

MMJ 2327 (ONLINE)

Principles of Advertising

Dr. John Mark Dempsey

Journalism 301-C

(903) 886-5345

jm.dempsey@tamuc.edu

Office hours: Tuesday and Wednesday, 2-4 p.m. (or by appointment)

Catalog description: A survey course in advertising as one aspect of promotion. Examines the historical background, social and economic environments, media channels, and other basics of the field as the beginning for further study in advertising.” Prerequisite: Jour 114 or consent of the instructor.

Text: *Adland: A Global History of Advertising*. Author, Mark Tungate. (2013). Available online from the Texas A&M-Commerce Gee Library.

<http://eds.a.ebscohost.com/ehost/detail/detail?vid=0&sid=56867866-a3be-4c74-a987-84caf53128f7%40sessionmgr4006&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#AN=602887&db=nlebk>

Also, a hard copy of the book may be purchased, new or used, online.

Outside readings may be provided online via MyLeo 2DL.

Online video lectures and outlines will be uploaded to MyLeo 2DL on Monday and Wednesday. They will be found in “Content,” under Week 1, Week 2, etc.

Course requirements:

Quizzes: Online quizzes will be given on MyLeo 2DL every Friday. These will be available beginning at 9 a.m. and will be due at 11:59 p.m. on the same day. They will be based on outlines and video lectures also provided on MyLeo 2DL which will be found under Week 1, Week 2, etc.

Course exam: Friday, May 8 on MyLeo 2DL from 9 a.m. to 11:59 p.m. It will cover all of the outlines and video lectures in the course, and may include true-false, multiple choice, short answer and/or essay questions.

Research papers: Each student will complete two five-page research papers (typed, double-spaced, 12-point type) on an assigned topic related to advertising. **They will be due on Friday, February 28 and Friday, May 1.** (Five pages means five full pages of narrative text. A cover page does not count as one of the eight pages, and neither does the list of “works cited” at the end of the paper). The paper should have at least 10 sources from books, newspaper articles, magazine articles and academic publications (these may be obtained online). The *Adland* book assigned for the class may be used as one source. The paper will be presented in APA (American Psychological Association) or MLA (Modern Language Association) style.

<https://owl.english.purdue.edu/owl/resource/560/01/>

<https://owl.english.purdue.edu/owl/resource/747/01/>

Please understand: A list of URL addresses at the end of the paper is not acceptable as your list of “works cited.” Follow the requirements of APA or MLA style provided above.

If you need help in writing the paper, the University has a Writing Center located on the first floor of David Talbot Hall (the former Hall of Languages):

<http://www.tamuc.edu/academics/colleges/humanitiessocialsciencesarts/departments/literatureLanguages/writingCenter/default.aspx>

I will also provide you with help for your paper if you ask for it.

Papers should contain a minimum of spelling and grammatical errors. Pay attention to the red lines (spelling errors) and green lines (potential grammatical errors) in your paper. No paper with more than one misspelled word will receive an A.

Paper topics may include:

Advertising agencies (history and current role in advertising)

Advertising and the history of brands

Advertising targeted at children

Advertising and Psychology

Careers in Advertising

Internet Advertising

Most successful advertising campaigns in history

Radio advertising

Television advertising

Use of visuals in advertising

Women's portrayal in advertising

Calculation of the course grade:

| | |
|--------------------------|------------|
| Quizzes | 50% |
| Course exam | 20% |
| Research papers (2 X 15) | <u>30%</u> |
| | 100% |

LATE WORK/ATTENDANCE

Tests or papers/presentations that are late will be penalized 20% unless an acceptable excuse from an authoritative source (professor, academic advisor, legal authority, employer, parent, etc. containing a telephone number and/or email address) is provided upon taking the test or submitting/performing the paper/presentation.

Students who fall behind by two quizzes/assignments may be dropped from class. For example, a student who has not taken two quizzes, or a quiz and a paper, may be dropped.

As described above, excuses should be from an authoritative source (professor, academic advisor, legal authority, employer, parent, etc .containing a telephone number and/or email address) and should be presented on the day that the student resumes activity in the class

Excused absences: The only automatically excused absences are defined below in the University's official attendance policy (items A-D). However, I understand you have complex lives and I will consider other work-related or family-related excuses.

EXCUSES SHOULD BE SUBMITTED IN WRITTEN FORM, AND CONTAIN THE SIGNATURE, PHONE NUMBER AND/OR E-MAIL ADDRESS OF AN AUTHORITATIVE PERSON (PHYSICIAN, PARENT, EMPLOYER, ETC.) FRIENDS, ROOMATES, ETC. ARE NOT "AUTHORITATIVE" PERSONS.

Do not abuse this policy. Remember, apart from the defined excused absences below, I will use my discretion in granting an excused absence, which means I may not approve it.

If an illness or other uncontrollable event causes you to miss more than one class in a row, this will be counted as one absence "event." Be sure to promptly communicate with me in a case such as this. You're responsible for finding out about any assignments that may have been made.

UNIVERSITY ATTENDANCE POLICY

13.99.99.R0.01 Class Attendance

1. Students are responsible for learning about and complying with the attendance policy stated in the catalog, Student's Guidebook, and/or faculty syllabus. Faculty members will provide details on requirements and guidelines for attendance in their classes in their course syllabi.
2. Students are responsible for requesting makeup work when they are absent. They will be permitted to make up work for absences which are considered by the faculty member to be excusable. The method of making up work shall be determined by the faculty member.

The student is responsible for providing the faculty member reason(s) for his/her absence. The faculty member then determines the validity of the reason(s) for the absence and whether the student is to be excused for the absence. Faculty members may consider the following reasons for absence as excusable:

- a. Participation in a required/authorized university activity;
- b. Verified illness;
- c. Death in a student's immediate family;
- d. Obligation of student at legal proceedings in fulfilling responsibility as a citizen; and

e. others determined by individual faculty to be excusable (e.g. elective University activities, etc.).

Appeals can be made through normal administrative channels.

3. A record of excused and unexcused absences will be maintained by a faculty member for reference since certain financial assistance and other programs may require attendance records.

4. Students who have failed any part of the Texas Academic Skills Program (TASP) test are required by the State of Texas to attend remediation. The TASP required students who do not attend remediation courses or tutorial sessions will be withdrawn from the university.

5. When requested by the student, teachers will inform the student who has been absent whether makeup work is allowed and whether absences jeopardize the student's standing in a class.

It is the prerogative of the faculty to drop students from courses in which they have accrued excessive absences as defined in the course syllabus. In such cases, faculty recommend through the department head to the appropriate college dean that a student be dropped from a class. The faculty member will document absences and will make a reasonable effort to communicate with the student prior to recommending a drop. If approved, the college dean will forward the recommendation to the Records Office.

6. Students who wish to drop a course or withdraw from the university are responsible for initiating this action.

7. If a student believes the final grade is unfairly impacted by attendance requirements, an appeal can be made. This appeal process is explained in "Student's Appeal of Instructor's Evaluation" (Procedure A13.06).

Plagiarism: *Any form of academic dishonesty, including plagiarism, is unacceptable.* Plagiarism of material is obviously included.

Academic dishonesty subjects you to possible dismissal from the class and referral to the dean of the college. At the least, such an assignment will receive a grade of F and will not be made up.

Definition of plagiarism: "A piece of writing that has been copied from someone else and is presented as being your own work." This is as true of a sentence as it is of an entire paper.

"Sharing" work with another student (presenting another student's writing as your own) is plagiarism. To be clear, each student must do his or her own work.

IT IS PLAGIARISM TO COPY EVEN A SENTENCE FROM SOMEONE ELSE'S WORK – MUCH LESS AN ENTIRE ARTICLE FROM THE INTERNET -- AND PRESENT IT AS YOUR WORK WITHOUT PROPER ATTRIBUTION AND FOOTNOTING.

Most of the time, it is remarkably easy for professors to spot plagiarism. You are much better off doing your own work, both from the standpoint of your grade and what you learn.

COMMUNICATION AND SUPPORT

Other matters

I maintain the right to make changes as needed, in my judgment, from the stated plans contained in the syllabus for this class. Such changes will be announced to the class.

University Specific Procedures

ADA Statement

Students with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce
Gee Library- Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu

EARLY INTERVENTION FOR FIRST YEAR STUDENTS: Early intervention for freshmen is designed to communicate the University's interest in their success and a willingness to participate fully to help students accomplish their academic objectives. The university through faculty advisors and mentors will assist students who may be experiencing difficulty to focus on improvement and course completion. This process will allow students to be knowledgeable about their academic progress early in the semester and will provide faculty and staff with useful data for assisting students and enhancing retention. Grade reports will be mailed by the end of the sixth week of the semester.

Campus Concealed Carry

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedu>)

[res/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf](#)) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

| |
|----------------------------------|
| COURSE OUTLINE / CALENDAR |
|----------------------------------|

Online lectures/outlines presented January 13-May 8

Quizzes – each Friday.

Course exam – Friday, May 8.

Papers due – Friday, Feb. 28 and Friday, May 1.