

**COURSE SYLLABUS**

**MAY-MINI 2015**

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**INSTRUCTOR CONTACT INFO**

mbowles@1400words.com  
214-632-1688  
Personal face-time by appointment, M-F, 9-5

**CLASS INFORMATION**

Credit hours: 3.0  
Meeting times: May 18 – June 3, 2015; Monday thru Thursday, 6:00 p.m. to 10:00 p.m.  
Meeting location: UCD Pacific, Room TBD

**RECOMMENDED (NOT REQUIRED) TEXTBOOKS**

*The Overspent American: Why We Want What We Don't Need*  
By Juliet B. Schor. 1998 HarperPerennial, ISBN 0-06-097758-2 (paperback)

*Affluenza: The All-Consuming Epidemic, 2nd Edition*

By John DeGraaf, Davis Wann, Thomas H. Naylor. 2005 Berrett-Koehler Publishers. ISBN-10 1-57675-357-3

**COURSE DESCRIPTION**

This course is designed to give a broad overview of the nature of a consumerist society. Lectures will explore the history, causes, and types of consumerism, the significance of some purchase categories, America's evolving definition of "the good life," the impact of advertising, and the role of the individual in this complex socio-economic dynamic.

**COURSE OBJECTIVES**

At the end of this course, students should have an understanding of the following:

1. The dynamics of a consuming society
2. The economics associated with consumer culture
3. The concepts and processes that lead to identifying target markets and how products and services are positioned in the minds of consumers
4. How consumer culture impacts society and what issues need to be addressed with regard to personal and professional integrity

**COURSE STRUCTURE**

This class will be a combination of lecture and discussion, with two out-of-class projects for the semester. A commitment to the homework will be necessary to achieve the goals for this class and its completion.

**OUTSIDE PROJECTS**

1. *(Due mid-way thru the May-Mini semester – Day 6, Monday May 25)*  
Collect a file of advertising that reflects consumer culture. Look for product advertising that communicates (implicitly or explicitly) "essential," "the good life," self-actualization, social acceptance, or other emotional value. Then compile a short oral presentation (no more than 10 minutes) for the class, with an accompanying written report (1,000 -1,500 words, with footnotes or parenthetical citations and bibliography in MLA style) that compares and/or contrasts the psychology behind the messages, their effectiveness, and any ethical issues that you feel are pertinent. The oral presentation should be accompanied by your collected samples, either in the form of a PowerPoint or trimmed-and-mounted visual aids. You will be graded on your critical thinking, depth of research, writing quality, and presentation effectiveness. Project Grade Rubric: Presentation: 50% / Paper: 50%

2. (Due on the final class – Day 13, Wednesday June 3)

(1) Develop a strategy overview (i.e., Creative Brief) for selling your assigned commodity (mundane) item as a luxury product.

(2) Create an ad campaign of three pieces (no more, no less), comprising three different media.

Deliverables will be the strategy overview document plus comped layouts of the campaign components.

(3) Make a 15-minute presentation “pitch” to the class.

(4) In addition, develop a 1,500-2,500-word treatise on "ethics and responsibility in advertising." Your paper should compare and contrast this topic from both the consumer and client point of view and present an opinion on how those two standpoints can be reconciled. It should include no fewer than three citations from scholarly (peer-reviewed) sources. Your paper should be written to MLA standards and free of spelling, punctuation and grammar errors.

You will be graded on the quality of your creative brief, your success in assigning “luxury” status to your item, and your presentation effectiveness. Your treatise will be graded on the quality of your research, writing and insights.

Project Grade Rubric: Creative Brief: 10%; Campaign: 30%; Presentation: 30%; Treatise: 30%

**SEMESTER GRADE CRITERIA**

- 1. Project 1 ..... 40%
- 2. Project 2 ..... 40%
- 3. Attendance/Participation ..... 20%

Grading will be based on a 4-point scale as follows:

<b>A</b> (3.5 to 4.0) ..... Graduate-level effort and results	<b>C</b> (2.0 to 2.99)..... Minimal class requirements met
<b>B</b> (3.0 to 3.49) ..... Average scholarly effort and results	<b>D</b> (0.0 to 1.99)..... Below expectations

**NOTE!!! Failure to deliver either one of the two project assignments will result in a semester grade of “F.”**

**WHAT TO BRING TO CLASS**

- An open mind
- A desire to explore
- A willingness to participate and, by doing so, enrich the experience for yourself and others

**ATTENDANCE**

- Attendance will be taken by sign-in sheet. (Signing in for a classmate is NOT acceptable)
- A tardy of 30 minutes or more equals one absence.
- You may be absent from class once. Two absences will result in failing the class
  - On your first absence you will receive an e-mail warning from your instructor that will be copied to Virgil Scott and filed, and you will be contacted personally by Virgil Scott.
  - On your second absence, you will receive a final e-mail from your instructor, that will be copied to Virgil Scott and filed, that you have been dropped from the class with a grade of F.
  - If you choose to proactively drop the course with 2 absences, you will receive a drop/fail.
- Sleeping, dozing, nodding off in class—besides being very rude to all concerned—will be counted as a tardy the first time, and an absence on the second occurrence, and all subsequent occurrences.
- No texting, emailing, calling, or unauthorized Internet browsing on your laptop or tablet while in class, unless you have a relative in the hospital or you’re waiting for an organ transplant.

**GRADE EVALUATION**

Your final grade will be based on an average of assignments, attendance and in-class participation. The participation grade is based on dedication to methodology application, daily class involvement, and both a desire and capacity to show progress and meet deadlines. Grades will be discussed on an individual basis by office appointment only—not in class.

**NOTE:**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (see student’s Guide Handbook, Policies and Procedures, Conduct)

## DISABILITIES ACCOMMODATION

Students requiring accommodations for disabilities must go through the Academic Support Committee. For more information, please contact the Director of Disability Resources and Services, Halladay Student Services Bldg., Room 303D, 903-886-5835.

## PLAGIARISM POLICY

Plagiarism is defined in the Oxford English Dictionary as, "The action or practice of plagiarizing; the wrongful publication or purloining, and publication as one's own of the ideas, or expression of the ideas (literary, artistic, musical, mechanical, etc.) of another." Plagiarism occurs any time another's ideas or words are used without attribution. Direct quotations must be set off from other text by quotation marks ("") cited according to MLA standards; paraphrasing of another's ideas must also be cited according to MLA standards. Copying from other students also constitutes plagiarism. Prohibiting plagiarism and acknowledging the intellectual contributions of others are core values of scholarly professionalism and elements of U.S. civil and criminal law. Any offense wholly or partially touching the definition cited above constitutes plagiarism and is grounds for a failing grade of "F" in this class. No exceptions.

### Avoiding Plagiarism

- **Allow time** for reading, rereading, absorbing information, taking notes, synthesizing, and revising your research strategy or conducting additional research as new questions arise.
- **Thorough, orderly notetaking.** Sloppy notetaking increases the risk that you will unintentionally plagiarize. Unless you have taken notes carefully, it may be hard to tell whether you copied certain passages exactly, paraphrased them, or wrote them yourself. This is especially problematic when using electronic source materials, since they can so easily be copied and pasted into your own document.
- **Identify words that you copy directly** from a source by placing quotation marks around them, typing them in a different color, or highlighting them. (Do this immediately as you are making your notes. Don't expect to remember days or weeks later what phrases you copied directly.) Make sure to indicate the exact beginning and end of the quoted passage. Copy the wording, punctuation and spelling exactly as it appears in the original.
- **Jot down the page number and author or title of the source** each time you make a note, even if you are not quoting directly but are only paraphrasing.
- **Keep a working bibliography** of your sources so that you can go back to them easily when it's time to double-check the accuracy of your notes. If you do this faithfully during the note-taking phase, you will have no trouble completing the "works cited" section of your paper later on.
- **Keep a research log.** As you search databases and consult reference books, keep track of what search terms and databases you used and the call numbers and URLs of information sources. This will help if you need to refine your research strategy, locate a source a second time, or show your professor what works you consulted in the process of completing the project.
- **You must cite direct quotes.**
- **You must cite paraphrases.** Paraphrasing is rewriting a passage or block of text in your own words. If you paraphrase, you must still cite the original source of the idea.
- **You must cite ideas given to you** in a conversation, in correspondence, or over email.
- **You must cite sayings or quotations** that are not familiar, or facts that are not "common knowledge." However, it is not necessary to cite a source if you are repeating a well known quote or familiar proverb. Common knowledge is something that is widely known. For example, it is widely known that Bill Clinton served two terms as president; it would not be necessary to cite a source for this fact.
- **These types of sources should be cited as well:** Printed sources: Books, parts of books, magazine or journal articles, newspaper articles, letters, diaries, public or private documents; Electronic sources: Web pages, articles from e-journals, newsgroup postings, graphics, email messages, software, databases; Images: Works of art, illustrations, cartoons, tables, charts, graphs; Recorded or spoken material: Course lectures, films, videos, TV or radio broadcasts, interviews, public speeches, conversations.