ADBM223502  Principles of Advertising Credits 4  
Woods College of Advancing Studies  
Fall 2017 Semester, August 28 – Dec 16, 2017  
Thursday 6:15 – 9:15 (Hybrid)  

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Office: St. Mary's Hall  
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)  
Advertising and Promotion: An Integrated Marketing Communications Perspective, 10/e  
George E. Belch, San Diego State University  
Michael A. Belch, San Diego State University  
ISBN: 0078028973  
Copyright year: 2015  
Belch and Belch  
HBSP case packet  

Reliable access to the internet and a valid email address are required for this hybrid class. Also
registration on Canvas (see below) is required. Other software may be needed such as Zoom and will be available through BC if required.

Textbooks & Readings (Recommended)


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. In the case of any technical difficulties or concerns, please contact canvas@bc.edu or 617-552-HELP (4357) for immediate assistance.

NOTE: Canvas requires particular computer specifications and Wifi access. It is important that you plan accordingly, particularly for courses that have online components.

Course Objectives

1. Students will demonstrate their understanding of advertising concepts and practices to make solid promotional and communication decisions across cultural settings and will learn the impact of culture, gender, and age in Advertising as demonstrated by the analysis and recommendations on advertising and promotional decisions.
2. Students will demonstrate ethical decision making pertaining to Advertising as demonstrated by analysis of readings and case histories.
3. Students will be able to bring theories of interpersonal, relationship, group and organizational communication to bear on the analysis of social phenomena.
4. Students will be able to communicate effectively, both orally and in writing.

Grading

Course grades are based on the following requirements:

1. Participation (15%).
2. Learning Activities used throughout the term. (25%)
3. On-line discussion team sessions (20%)
4. Exam (20%)
5. Campaign plan/presentation (20%)

Participation

Overall you can expect lectures, general discussion, individual and team/group discussion and exercises, student presentations videos and guest speakers. Generally, I prefer interactive discussion lectures so it is important to
review and read materials prior to class. Some case and article preparation will require a one page analysis to be handed in via canvas or during class. Quizzes may be given

Learning Activities

You are expected to be prepared for class by reading and preparing any discussion question assignments and some assignments will be prepared in class and some will require work outside of class and may be related to the project that require applying course concepts (e.g., develop marketing and communication objectives for the marketing plan campaign, develop a positioning strategy). These are completed in small project teams or as individuals.

Exam
Exam will be short answer questions and/or essay questions. A make-up exam will only be given if you have an official excuse provided to me prior to the exam.

On-line discussions
Discussions will be held at specific times and will require preparation of discussion questions.

Term Project
The project will involve developing an advertising campaign based upon your research and understanding the business environment. The project may be individual or teams of two (2) and will require research, planning and developing a realistic and creative campaign using information obtained from readings and cases. A 3-5 page paper and brief presentation will be a part of the project. This will be discussed in detail in class.

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

Students will NOT be able to submit assignments AFTER the due date. Requests to submit late assignments must be made PRIOR to the due date and will be discretionary and the request must be made to clarekpa@bc.edu. Generally permission to submit late work is granted in family or personal circumstances.

Course Assignments
It is expected that you will spend an average of 8 - 10 hours per week on out-of-class assignments and
exercises listed in the course schedule and assigned throughout the course of the term. 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 course of the term.

**Course Schedule**

This schedule is tentative and subject to change as the term progresses.

<table>
<thead>
<tr>
<th>Date/Week</th>
<th>Topic</th>
<th>Reading/Assignments</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/31</td>
<td>Intro to advertising</td>
<td>Chapter 1</td>
<td>Discussion on-line</td>
</tr>
<tr>
<td>9/7</td>
<td>IMC</td>
<td>Chapter 1</td>
<td></td>
</tr>
<tr>
<td>9/14</td>
<td>Marketing process and role of advertising</td>
<td>Chapter 2</td>
<td></td>
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<tr>
<td>9/21</td>
<td>Structure of ad agencies</td>
<td>Chapter 3 Video</td>
<td>Quiz</td>
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<tr>
<td>9.28</td>
<td>Consumer behavior and the importance of</td>
<td>Chapter 4 Article: Why is Facebook Blue?</td>
<td>Discussion question</td>
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<td></td>
<td>understanding the customer</td>
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<tr>
<td>10/5</td>
<td>Evaluating ethics and economics of advertising</td>
<td>Chapter 21</td>
<td>Article discussion due</td>
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<tr>
<td>10/12</td>
<td>Traditional advertising</td>
<td>Chapter 11</td>
<td>Quiz</td>
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<tr>
<td>10/19</td>
<td>Social digital advertising</td>
<td>Chapter 15</td>
<td>Submit ad examples for discussion</td>
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<tr>
<td>10/26</td>
<td>Creative strategy</td>
<td>Chapter 8 Create an ad for traditional and social media</td>
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<tr>
<td>11/2</td>
<td>Creative process continued</td>
<td>Discuss ads</td>
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<tr>
<td>11/9</td>
<td>Guest Project work</td>
<td>Old spice case</td>
<td>Case discussion</td>
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<td>11/16</td>
<td></td>
<td>Evaluating an ad campaign</td>
<td>Page analysis due</td>
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<td></td>
<td>Campaign plan due</td>
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<tr>
<td>11/30</td>
<td>Adv. In action</td>
<td>Presentations</td>
<td></td>
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<tr>
<td>12/7</td>
<td>Adv in Action</td>
<td>Presentations</td>
<td></td>
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<tr>
<td>12/14</td>
<td>FINAL EXAM</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. Many instructors grade 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, the student should consider withdrawing from the class. If you are going to miss class, please contact me in advance to let me know at clarkepa@bc.edu.

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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