



# NORTHWEST

## MISSOURI STATE UNIVERSITY

MARYVILLE | KANSAS CITY

School of Communication & Mass Media

20933 – MMED 20230 – 01

Introduction to Advertising

3 Credit Hours

Spring 2023

**Instructor:** Ellie Yang

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**Office Hours:** Friday 8:30 – 10:30 am

**Office:** 239 Wells Hall

**Phone:** 562-1618

**Appointments:** To make an appointment, go to

<https://calendly.com/eyang-1212/15-min-zoom-meeting>

Meetings are Zoom by default but can be in person per your request.

This scheduler is only valid for meetings that are scheduled more than 5 hours in advance.

**No office hours during holidays or breaks.**

### **Textbook and supplementary materials:**

#### Textbook

Advertising & Integrated Brand Promotion 7e, O'Guinn, Allen, Semenik, © 2015

There are some weeks when the reading materials are not from the textbook and can be accessed in an electronic course packet. You can download these readings from the class CANVAS page.

Internet Access

### **Course description:**

This introductory course will examine the foundations, concepts, strategies, and operations of the advertising industry. This course will examine the real world of advertising and present the breadth as well as depth of the field.

**Student learning outcomes:**

<b><u>Student Learning Outcomes (NW Core)</u></b>	<b><u>Assessment Methods</u></b>
Process concepts that cross multiple interests, including client, media and target audiences.	Learn terminology used in the advertising field. Understand the elements of a successful advertising campaign.
Gather and assess information related to business and message objectives as well as target audience needs and media consumption habits.	Understand the relationship between creativity and business. Develop an understanding of the ethical and social considerations in advertising. Understand how to purchase a variety of advertisements and how to build a strategic media plan.
Make business decisions based on understanding these interests.	Gain an understanding of various components of advertising campaigns. Quizzes/Activities
Gather and assess information related to business and message objectives as well as target audience needs and media consumption habits.	Group projects on the advertising proposal

**Instructional methods:**

This class is typically scheduled and designed as an in-person class; however, we are moving to a blended format and many of the materials and assignments are delivered electronically. Additionally, I will share materials, including readings, assignments, feedback, and more through our course site. Check regularly for updates! If you have questions about the materials or an assignment, please post your question to the Questions and Answers discussion forum on CANVAS. If your question is about your work or does not pertain the course generally, please email me directly ([eyang@nwmissouri.edu](mailto:eyang@nwmissouri.edu)).

This course centers around the basic understanding of the advertising field. We will complete multiple projects that include analysis, planning, development, and more. To successfully complete this course, students will do the following:

- Read assigned chapters.
- Watch additional media.
- Participate in discussion topics.
- Participate in assigned group projects.
- Complete quizzes and exams.
- Complete project reports and reflections.

## **Graded course requirements:**

### ***Quiz and participation (35 points)***

There will be four quizzes and two online discussions on readings and course content on CANVAS. Discussion assignments are designed so we can ask questions, consider possibilities, and develop a better understanding of course concepts. To help develop the skills needed for larger projects, there will be a variety of activities and ‘practice’ assignments in class that focus on a narrow set of concepts. These practice assignments will help you practice your creative/analytical skills and become more familiar with specific tools and techniques.

Attendance. Meeting the credit hour standard, the course is scheduled to have three 50-minute classroom lectures. You are expected to attend all class sessions. You are fully responsible for all the lecture materials and will be given credit for participating in lectures via Top Hat. Another part of your participation score will be based on your performance in sections.

### ***Group project (45 points)***

The group project revolves around a public service advertising campaign for an e-cigarette/vape-free campus. Accordingly, the class will be divided into groups of five to six students who will form an agency that will pitch to win the account of Missouri Institute for Community Health. Students will be responsible for specific parts of the plan as they work with their team to create an integrated campaign.

### ***Contextual background – Why do we need to raise young people’s awareness of health consequences and risks of e-cigarette use?***

E-cigarettes, including vaping products, are battery-powered devices that produce an aerosol of vapor containing nicotine, cannabis, flavorings, chemicals, and other substances. Although e-cigarettes might help improve cessation for adult smokers, they still pose health risks to non-smokers. The centers of disease control and prevention (CDC) alerted the harm of vaping after a national outbreak of vaping product use-associated lung injury (EVALI) between 2019 and 2020. More concerning is the rapidly increasing use of e-cigarettes among young people that render them vulnerable to nicotine addiction and other health risks. As the brain is still under developing until about age 25, youth and young adult exposure to nicotine can lead to addiction and disrupt attention and learning. Vaping may worsen chronic health conditions, like asthma, which can also put kids at risk of increased absenteeism and poor academic performance. A meta-analysis also found a significant increase in the odds of past or current and subsequent marijuana use in adolescents and young adults who used e-cigarettes. To prevent the initiation of e-cigarette use among children and adolescents, one promising strategy is to launch public service advertisements that promote public awareness of the vaping harm for self and others.

### ***Project components***

The group project will involve the following activities: 1) Advertising Proposal, 2) Pitch Presentation, and 3) Peer Evaluation.

Your advertising campaign should aim to:

1. Improve your target audiences' awareness of the harm of e-cigarette/vape.
2. Promote e-cigarette/vape cessation behaviors.
3. Consider and attempt to address issues related to policy support for a 100% tobacco/vape -free campus.

### ***Important note:***

To maintain a level playing field, groups are forbidden from contacting the client or their representatives. You may, however, talk to your peers and follow relevant social media accounts of ant-vaping organizations such as *Truth Initiative*, *Parents Against Vaping e-cigarettes (PAVe)*.

### ***Project-related grades:***

Groups will work together on activities and assignments. Graded portions of the project are as follows:

- 1) Advertising Proposal — drafts (10 points) and revised version (10 points)
- 2) Pitch Presentation (15 points)
- 3) Peer Evaluation for Group Participation (10 points)

#### 1) Advertising Proposal

The Advertising Proposal should be detailed and highly polished. It will be graded for evidence of critical thinking, problem solving, and the integration of ideas from the course. Strategic decisions should be clearly identified and substantiated by research and reasoning. A draft of your situation analysis and your advertising strategy will be gathered before the Pitch Presentation. The advertising proposal constitutes 20 points toward your final grade. This grade is broken down into three parts: the rough drafts (10 points) and the final group grade (10 points).

The group grade will be based on the totality of the proposal. Relevant questions: Do the advertising design and placement make sense? Are there innovative and creative ideas present? Did your group work well together? Were you able to effectively resolve conflicts?

## 2) Pitch Presentation

Groups will present their campaign plans in the form of a pitch meeting. The grade for the Pitch Presentation will be based on the quality and skill with which the group presents an oral summary of its advertising plan. Of particular importance will be articulating the goals/strategies of the advertising design, placement, evaluation, and the rationale behind the examples of the creative executions. The Pitch Presentation grade is worth 15 points toward the final grade.

## 3) Peer Evaluation and Self-Reflection

The peer evaluation will be an evaluation of your contribution and performance on the group project by the rest of the members of your group. At the end of the final exam, each group member will fill out an evaluation of all other group members, excepting themselves. Additionally, you will write an accompanying reflection in which you discuss the merits and flaws of your proposal and the process you went through.

### ***Midterm exam (100 points):***

The midterm it will take place in class during the 8<sup>th</sup> week. You will have 55 minutes to complete the exam. It will require Lockdown Browser.

### ***Final exam (100 points):***

The time and location will abide by the school policy.

### **Grading scale:**

There is no curve for grading. Rather, grading is based on a point-system in which you work toward 280 total points. They are distributed as follows:

<b>Components</b>	<b>Number of Points</b>	<b>Percentage</b>
Four Quizzes (5 points each)	20	20.0
Group Assignment 1 – Advertising Proposal	20	20.0
Group Assignment 2 – Pitch Presentation	15	15.0
Group Assignment 3 – Peer Review and Self-reflection	10	10.0
Participation & Online Discussion	15	15.0
Midterm Exam	100	10.0
Final Exam	100	10.0
Total	280	100.0

We encourage you to keep track of your performance based on this point allocation system. This allows you to be aware of your grades throughout the semester and adjust your study strategies if you're dissatisfied with it. The following breakdowns are used to assign letter grades to your performance in this course:

### **Letter grades in this course**

<b>Letter Grade</b>	<b>Percentage</b>
A	90%-100%
B	80%-89%
C	70%-79%
D	60%-69%
F	<60%

### **Extra Credit**

Additional extra-credit opportunities may be announced during the semester (Students can participate in a maximum of three additional extra credit opportunities worth 1 point per opportunity).

### **Course outline/major topics studied:**

*Note: Course schedule is subject to change with instructor notification and students will be responsible for abiding by these changes. You are highly encouraged to check weekly schedule on CANVAS under the tab "module" for the assignment due date.*

<b>Dates</b>	<b>Lecture</b>	<b>Readings</b>	<b>Assignments</b>
<b>Week 1</b> Wed., 1/11 Fri., 1/13	Course overview and challenges of advertising in 21 <sup>st</sup> century	Course syllabus (on CANVAS)	Group bonding
<b>Week 2</b> Mon., 1/16 (no class, Martin Luther King Day) Wed., 1/18 Fri., 1/20	Understanding the ad market	The world of advertising and integrated brand promotion (Chapter 1)	
<b>Week 3</b> Mon., 1/23 Wed., 1/25 Fri., 1/27	Developing the ad strategy	The Structure of the advertising and promotion industry: advertisers, agencies, media, and support organization (Chapter 2)	Quiz 1 (Due on Sunday midnight, 1/29)
<b>Week 4</b> Mon., 1/30 Wed., 2/01 Fri., 2/03	History of advertising	The history of advertising and brand promotion (Chapter 3)	
<b>Week 5</b> Mon., 2/06 Wed., 2/08 Fri., 2/10	Legal and ethical issues – Ethics Scenarios	Social, ethical, and regulatory aspects of advertising and promotion (Chapter 4)	Online discussion 1 (Due on Sunday midnight, 2/12)
<b>Week 6</b> Mon., 2/13 Wed., 2/15 Fri., 2/17	Understanding the audience Group meeting with the instructor (Fri., 2/17)	Advertising, integrated brand promotion, and consumer behavior (Chapter 5)	
<b>Week 7</b> Mon., 2/20 Wed., 2/22 Fri., 2/24	Market segmentation	Market segmentation, positioning, and the value proposition (Chapter 6)	Group Assignment 1 (Due on Sunday midnight, 2/24)
<b>Week 8</b> Mon., 2/27 Wed., 3/01 Fri., 3/03	Midterm exam review (Canvas) Midterm exam: Wed., 3/01 <b>(BRING FULLY CHARGED LAPTOP)</b>		

<b>Week 9</b> Mon., 3/06 Wed., 3/08 Fri., 3/10	<b>Spring Break</b>		
<b>Week 10</b> Mon., 3/13 Wed., 3/15 Fri., 3/17	Market analysis Group project meeting with the instructor: Fri., 3/17	Advertising research (Chapter 7)	Quiz 2 (Due on Sunday midnight, 3/19)
<b>Week 11</b> Mon., 3/20 Wed., 3/22 Fri., 3/24	Media planning Online lecture: Fri., 3/24	Planning advertising and integrated brand promotion (Chapter 8)	Group Assignment 1 revision (Due on Sunday midnight, 3/26)
<b>Week 12</b> Mon., 3/27 Wed., 3/29 Fri., 3/31	Messaging strategy and the creative brief	Creative message strategy (Chapter 10)	
<b>Week 13</b> Mon., 4/03 Wed., 4/05 Fri., 4/07	Media buying and execution	Media planning essentials (Chapters 12)	Online discussion 2 (Due on Sunday midnight, 4/02)
<b>Week 14</b> Mon., 4/10 Wed., 4/12 Fri., 4/14	Interactive strategy – Web, search, and social media	Media planning: advertising and IBP in digital, social, and mobile media (Chapters 14)	Quiz 3 (Due on Sunday midnight, 4/09)
<b>Week 15</b> Mon., 4/17 Wed., 4/19 Fri., 4/21	Packing information for presentation (Mon., 4/17) Work day for the final proposal and pitch presentation (Fri., 4/21)	(Reading materials are accessed on CANVAS)	Quiz 4 (Due on Sunday midnight, 4/23)
<b>Week 16</b> Mon., 4/24 Wed., 4/26 Fri., 4/28	Future of advertising Pitch presentation day Final exam review	No reading this week	
<b>Week 17 – Final Week</b>	The time and location will abide by the school policy.		

## Attendance:

### *Due Dates*

Class assignments are due according to the assignment due date.

Late work when accepted will receive a 20% grade reduction for each day after the deadline.

Late group reports do not receive the same full feedback as on-time papers.

No emailed assignments will be accepted. Instructor cannot accept emailed proofs of assignments. If you'd like to discuss your assignments with the instructor, please make an appointment.

No assignments are accepted after the final exam.

Students are expected to attend all classes as specified in the course syllabi for each course. It is the responsibility of each student to promptly notify the instructor when unable to attend class. If you cannot attend class, you are responsible for covering missed material (check Canvas, talk to peers, meet with instructor, etc.). **Absences, on their own, do not justify late submissions.** If you are unable to submit work on time, you must make timely arrangements with me (before the deadline or immediately following an absence) or receive a 0. While I will work with you as best I can, keep in mind that some activities and assignments cannot be recreated or extended (discussions, presentations, etc.). Please refer to [the university policy on attendance](#).

## Exams:

Exams that are missed can only be made up by students with an excused absence; arrangements must be made and confirmed by instructor prior to the start time of the exam. Excused absences are those for which the student presents proper verification. Personal illness should be verified by a statement from Wellness Services or a personal physician. A personal crisis should be discussed with and verified by the Assistant Vice President for Student Affairs, Dr. Kori Hoffman, 660-562-1226, [khoff20@nwmissouri.edu](mailto:khoff20@nwmissouri.edu).

If an emergency occurs that prevents the administration of a course scheduled final examination, the final course grades will be calculated based on the work in the course completed to that point in time and the faculty member's considered judgment. Final exams will not be rescheduled, and a grade of "I" will not be given as a result of an institutional cancellation of a final examination. This final exam policy does not apply to online courses.

### **Administrative drop:**

An instructor may request the Office of the Registrar delete a student from a course roster if the student has not met the prerequisite for the course as stated in the catalog, or as a result of non-attendance in the course.

### **Academic administrative withdrawal:**

When it is in the best interest of Northwest Missouri State University for a student to withdraw, a student will be given a W, put on administrative hold, and given notice that they are about to be withdrawn. This action will result in removal of all credits associated with courses that have yet to be completed in the semester in question and the student will be administratively withdrawn from the University. An Administrative Withdrawal does not affect the student's grade point average. Please refer to Northwest Missouri State University's Academic Administrative Withdrawal Policy at: <https://www.nwmissouri.edu/policies/academics/Adding-Dropping-Withdrawals.pdf>

### **University communications**

Students are expected to use their Northwest student email account for any electronic correspondence within the university. Students are also strongly advised to check their email and CatPAWS accounts on a regular basis.

### **Academic integrity policy**

The students, faculty, and staff at Northwest endeavor to sustain an environment that values honesty in academic work, that acknowledges the authorized aid provided by and intellectual contributions of others, and that enables equitable student evaluation. Please refer to Northwest Missouri State University's Academic Integrity Policy at <http://www.nwmissouri.edu/policies/academics/Academic-Integrity.pdf>

### **Learning or living accommodations request process**

Northwest Missouri State University complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 [ADA] and the ADA Amendments Act of 2008 [ADAAA]. If a student has a documented disability that qualifies under the ADA/ADAAA and requests accommodations, they should review the Accessibility and Accommodations webpage at <https://www.nwmissouri.edu/titleixequity/accessibility/index.htm> for guidance, including the accommodations application and supporting documentation requirements. Contact [ada@nwmissouri.edu](mailto:ada@nwmissouri.edu) or 660.562.1873 for further assistance. For the university policy on disability accommodation refer to <http://www.nwmissouri.edu/policies/student/Disability-Accommodation.pdf>

**Non-discrimination and anti-harassment policy:**

Northwest Missouri State University is committed to maintaining an environment for all faculty, staff, students, and third parties that is free of illegal discrimination and harassment. Please refer to the Non-Discrimination and Anti-Harassment Policy at <https://www.nwmissouri.edu/TitleIXEquity/titlevi/>

**Family education rights and privacy act (FERPA) policy:**

Family Educational Rights and Privacy Act of 1974, as amended (commonly known as the Buckley Amendment), is a federal law which provides that colleges and universities will maintain the confidentiality of student education records. Please refer to the Family Educational Rights and Privacy Act (FERPA) Policy at <http://www.nwmissouri.edu/policies/academics/Family-Educational-Rights-and-Privacy-Act.pdf>

**COVID-19 classroom mitigation:**

Northwest is committed to the health and safety of the University community. Face coverings are required in all instructional spaces (classrooms/labs/studios) for all students and faculty until campus vaccination and infection data allow the university to direct otherwise. Should a non-vaccinated faculty member or student make close contact with a symptomatic, COVID-19 positive student, they will be asked to quarantine and not enter University facilities (unless otherwise instructed by University Wellness) or attend class until that quarantine period is over. Faculty will provide means for students missing class because of COVID-19 quarantine or isolation to keep up with course work, but students must communicate with faculty and adhere to the quarantine/isolation start and end dates. All other illnesses or absences for personal reasons will be handled as they were before the pandemic. Northwest further asks all students and faculty to practice good hygiene and not enter University facilities or attend face-to-face classes when they feel sick. Students who do not comply with these requirements will be subject to standard disciplinary procedures according to the Northwest Student Code of Conduct (i.e. verbal and written warnings followed by a hearing, if necessary). We thank you for doing your part to maintain our learning environment and to protect the health of fellow Bearcats.

**Change in Course Delivery:**

It is our goal as a University to continue all courses as planned on campus. However, due to unforeseeable impacts of COVID-19 and its variants, faculty and students must be prepared to adjust course formats or mitigation strategies anytime during the semester, either permanently or for a short term. The University and faculty will communicate with students in the event such action is deemed necessary to preserve the health and safety of students and employees.

## **Quarantine checklist:**

YOUR to do List:

- Call 911 if you experience difficulty breathing or a change in your level of consciousness.
- Contact Wellness Services at 660.215.8573 with questions. You may text or call between 7 a.m. and 7 p.m. If you have an emergency outside of these hours, contact UPD at 660.562.1254.
- Notify all of your instructors of your absence and predicted date of return. They will assist you in your coursework by providing information on their strategies for distance learning. Please ensure that you have your laptop, notes, textbooks, and other necessary course materials when you enter into quarantine. Lack of engagement in your coursework during quarantine will likely result in lower grades or failure. When communicating with your instructors, you may provide them with the reason you cannot be in the classroom, but you are not required to do so.
- Stay away from all people.
- You must talk with a Wellness Services staff member every few days, either by phone, text, Zoom or Skype. If you develop COVID-19 symptoms, you **MUST** notify Wellness Services immediately. It is important for your wellbeing that Northwest maintains contact with you. We want to know you are doing okay, answer any questions you have, check for symptoms and assist with your needs.

## **Behavior and Wellness:**

Northwest focuses on student success—every student, every day.

The Wellness Center, 660.562.1348, offers free counseling for students coping with depression, anxiety, alcohol or drug misuse, relationships, and other emotional, social, and academic stressors. In addition, faculty, staff, and students who are concerned with student wellbeing can report their concerns, including anonymously, to the Behavioral Intervention Team, so that the student can be offered relevant support, at this link: [Concerning Behavior Reporting Form](#). If you are concerned about the immediate safety of a student, please call the University Police, who have specialized training in intervention, at 660.562.1254.

## **Disclaimer:**

Course schedule is subject to change and you will be responsible for abiding by any such changes. Your instructor will notify you of any changes.