choice, short-answer, and short open-ended questions.

Group Project (40 points)

Advertising is a team business. Students will work in a team, and select their own choice of brand to work with for the duration of the class. You may choose your primary role in the team (e.g., account executive, creative director, market analyst, and media planner) based on your interest. The group project is a series of interrelated group assignments (i.e., Project #1 to #3) where each group will continuously work toward building an IMC strategy for the brand of their choice. I will provide feedback for each assignment, and you're expected to apply the feedback when you submit your group's final work.

Part #1 In-depth research on the brand and consumers (15 points)

Part #2 Creative and media strategy based on the brand and consumer research (15 points)

Part #3 Effective presentation pitch for the client (10 points)

Grading Schemes

A	94+	C+	77 to 79
A-	90 to 93	C	74 to 76
B+	87 to 89	C-	70 to 73
B	84 to 86	D+	67 to 69
B-	80 to 83	D	64 to 66
		F	63 or below

Weekly Plan

Week	Topics	Assignments due
Week 1 (1/17-1/20)	<p>Warm-up for the Semester</p> <p>Wed – Course Overview: The role of advertising and marketing in our society. Critical thinking about the ad industry.</p> <p>Fri – Synchronous Online Meeting: Group formation, choose a client, and plan to reach out to a client, Reading/viewing assignment #1 for Week2 class discussion</p>	<input type="checkbox"/> Reading/viewing assignment #1 (Check on Sakai)
Week 2 (1/23-1/27)	<p>Advertising and Society</p> <p>Mon & Wed – The history and evolution of the advertising and marketing industry.</p> <p>Fri – Syllabus Quiz, sign up for individual presentation</p>	<input type="checkbox"/> Syllabus Quiz <input type="checkbox"/> Sign up for individual presentation
Week 3 (1/30-2/3)	<p>Brand and Brand Communication</p> <p>Mon & Wed – What is brand and brand communication? Branding and positioning</p> <p>Fri – Online Lab: Conduct basic research on your brand and create a brand positioning map</p>	
Week 4 (2/6-2/10)	<p>We, as Consumers</p> <p>Mon & Wed – Consumer behaviors and market segmentation, how to do consumer research?</p> <p>Fri – Online Lab: Consumer research methods, Reading/viewing assignment #2 for Week5 class discussion</p>	<input type="checkbox"/> Reading/viewing assignment #2 (Check on Sakai)
Week5 (2/13-2/17)	<p>Advertising and Social Justice</p> <p>Mon & Wed – Let’s talk about “Goodvertising” Ethical and social justice perspectives on advertising</p> <p>Fri – Miniexam #1, submit your FGI questions</p>	<input type="checkbox"/> Mini-exam #1 <input type="checkbox"/> FGI questions
Week6 (2/20-2/24)	<p>Advertising and Social Justice</p> <p>Mon & Wed – Individual Presentations “Good vs. bad advertising”</p> <p>Fri – Synchronous Online Meeting: Interview for Jesuit Higher Education Project</p>	
Week7 (2/27-3/3)	<p>Learn from Industry Professionals</p> <p>Mon & Wed – Wrapping up what’s covered so far, Guest Lecture (TBD; if not scheduled for this week, we will do a regular class)</p> <p>Fri – WFH: Group Work Day</p>	<input type="checkbox"/> Group Project #1 Due on Sunday

Week8 (3/6-3/10)	Spring Break ☺ No Class	
Week9 (3/13-3/17)	The Creative Side Mon & Wed – Advertising creative, the art of science? Message factors and communication processes, psychology of persuasion Fri – WFH: learn from award-winning creatives	<input type="checkbox"/> Reading/viewing assignment #3 (Check on Sakai)
Week10 (3/20-3/24)	The Creative and Media Mon & Wed – Understanding different types of media, Individual Presentations “Learning from Award- winning Examples” Fri – Online Lab: Coming up with a creative brief, using artificial intelligence (AI) as a creative assistant	
Week11 (3/27-3/31)	The Media Side Mon & Wed – Fundamentals of media planning, paid- earned-owned media approach, how to plan an effective media strategy Fri – Miniexam #2	<input type="checkbox"/> Mini-exam #2
Week12 (4/3-4/7)	Social Media Monday & Wed – Social media content strategy, social media influencers, native advertising and sponsored content Fri - Easter Holiday ☺ No Class	
Week13 (4/10-4/14)	Other Types of Digital Media Mon – Easter Holiday ☺ No Class Wed – Other types of media: OOH, games, AR& VR, AIs, and more Fri – Miniexam #3	<input type="checkbox"/> Mini-exam #3 <input type="checkbox"/> Group Project #2 Due on Sunday
Week14 (4/17-4/21)	Project Week (Zoom meetings upon request)	
Week15 (4/24-4/28)	Final Presentations Week Mon & Wed – Final Presentations Fri – Interview for the JHE project (TBD)	
Week16 (5/1-5/5)	Submit Final Group Presentation Slides	

Note. Detailed course content and schedule may change if deemed appropriate by the instructor. Online Lab sessions will be synchronous meetings through Zoom, but for some weeks, it could be switched to an asynchronous online session. If there will be any change, I will notify the change beforehand

Other Important Course Policies

COVID-19

Covid testing is available at the wellness center located at 26 E. Pearson, 3rd floor. If you are experiencing symptoms that may be perceived as Covid19, or if you have been in contact with someone with Covid, *immediately let me know* so I can accommodate the class accordingly.

Email and Communication Policy

I will try to respond to emails within 24 hours during the week. If you contact me during the weekend or holidays, it may take more time for me to get back to you. Although I will try my best to respond to your email as soon as I am able, if you have not received any response during this period, please feel free to approach us again to ensure your communication was received. Also, Students are responsible for any information distributed via email and/or Sakai. Please check Sakai and your Loyola email accounts regularly to stay up-to-date on announcements.

Late Work Policy

Life happens. Therefore, I strongly encourage you to plan ahead to complete your work by the due date. You are expected to turn in all assignments on their assigned due dates and times. If you think you cannot submit the work by the assigned time, make sure that you communicate it with me **in advance**. Late work will only be accepted in certain situations, including but not limited to illness or family emergencies. If an assignment is turned in late without prior communication with me, it will receive a zero.

Academic Honesty and Integrity

Academic integrity is the pursuit of scholarly activity in an open, honest, and responsible manner. Academic integrity is a guiding principle for all academic activity at Loyola University Chicago, and all members of the University community are expected to act in accordance with this principle. Failing to meet the following standard is a serious violation of personal honesty and the academic ideals that bind the University into a learning community. These standards apply to both individual and group assignments. Individuals working in a group may be held responsible if one of the group members has violated one or more of these standards.

- Students may not plagiarize.
- Students may not submit the same work for credit for more than one assignment (known as self-plagiarism).
- Students may not fabricate data.
- Students may not collude.
- Students may not cheat.
- Students may not facilitate academic misconduct.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the instructor

- Providing information to another student during an examination
- Obtaining information from another student or any other person during an examination
- Using any material or equipment during an examination without the consent of the instructor, or in a manner which is not authorized by the instructor
- Attempting to change answers after the examination has been submitted
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines

Any other action that, by omission or commission, compromises the integrity of the academic evaluation process

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. Plagiarism involves taking and using specific words, phrases, or ideas of others without proper acknowledgement of the sources. Students may not:

- Submit material copied from a published or unpublished source.
- Submit material that is not cited appropriately.
- Use another person's unpublished work or examination material.
- Allow or pay another party to prepare or write an assignment.
- Purchase, acquire, or use a pre-written assignment for credit.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is an act of personal and professional courtesy, as well as intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism.

Your assignments will be checked for originality using academic honesty software. If you turn in an assignment that contains plagiarized material, you will receive zero points. This is NOT negotiable.

In addition, a student may not submit the same paper or other work for credit in two or more classes without the expressed prior permission of all instructors. A student who submits the same work for credit in two or more classes without the expressed prior permission of all instructors will be judged guilty of academic dishonesty and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in

two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course.

All instances of academic dishonesty must be reported by the instructor to the chairperson of the department involved, and to the Dean of School of Communication. The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances.

The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans. Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at: http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations. (The School of Communication policy is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)

Please refer to the following sources for further information.

<https://www.luc.edu/academics/catalog/undergrad/reg.shtml>

<http://www.plagiarism.org/>

Additionally, using ChatGPT or any other AI language model for generating content for class assignments without proper indication or citation will be considered plagiarism. If you are unsure about whether a specific use of a language model would be considered plagiarism, it is best to consult with your instructor or academic advisor.

Intellectual Property

All lectures, notes, PowerPoints, and other instructional materials in this course are the intellectual property of the professor. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only and may not be distributed. Recognizing that your work, too, is your intellectual property, I will not share or distribute your work in any form without your written permission.

Limits to Confidentiality

Under the Illinois Abused and Neglected Child Reporting Act, all personnel of institutions of higher education are classified as "mandated reporters" who must report to the Illinois Department of Children and Family Services (DCFS) if the reporter has reasonable cause to believe that a minor under 18 years of age known to the reporter in his or her official or professional capacity may be abused (physically or sexually) or neglected.

Essays, journals, and other materials submitted for this class are generally considered confidential pursuant to the University's student record policies. However, students should be aware that University employees, including professors, may not be able to maintain confidentiality when it conflicts with their responsibility to report certain issues to protect the health and safety of Loyola University Chicago community members and others. As the instructor, I must report the following information to other University offices if you share it with me:

- Suspected child abuse/neglect, even if this maltreatment happened when you were a child
- Allegations of sexual assault or sexual harassment when they involve MSU students, faculty, or staff, and
- Credible threats of harm to oneself or to others.

These reports may trigger contact from a campus official who will want to talk with you about the incident that you have shared. In almost all cases, it will be your decision whether you wish to speak with that individual. If you would like to talk about these events in a more confidential setting you are encouraged to make an appointment with the LUC Health Center.

Accommodations for Students with Disabilities

Any student with a disability that needs special accommodation during exams or class periods should provide documentation from the Student Accessibility Center to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

Accommodations for Students with Children

Students who are the caretakers, guardians, or parents of children are allowed to bring their children with them to class in the event of an emergency, if childcare plans fall through, etc. Please let me know ahead of time if you will be bringing your child/children to class and also sit near the door in the event that the student needs to leave the classroom to tend to the child/children. If the child/children are using devices like phones, tablets, etc., to entertain them during class time, I also ask that the student who is their caretaker/guardian/parent to make sure to provide headphones as to not disturb the rest of the class.