COMM 4340.001  ADVERTISING CRITICISM  Spring, 2013

Ruth Aipperspach, Instructor
Bay Hall 372  Office Hours:  Tuesday  12:45 p.m. to 1:45 p.m., 3:30 – 4: p.m.
            Wednesday  3:00 p.m. to 4:30 p.m
            Thursday  12:45 p.m. to 1:45 p.m. & 6 to 7:00 p.m.
825-2586
Or by appointment  Ruth.aiperspach@tamucc.edu

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COURSE DESCRIPTION  The examination of advertising history through critical and cultural approaches. Prerequisite: COMM 1307

COURSE MATERIALS:  Berger, Arthur Asa.  Ads, Fads and Consumer Cultures: Advertising’s Impact on
Lanham, Md., 2011

2 Blue Books for exams
1 folder with pockets and your name on the front cover
Notecards for oral presentation

GOALS:   The goals of this seminar-based course are to introduce the student to historical developments of advertising and show how it evolved through message formation and delivery techniques into new media technologies.  Students will learn critical methods and analysis of language content, structure, and understanding advertising and its persuasiveness.

STUDENT LEARNING OUTCOMES:

1.  Understand advertising history and critical approaches to the study of advertising.
2.  Analyze the cultural role and impact of advertising on American culture
3.  Create critical analysis of both historic and contemporary advertising strategies.

ATTENDANCE:   This course is both a seminar-based and participatory class.  Absences for medical, work-related (i.e. attending seminars, workshops, etc.) emergency situations with Documentation will be excused; otherwise three or more absences (including tardiness and leaving class early) will incur a three point deduction off the final grade.

COURSE CONTENT
1.  Lecture & participation course, analysis of how persuasive messages, branding, Marketing and advertising all tie together.
2.  Each student will give one 5-7 minute oral report over topics of interest from an Instructor prepared list.
3.  Students will write and submit:  papers using critical thinking skills.
   - seven weekly short written reports  (see Syllabus for due dates)
   - Two Paper 3-5 pages in length on a specific advertising topic
4. Mid-term and Final exams will test competence, proficiency, and understanding of both critical methods and applications in advertising techniques and practices.

5. ALL WRITING ASSIGNMENTS are due on or before the due date. Any paper submitted after the deadline will be considered late and given ‘zero’ grade.

Do not e-mail the Instructor copies of your work or assignments. Hard copies are needed for your performance; plus for grading purposes.

NOTE:
(1) To avoid distractions in the classroom at all times, please turn off cellular phones, ipads, ipods, remove earphones and other technology and put them in your bag at the beginning of class. These are a distraction to everyone, especially during oral presentations and/or Instructor’s lectures. If a student’s cell phone causes a distraction during class, that student will incur a three point deduction off his/her final grade.

(2) Do not check your phone during class; NO TEXTING and don’t leave the classroom to make or answer a call. That can wait until you leave the room at the end of the class period.

(3) Do not bring cell phones or other technological equipment into the classroom during mid-term and final exams. For anyone using a cell phone or other equipment during an exam, the Instructor will remove that student’s exam and consider it finished.

(4) DO NOT BRING FOOD OR DRINK INTO THE CLASS ROOM

(5) *****Anyone using a Laptop for reading the textbook on line, or taking lecture notes must sit close to the front to avoid distractions to others in the class, and please inform the Instructor of your intent.

(6) Preferred Method of scholarly citations where appropriate will be MLA style.

ACADEMIC INTEGRITY/PLAGIARISM University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work). In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero.

CLASSROOM/PROFESSIONAL BEHAVIOR: Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a break of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips etc.
ACADEMIC ADVISING  The College of Liberal Arts requires that students meet with an Academic Advisor as soon as possible as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

Notice to Students with Disabilities:  
Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you need disability accommodations in this class, please see me as soon as possible. Please have your accommodation letter from Texas A&M University-Corpus Christi Disability Services (DS) Office with you when you come see me. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Disability Services Office in 116 Corpus Christi Hall at (361) 825-5816.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus please contact the Disability Services office for assistance at (361) 825-5816

DROPPING A CLASS  I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that made dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.  
(…………,,,) is the last day to drop a class with an automatic grade of “W”

Graded Appeal Process:

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the Instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2 Student Grade Appeals and University Procedure 13.02.99.C201. Student Grade Appeal Procedures. These documents are accessible through the University Rules web site at http://www.tamucc.edu/provost/university_rules/index.htm
For assistance and guidance in the grade appeal process, students may contact the Office of Student Affairs.
All students are encouraged to sign up for an Islander e-mail address. Islander e-mail is critical for university communication in any weather-related situations, or other emergencies. Students may contact the Instructor by phone, Islander e-mail, or visit in my office in Bay Hall 372.

Oral Reports:
Guidelines for the 5-7 minute presentation:
1. Have an introduction and a conclusion
2. The presentation must be given in extemporaneous style using note cards
3. No more than 2-3 slides (if necessary)
4. Maintain eye contact with the audience
5. Cite an outside article or book, i.e. give source, date and author
6. Use a quotation from the textbook to illustrate your statement and document it in the presentation as well as on paper.
7. The purpose of the Oral Report is to do an analysis of the topic as well as Give an example from an advertisement as well as how culture influences advertising.
8. Document all sources MLA style on a separate page (article for a Journal, textbook, or book, and quotation used); and turn in your Journal article at the end of the presentation. This is part of the grade.

Other:
1. In all written papers, document sources in MLA style
2. In the two papers for this course, be sure to give examples of how culture influences advertising.

NOTE: in today’s relaxed societal standards, be sure to analyze advertisements that are acceptable to the intended audience. Advertisements have meanings to different people, and it is important to keep everything in good taste.

Both written and oral reports will be done objectively for analysis.

Grading criteria: see breakdown at the end of the Syllabus; see grade sheet for breakdown of grades

This Syllabus describes the day to day class schedule. If any changes are made due to illness, inclement weather, or other reasons, etc., the instructor has the right to make alterations and those changes will be announced in class.
Jan. 24
Introduction to course & historical details
Week 1
Introduction to Branding, Marketing and Advertising
Look at various advertisements

Jan 31
ch. 1 Advertising in America (pop culture)
Week 2
Persuasive strategies.
In-class assignment dealing with PRINT ads in newspapers, magazines
Students to bring either a magazine or newspaper to class (ch. 8)

Feb 7
3 Oral Reports on Marketing, or Branding, or Audiences
Week 3
Ch. 7 Marketing (VALS and psychographics)
Weekly assignment #1 due

Feb 14
3 Oral Reports on print magazines, newspapers, etc.
Week 4
Ch. 8 Print & historical details
Codes, language in print advertising; magazines
Weekly assignment #2 due

Feb 21
3 Oral Reports on Consumer spending, reactions, impulse Purchases, etc.
Week 5
Ch. 2 Consumer Cultures
Newspaper classifieds (pp. 51-53) Weekly assignment #3 due

Feb 28
3 Oral Reports on Radio, radio listeners, current or historical time period (1920’s-1930’s) & historical details
Week 6
Ch. 3 Advertising and the Communication Process
Weekly assignment #4 due

Mar 7
3 Oral Reports on Branding, Product Placement in movies, or historical development, impact on consumers.
Week 7
Ch. 4 Non-advertising forms of advertising (p.86-87)
Branding,(pp 75-79) Product placement (p. 86--); buses, taxis
Paper #1 due

------------------------ SPIRNG BREAK ------------------ NO CLASS

Mar 21
Mid term Exam (Blue Book – subjective & objective questions)
Week 8
<table>
<thead>
<tr>
<th>Date</th>
<th>Week</th>
<th>Event Description</th>
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<tr>
<td>Mar 28</td>
<td></td>
<td><strong>3 Oral Reports on icons, symbols, slogans, images and Jingles etc., and discuss the psychology behind their consumer and cultural appeal.</strong> (see top of p. 6 for some examples) Some iconic examples include: corporate, retail etc. Tony the Tiger, Charlie the Tuna, Mickey Mouse, Energizer Bunny, Jack in the Box, Kool Aid Man, etc.; sports, collegiate, pharmaceutical icons, Ad WIDGETS, etc.</td>
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<td>April 4</td>
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<td><strong>3 Oral Reports on local TV, networks and/or cable television: demographics, niche advertising, Ads for self-improvement, TV ads for children, sports, etc.</strong> in-class assignment ch. 4 and 9 analyzing commercials Weekly assignment #5 due</td>
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<td>April 11</td>
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<td><strong>3 ORAL REPORTS dealing with humor (p. 16-19), sexual images (ch. 5), cartoons, clutter (pp. 105-107)</strong> Historical details outlined by Instructor</td>
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<td>April 18</td>
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<td><strong>3 Oral Reports on Integrated Marketing.</strong> (p.10) Define this term, How does Integrated Marketing work? Give examples. Web/Internet advertising; Google messages Yahoo Weekly assignment #7 due</td>
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<td>April 25</td>
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<td><strong>3 Oral Reports on Viral Marketing or Guerilla Advertising.</strong> NEW MEDIA (see handout) Facebook, Tumblr, etc. In-class assignment ch. 10 Where Now? Paper #2 due</td>
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<td>May 2</td>
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<td><strong>4 Oral Reports on political ads, Issue Ads, Advocacy ads, or ads for young children &amp; effects on them (p. 190-192) OR Marketing to TWEENS &amp; discussion Ethical guidelines of health ads and effects</strong></td>
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<td>May 9</td>
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<td><strong>FINAL EXAM (7:15 p.m. – 9:45 p.m.)</strong> Blue Book (No exams will be given before this date)</td>
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Grading: (See breakdown on separate grade sheet)

- Written assignments, Paper #1 and Paper #2: 50%
- Mid term & Final Exams: 25%
- Oral Presentation, in-class assignments: 25%

A = 100-90; B=80-89; C=79-70; D=69-60; F=59—(don’t ask)
Writing Assignments: 50% of the grade

Weekly assignment #1       _____ / 20
Weekly assignment #2       _____ / 20
Weekly assignment #3       _____ / 20
Weekly assignment #4       _____ / 20
Weekly assignment #5       _____ / 20
Weekly assignment #6       _____ / 20
Weekly assignment #7       _____ / 20

Paper #1                   _____ / 50
Paper #2                   _____ / 50

EXAMS (25%)

Mid term Exam               _____ / 100
Final Exam                  _____ / 100

OTHER (25%)

Oral Presentation           _______ / 30
2 In-class participation assignments _______ / 15 each
Dealing with historical and/or Current issues _______ / 10

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