Course Number: ADBM223501
Course Title: Principles of Advertising
Fall 2016 Semester: August 28 – December 11, 2017
Meeting Day: Monday
Time: 6:15 PM to 9:15 PM
Location: Stokes Hall South - Room 113

Instructor Name: Dr. Janice Barrett
BC E-mail: Janice.r.barrett@bc.edu; barretjf@bc.edu
Phone Number: 617-243-2062
Office: Virtual, by phone
Office Hours: by appointment

Boston College Mission Statement
Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation's finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

Course Description:
This course explores advertising as an institution in society, both as a marketing tool and as a communication process. Designed as a comprehensive view of the subject, the course includes such topics as advertising history, regulation, communication theory and practice, the role of advertising in the marketing mix, the organization of the advertising agency, marketing/advertising research, and the creative uses of various advertising media. Students will monitor advertising in various media, assess strategy, and participate in the formulation of an advertising campaign plan.
Textbooks & Readings (Required)

Case: *Being a Mad Man - Without Losing the Plot: Advertising Guidelines for the Ages* David Dunne PDF ROT 152-PDF ENG Available through Harvard Business School Publishing

Readings (Recommended)

Canvas
Canvas is the Learning Management System (LMS) at Boston College, designed to help faculty and students share ideas, collaborate on assignments, discuss course readings and materials, submit assignments, and much more - all online. As a Boston College student, you should familiarize yourself with this important tool. For more information and training resources for using Canvas, click here.

Course Objectives:
1. Students will demonstrate knowledge, skill and/or competency, across cultural settings and will learn the impact of culture, gender, and age in advertising as demonstrated by readings, examination of ads and discussions of cases.
2. Students will demonstrate ethical knowledge as appropriate for the advertising industry, as demonstrated by discussion of case studies.
3. Students will be able to communicate effectively about advertising orally and in writing with their Team Projects.
4. Students will be able to bring theory of mass communication to bear on the analysis of the advertising media.

Each week, you will be expected to:
   1. Review the week's learning materials.
   2. Complete all assigned readings in the required text.
   3. Complete reading all supplemental materials that may be handed out for that week.
   4. Participate in the class discussions.
   5. Complete and submit all assignments and projects by the due dates listed on this syllabus.

Grading:

Your final grade will be calculated as follows:

**Participation (20%)**
Your participation is expected at all times when a question is raised in class and when the floor is open for discussion. In order to participate, you need to keep up with the readings (book & materials as assigned), keep up with current events in advertising and share experiences you encounter as they relate to topics covered in the classroom, and most importantly, reflect critically and intelligently on all of the above. Participation also includes doing assigned homework, even though it may not receive a separate grade. Note that *mere attendance does not equal participation.*
Current Events in Advertising (10%)
Students will present a current event about advertising in the news as it relates to a topic that is covered in the course. To receive full credit for this assignment:
1) Submit the article to me at least 48 hours before class so I can email it to your classmates.
2) Raise two questions relevant to the article and the topic.
3) At the beginning of the class, lead a 10-15 minute discussion starting with one of the questions you raised, then follow with a discussion about your second question.

HBS case reflective paper (10%)
Students will choose one of the HBS cases to write a reflective essay about it focused on what they learned from analyzing the case. See attached guidelines for HBS cases.

Written homework assignments (20% total) 4 assignments, worth 5% each

Group Advertising Project (40% total) 3 parts, Parts #1 & #2 worth 10% each, and Part #3 worth 20%
Students will work together in groups of 2 to 4 students to create an advertising plan for a client that will be presented to the class during the last two weeks of the semester. Each team during the course of the term will develop a presentation to the class proposing a promotional campaign for a business. Because the promotional plan is a part of an overall marketing plan, some work will be required to ensure you understand the company and the business (Part #1-target market, marketing strategy and positioning). The final deliverable will include a written report (Part #2) includes boiler plate information on the marketing team as well as creative plans, actions and timelines. Additionally, there will be a visual section illustrating your appeal and execution with all visual support tools used to integrate your communication plan. Finally, a formal in class presentation of your proposal (Part#3) is required. This will include any creative ads, videos, role play, testimonial, print media ads, press releases, and blogs or magazine layouts in support of your proposal. The project should have a focus on current marketing techniques used today in the ever changing advertising and promotional environment.

Attendance and participation are extremely important.

There is a final group project, but no final examination in this course.

The undergraduate grading system for Woods College is as follows:

A (4.00), A- (3.67)
B+ (3.33), B (3.00), B- (2.67)
C+ (2.33), C (2.00), C- (1.67)
D+ (1.33), D (1.00), D- (.67)
F (.00)

All students can access final grades through Agora after the grading deadline each semester. Students who complete course evaluations can access grades earlier, as they are posted.
**Deadlines and Late Work**

The syllabus clearly details the assignments due and the deadlines for these assignments. Plan ahead to avoid having any of your work submitted late. Assignments are due during the class on the due date. *One letter grade* will be taken off for each day an assignment is late. If the assignment is not submitted by one week beyond the due date, the grade for that assignment is an F. Exceptions are made only in situations such as a medical emergency, but documentation from the medical provider must be submitted. No make-up work (homework, discussions, presentations, etc) will be permitted, unless there is a verified, documented medical emergency, a death in the family etc. Extra credit assignments are not available.

**Course Assignments**

It is expected that you will spend 8 hours per week on out-of-class assignments and exercises. These are listed below. Please note that some weeks will require more time and some weeks less time but the average is approximately 8 hours per week over the semester.

**Course Schedule**

<table>
<thead>
<tr>
<th>Date/Week</th>
<th>Topic</th>
<th>Reading/Assignments</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/28</td>
<td>Class introductions&lt;br&gt;Syllabus &amp; Schedule Overview</td>
<td>Read Chapter 1</td>
<td>8/28</td>
</tr>
<tr>
<td>9/11</td>
<td>ADV, Marketing, PR IMC</td>
<td>Read Chapters 2 &amp; 3&lt;br&gt;Answer EITHER ques. 4 on p. 64 or ques. 6 on p. 106</td>
<td>9/11</td>
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<tr>
<td>9/18</td>
<td>The Communication Process&lt;br&gt;Current Events in Advertising</td>
<td>Read Chapters 5 &amp; 6&lt;br&gt;Form Teams for Group Project</td>
<td>9/18</td>
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<tr>
<td>9/25</td>
<td>Mad Men HBS case&lt;br&gt;Team work – decide client&lt;br&gt;Current Events in Advertising</td>
<td>Analysis of Mad Men case</td>
<td>9/25</td>
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<tr>
<td>10/2</td>
<td>Establishing Objectives: ADV budgeting&lt;br&gt;Current Events in Advertising</td>
<td>Read Chapter 7&lt;br&gt;Part 1 of Project due</td>
<td>10/2</td>
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<tr>
<td>10/10</td>
<td>Creative Strategy&lt;br&gt;Current Events in Advertising</td>
<td>Read Chapters 8 &amp; 9&lt;br&gt;Answer ques. 9 on p.297</td>
<td>10/10</td>
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<tr>
<td>Date</td>
<td>Activity Description</td>
<td>Reading/Assignment</td>
<td>Date</td>
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<tr>
<td>10/16</td>
<td>Media Planning Strategy</td>
<td>Read Chapter 10</td>
<td>10/16</td>
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<td><strong>Current Events in Advertising</strong></td>
<td>Answer ques. 5 on p. 368</td>
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<tr>
<td>10/23</td>
<td>Creative Activity: TV, Radio, Magazines, Newspapers, Support Media etc.</td>
<td>Read Chapters 11, 12, 13</td>
<td>10/23</td>
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<td></td>
<td><strong>Current Events in Advertising</strong></td>
<td>Work on Part 2 of Project</td>
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<tr>
<td>10/30</td>
<td>Internet ADV: Social Media, Direct MKTG</td>
<td>Read Chapters 14, 15</td>
<td>10/30</td>
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<td></td>
<td><strong>Current Events in Advertising</strong></td>
<td>Part 2 of Project due</td>
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<tr>
<td>11/6</td>
<td>Corporate ADV &amp; PR</td>
<td>Read Chapter 17</td>
<td>11/6</td>
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<td></td>
<td><strong>Current Events in Advertising</strong></td>
<td>Answer ques. 4 on p. 605</td>
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<tr>
<td>11/13</td>
<td>Regulation of ADV</td>
<td>Read Chapter 20</td>
<td>11/13</td>
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<td></td>
<td><strong>Current Events in Advertising</strong></td>
<td>Work on Group Projects</td>
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<tr>
<td>11/20</td>
<td>Evaluating Ethical Aspects of ADV Group Projects</td>
<td>Read Chapter 21</td>
<td>11/20</td>
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<tr>
<td>11/27</td>
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<td>Work on Group Projects</td>
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<td></td>
<td><strong>Final PROJECT Presentations in class Part 3</strong></td>
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<tr>
<td>12/4</td>
<td>Group Projects</td>
<td>Final PROJECT Presentations in class Part 3</td>
<td>12/4</td>
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<tr>
<td>12/11</td>
<td>Wrap up: Group Projects</td>
<td>Final Project Assessments and Feedback</td>
<td>12/11</td>
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**Written Work**

Woods College students are expected to prepare professional, polished written work. Written materials must be typed and submitted in the format required by your instructor. Strive for a thorough yet concise style. Cite literature appropriately, using APA, MLA or CLA style per your instructor’s requirements. Develop your thoughts fully, clearly, logically and specifically. Proofread all materials to ensure the use of proper grammar, punctuation and spelling. For writing support, please contact the Connors Family Learning Center.
Attendance
Attending class is an important component of learning. Students are expected to attend all class sessions. When circumstances prevent a student from attending class, the student is responsible for contacting the instructor before the class meets. Students who miss class are still expected to complete all assignments and meet all deadlines. In this class, you are graded for participation; if you miss class, you cannot make up participation points associated with that class. Makeup work may be assigned at the discretion of the instructor.

If circumstances necessitate excessive absence from class, you should consider withdrawing from the class. The participation grade is based on your attention to course readings and content, exemplified by consistent and productive contributions to class discussions, active participation in group exercises, and completion of homework, reading and written assignments. Participation is worth 20% of the total course grade. Quality of contributions, not quantity or length, will determine your participation grade.

Consistent with BC’s commitment to creating a learning environment that is respectful of persons of differing backgrounds, we believe that every reasonable effort should be made to allow members of the university community to observe their religious holidays without jeopardizing their academic status. Students are responsible for reviewing course syllabi as soon as possible, and for communicating with the instructor promptly regarding any possible conflicts with observed religious holidays. Students are responsible for completing all class requirements for days missed due to conflicts with religious holidays.

Accommodation and Accessibility
Boston College is committed to providing accommodations to students, faculty, staff and visitors with disabilities. Specific documentation from the appropriate office is required for students seeking accommodation in Woods College courses. Advanced notice and formal registration with the appropriate office is required to facilitate this process. There are two separate offices at BC that coordinate services for students with disabilities:

- The Connors Family Learning Center (CFLC) coordinates services for students with LD and ADHD.
- The Disabilities Services Office (DSO) coordinates services for all other disabilities.

Find out more about BC’s commitment to accessibility at www.bc.edu/sites/accessibility.

Scholarship and Academic Integrity
Students in Woods College courses must produce original work and cite references appropriately. Failure to cite references is plagiarism. Academic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on exams or assignments, or submitting the same material or substantially similar material to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work. Please see the Boston College policy on academic integrity for more information.

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