COURSE DESCRIPTION
An overview of the broad field of advertising. This course acquaints student with the role of advertising in the American economy and society. Students study TV, radio, print advertising functions, and support advertising forms such as direct mail, transit, and outdoor media. Students create ads as part of an advertising campaign project.

LEARNING OUTCOMES
Upon successful completion of the course the student will:
1. Acquire a working understanding of the advertising business.
2. Apply knowledge of job opportunities in advertising.
3. Acquire the ability to formulate simple ad campaigns using a media mix.
4. Gain experience in the preparations of print ads and electronic commercials.
5. Identify the advantages of different advertising media.

Students will be expected to:
1. Prepare a comprehensive ad campaign using at least three media. (See attached outline for format and content)
2. Participate in scheduled field trips and in-class professional presentations. Some release time from class is given to work on semester projects.
3. Complete assigned readings and exams.
4. Attend all classes.

REQUIRED TEXTS AND MATERIALS (Text may vary)

Required
Essentials of Contemporary Advertising; Arens and Schaefer; McGraw-Hill Irwin, 2007

Adobe Reader (Links to an external site)

Student Contributions and Class Policies

Students will be expected to:
1. Prepare a comprehensive ad campaign using at least three media. (See attached outline for format and content)
2. Participate in scheduled field trips and in-class professional presentations. Some release time from class is given to work on semester projects.
3. Complete assigned readings and exams.
4. Attend all classes.

**Course Schedule**

This class meets for 3 lecture hours per week as follows:

*Weeks 1-2*: Orientation, background and evolution of advertising; sales promotion and public relations (Chapters 1, 17 and class discussion - PR vs advertising)

**Assignment # 1**: Look through the Yellow pages for display ads of several businesses and select 10 of them for potential advertising campaigns. Write three paragraphs on each business discussing its benefits for customers, describing its product attributes or services, and summarizing the text and graphic inducements the ad makes for the business’ products or services.

*Week 3*: Marketing and advertising communications; social and ethical issues; advertising benefits and criticisms (Chapters 2, 5, 18 and class discussion)

*Week 4*: Economic/regulatory issues, organizational structure (Chapters 2, 3)

**Test**

*Weeks 5-7*: Campaign planning, research, advertising objectives (Chapters 4, 6, 7, 15)

   Project discussion and work begins

*Weeks 8*: Budgeting, message strategy, media (Chapters 7, 8)

*Weeks 9-11*: Media Choices - benefits and limitations (Chapters 11-14)

**Test**

*Weeks 12-13*: Creative decisions (Chapters 9, 10)

*Week 14*: Work on projects

*Week 15*: Oral presentation of projects; written projects due

*Week 16*: Final exam

Videos: Award winning commercials; Student competition video
Advertising Campaign Outline

Outline for Written Presentation
Comm 2327 (Principles of Advertising) – MC

I. Introduction/Background Section (2-3 pages in length)
   A. History of client company or individual
   B. Current problems relating to marketing or advertising
   C. Past advertising efforts, if any. Describe in detail (Media used, etc.)
   D. Description of average customer’s profile or similar target audience
   E. Discussion of client’s marketing strategy (five-year plan)

II. Goals Section (½ page)
   A. General Goal
      Sample: “To increase public or business community’s knowledge of the Corporate Directory Service.” (The Directory, a listing of publicly held companies in the Southwest, is the product being promoted.)
   B. Specific Objectives (these are the choices of media used: radio, television, outdoor, specialty, transit, newspaper, magazines/newsletters, Internet home pages, etc.)

      Samples:
      Radio: Run three commercials a week for two weeks on business programs of one classical music radio station in Dallas and Houston. The commercials are 60-second ads that would run during two-week segments (four-week total) following the release of the Spring and Fall directories.

      Magazines: Run three sixth-page ads in Texas Business, Oklahoma Business and New Mexico Business Journal magazines. These would be trade-out ads with Financial Trend, owner of the Directory, and run on a space-available basis.

      Newspaper: Run four column-inch ads in the business sections of the largest circulation newspapers in Dallas, Houston, San Antonio, Albuquerque, and Oklahoma City. These will appear in the first two Sundays in February and September.

III. Plan Execution (6-8 pages)
   Explanation: This section includes a detailed write-up of reasons for media used, logic behind creative strategies, and theme tying together all media. This section also includes samples of each media chosen and a time chart.
The format is as follows:

1 page – overall explanation how all your chosen media work together to reinforce each other.
1 page – Discussion of specific uses of first medium such as radio.
1 page – Sample of radio script
1 page – Discussion of specific uses of second medium such as magazines.
1 page – Sketched out or computer-generated sample of magazine ad.
1 page – Discussion of specific uses of third medium such as television.
1 page – Neatly drawn with pencil/pen or computer-generated storyboard of commercial.
Additional pages for other samples or additional media used.
1 page – Time line chart/graph (Cross section of media and when used within period of campaign.)

IV. Follow-up and Evaluation (1 page)
Explanation: This section discusses the methods to be used for measuring the success or failure of the campaign. These can include telephone interviews, written surveys, in-store traffic surveys, personal visits with customers and formal analysis reports from hired consultants. Suggestions are made for future advertising campaign themes, targeted markets and goals.

EVALUATION OF STUDENTS

The semester grade will be determined on a weighted average of the exam and project grades based on the following proportions: Project-45%; exams-30 %; Survey of businesses-5%; final exam-15%; class activities-5%.

DROP / WITHDRAWAL

The student is responsible for initiating a drop or withdrawal, not the instructor.

Withdrawal from course: The instructor is not able to withdraw a student from the course after the census date. A student wishing to withdraw must fill out the withdrawal form (Links to an external site) online.
2018-2019 WITHDRAWAL DATES

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>November 16</td>
</tr>
<tr>
<td>Fall First 8-Week Session</td>
<td>October 5</td>
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<tr>
<td>Fall Second 8-Week Session</td>
<td>November 30</td>
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<tr>
<td>December Mini-Semester</td>
<td>December 28</td>
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<tr>
<td>Spring</td>
<td>April 12</td>
</tr>
<tr>
<td>Spring First 8-Week Session</td>
<td>February 22</td>
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<tr>
<td>Spring Second 8-Week Session</td>
<td>April 26</td>
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<tr>
<td>May Mini-Semester</td>
<td>May 23</td>
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<tr>
<td>Summer I</td>
<td>June 27</td>
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<tr>
<td>Summer II</td>
<td>August 6</td>
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</tbody>
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ACADEMIC RESEARCH

For Research information, tutorials, library information, web links and more, access the Distance Learning Webpage for the [Midland College Fasken Learning Resource Center](https://www.midland.edu/audiences/current-students/office365.php) (Links to an external site).

Academic Database Access

**EBSCO** (Links to an external site)

User name: **mc72cc**
Password: **mc#chaps1mc**

For the Gale Database use this username/password combination:

User name: **txshracd2528**
Password: **chaps**

TECHNICAL SUPPORT

If you experience technical difficulties with Canvas, click the Help link at the bottom of the [Canvas login page](https://www.midland.edu/audiences/current-students/office365.php) (Links to an external site), or in the top-right green toolbar from any page within Canvas, select Report a Problem, provide details, and submit the ticket. Your request will automatically be sent to the Midland College information technology support center. Check your email for support updates.

FREE ACCESS TO MICROSOFT 365

All Midland College students have a free Microsoft Office 365 account via the Midland College website [https://www.midland.edu/audiences/current-students/office365.php](https://www.midland.edu/audiences/current-students/office365.php). Students should go to that website for instructions for accessing their account to create Word, Excel, and other Microsoft documents.
INSTITUTIONAL ACCESSIBILITY STATEMENT
ADA Statement-- The Americans With Disabilities Act (ADA) and Section 504 of the Rehabilitation Act require that no otherwise qualified person with a disability be denied access to, or the benefits of, or be subjected to discrimination by any program or activity provided by an institution or entity receiving federal financial assistance. It is this Section 504 mandate that has promoted the development of disability support service programs in colleges and universities across the country. Subpart E of Section 504 deals specifically with this mandate for institutions of higher education. While it does not require that special educational programming be developed for students with disabilities, it does require that an institution (public or private) be prepared to make appropriate academic adjustments and reasonable accommodations in order to allow the full participation of students with disabilities in the same programs and activities available to nondisabled students.
Midland College provides services for students with disabilities through Student Services. In order to receive accommodations, students must place documentation on file with the Counselor/Disability Specialist. Students with disabilities should notify Midland College prior to the beginning of each semester. Student Services will provide each student with a letter outlining any reasonable accommodations. The student must present the letter to the instructor at the beginning of the semester.

Phone, Midland College Special Needs Counselor: 432-685-5598
Midland College Disability Services (Links to an external site)
Microsoft Accessibility (Links to an external site)
Canvas Accessibility (Links to an external site)
Turnitin Accessibility (Links to an external site)
Adobe Reader Accessibility (Links to an external site)
Google Reader Accessibility (Links to an external site)

ACADEMIC SUPPORT SERVICES

Academics and Student Services (Links to an external site)

Phone, Midland College Testing Center: 432-685-4735

Phone, LanguageHub, Midland College On-Campus Writing Center: 432-685-4811, 182 TC
Language Hub Online (available to all students in Canvas)

STUDENT RIGHTS AND RESPONSIBILITIES AND DUE PROCESS
Midland College Student Rights and Responsibilities (Links to an external site)
PRIVACY POLICIES
The below privacy policies apply to this course, as they are applicable to your conduct on this online platform.

Midland College Website Privacy Policy (Links to an external site)
Canvas Privacy Policy (Links to an external site)
YouTube Privacy Policy (Links to an external site)
Canvas Student Guide (Links to an external site)
Turnitin Privacy Policy (Links to an external site)
**Instructor Information:**

- Instructor Name:
- Email:
- Office Location:
- Office Phone:
- Office Hours:
- Fine Arts and Communications Division Dean: Dr. William Feeler
- Secretary: Ms. Lula Lee
- Division Office: 141 AFA
- Phone: 432/685-4624
- Division Office hours: 8-5, M-F

**NON-DISCRIMINATION STATEMENT**

Midland College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following individuals have been designated to handle inquiries regarding the non-discrimination policies:

**Tana Baker**  
Title IX Coordinator/Compliance Officer  
3600 N. Garfield, SSC 242  
Midland, Texas 79705  
(432) 685-4781  
tbaker@midland.edu

Or

**Natasha Morgan**  
Human Resources/Payroll Director  
3600 N. Garfield, PAD 104  
Midland, Texas 79705  
(432) 685-4534  
nmorgan@midland.edu

For more information on notice of non-discrimination, visit the Office of Civil Rights website for the address and phone number of the office that serves your area, or call 1-800-421-3481.

**UPDATED AUGUST 2018**