

COMM 211: PRINCIPLES OF ADVERTISING

Synchronous Online: Tuesday & Thursday 3:00-4:15



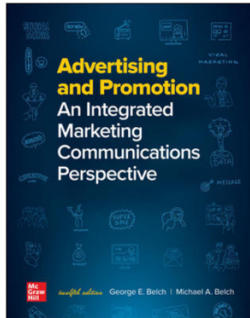
COURSE DESCRIPTION

This course will examine the underlying principles that have driven the advertising industry to become the integrated marketing communications (IMC) world it is today. We will explore strategies and tactics including strategic planning, creative development, media planning, and more. You will not only learn about the principles of advertising, you will gain an appreciation for the art and craft of advertising.

COURSE OBJECTIVES

- To introduce the strategic process of advertising and integrated marketing communications.
- To gain knowledge of key terms in the development process of advertising programs.
- To demonstrate the breadth of advertising and communication tools available today.
- To learn from real world examples of successful advertising and communications campaigns.
- To provide practical hands-on problem-solving experiences.

REQUIRED TEXTBOOK



Advertising and Promotion: An Integrated Marketing
Communications Perspective
12th Edition
By George Belch and Michael Belch
9781264075065 – loose leaf
9781260259315 – rental

ABOUT ME

I'm an advertising agency veteran, most recently an Executive Vice President and Group Creative Director at FCB Chicago. Throughout my career, I've been the creative lead on brands including Coors Light, Miller Lite, KFC, Kraft Foods, Cadbury Beverages, Blue Cross & Blue Shield, and SC Johnson. Over the years, my work has been recognized by the One Show, Cannes Lions, Radio Mercury, Clio, Addy Gold, D&AD, Art Directors Club, and International Film & TV Festival.

INSTRUCTOR: Chuck Rudnick

PHONE: 312.286.1734

EMAIL: crudnick@luc.edu

OFFICE HOURS: Please email me to make an appointment.

HOW YOU'LL BE GRADED

CLASS PARTICIPATION: 10%

Participation means attending class and contributing regularly via discussions, presentations, etc. Share your ideas, questions, and point-of-view.

TESTS: 30%

There will be two tests to make sure you have a solid foundation of advertising knowledge – a midterm and a final. Tests will cover key points from the textbook and class lessons. Each test is worth 15% of your grade.

INDIVIDUAL ASSIGNMENTS: 20%

At times throughout the semester, there will be individual advertising assignments. Details for these assignments will be announced during class and posted on Sakai.

PROJECTS: 40%

Advertising is a team business. The class will be broken into small agency teams. Each agency team will work on a brand in need of a new advertising campaign. That brand will be your focus for all group project assignments. Details for each project phase will be provided in class and posted on Sakai. Your agency team will create a comprehensive advertising and IMC program made up of a series of four interrelated projects. Each project is worth 15% of your grade. The projects include:

1. Marketing Strategy
2. Creative Recommendation
3. Media Plan
4. IMC Recommendation

GRADING SCALE

A: 100-95, A-: 94-90, B+: 89-87 B: 86-83, B-: 82-80 C+: 79-77, C: 76-73, C-: 72-70, D+: 69-67, D: 66-64, D-: 63-60, F: Less than 60.

GRADE WEIGHTS

10% CLASS PARTICIPATION

Participate, collaborate, and be engaged in the class. Missed classes (unexcused absences) will hurt your participation score, and will lower your course grade.

30% TESTS

A midterm and a final. Each is worth 15% of your grade.

20% INDIVIDUAL ASSIGNMENTS

Details for these advertising assignments will be announced during class and posted on Sakai.

40% PROJECTS

Your agency team will create a comprehensive advertising plan made up of a series of four interrelated projects. Each project is worth 15% of your grade. Details for these projects will be announced during class and posted on Sakai.

TIPS FOR SUCCEEDING IN THE COURSE:

Attend class. In great part, what you will learn from this class is the result of participating in class presentations, discussions, and collaborative projects. Your attendance is crucial. **Our synchronous online class will meet via Zoom at our scheduled class time.** Missed classes (unexcused absences) will hurt you, your creative partners, and your participation score. And it will lower your course grade. If you have to miss a class due to a legitimate excuse, such as an illness or family emergency, it's your responsibility to contact me as soon as possible. Completing any missed work will be discussed at that time.

Keep up with the work. The material covered in this course has a logical, methodical flow. Read the chapters. Do the homework. And don't fall behind.

Submit work on time. All homework and project assignments will be posted on Sakai. You will be required to post your completed work on Sakai. Submit all work before the posted deadline; i.e., before the start of the class for which it is due. Late assignments will not be accepted.

Exceed expectations. Your work will be reviewed and graded based on your writing, the quality and originality of your examples, and the extent of your use of marketing and advertising concepts to support your ideas. Advertising is a creative field and you will be rewarded for innovative, relevant, and outstanding thoughts that are well supported in both papers and presentations.

Proof and edit your work. Rewrite, edit, and edit again. The goal is to communicate effectively, professionally, and exactly. Support your recommendations with facts and cite your sources. Note: Written assignments must be free of spelling/grammar errors. If your work contains blatant errors, expect a reduced grade.

Be a good collaborator. You will be working as part of a team on several projects. I will allow some class time for teams to meet and work on projects. You will be expected to carry your fair share of your team's work. Your contribution to your team will be evaluated by me and your peers.

Style and quality count. Communication isn't just about the words. A good-looking paper or presentation has a way of standing out (and earning a better grade).

Have fun. Advertising is the "toy department" of the business world. Have some fun learning about it. The more you enjoy what you're doing, the more you'll succeed.

COURSE SCHEDULE

Note: This schedule is subject to change to accommodate student needs, current events, etc.

WEEK #1 August 25 & 27

Course Overview

Introduction to Integrated Marketing Communications

Read Text Chapter 1

WEEK #2 September 1 & 3

Marketing Process; Ad Agencies & Departments

Read Text Chapters 2, 3

Choose agency teams and brands

Marketing Strategy assignment – due 9/15

WEEK #3 September 8 & 10

Consumer Behavior; Communication Process

Read Text Chapters 4, 5

WEEK #4 September 15 & 17

Tuesday, September 15: Marketing Strategy due

Message Factors; Budgets

Read Text Chapters 6, 7

WEEK #5 September 22 & 24

Creative Planning and Development

Creative Recommendation assignment – due 10/8

Read Text Chapter 8

WEEK #6 September 29 & October 1

Creative Implementation and Evaluation

Read Text Chapter 9

WEEK #7 October 6 & 8

Teams work on Creative Recommendations

Thursday, October 8: Creative Recommendation due

WEEK #8 October 13 & 15

Tuesday, October 13: Midterm Exam (covering chapters 1-9)

Media Planning and Strategy

Media Plan assignment – due 10/29

Read Text Chapter 10

WEEK #9 October 20 & 22

Broadcast Media

Read Text Chapter 11

WEEK #10 October 27 & 29

Print Media; Support Media

Thursday, October 29: Media Plan due

Read Text Chapters 12, 13

WEEK #11 November 3 & 5

Direct Marketing; Social Media

Read Text Chapters 14, 15

IMC Recommendation – due 12/1

WEEK #12 November 10 & 12

Sales Promotion; Public Relations

Read Text Chapters 16, 17

WEEK #13 November 17 & 19

Innovative Advertising Ideas

WEEK #14 November 24 & 26

Thanksgiving Break – No class

WEEK #15 December 1 & 3

Tuesday, December 1: IMC Recommendation due

Review for Final Exam

WEEK #16 December 12

Final Exam at 5:30 (covering chapters 10-17)

SCHOOL OF COMMUNICATION STATEMENT ON ACACEMIC INTEGRITY

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; providing information to another student during an examination; obtaining information from another student or any other person during an examination; using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor; attempting to change answers after the examination has been submitted; unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom; falsifying medical or other documents to petition for excused absences or extensions of deadlines; or any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.; submitting as one's own another person's unpublished work or examination material; allowing another or paying another to write or research a paper for one's own benefit; or purchasing, acquiring, and using for course credit a pre-written paper. The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism.

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations. (The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)