

Journalism 260, Advertising Principles

Texas A&M University-Commerce

MMCT/Division of Journalism

Spring, 2013/Journalism 104, 11-12:15 p.m.TR

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."

Book ordered: *Issues in American Advertising, Media, Society, and a Changing World*, 2nd edition, edited by Tom Reichert.

Recommended reading: *Advertising Age* is the "bible" of advertising and marketing. It is available in Gee Library. Two valuable titles that cover the world of media and advertising are *The Wall Street Journal* and *Bloomberg Business Week*.

Outside reading: any readings other than the textbook will be placed on two-hour reserve in Gee Library or Dr. Bridges will endeavor to locate a citation online. You will be given outside reading assignments in class in advance of any question or assignment.

Daily reading in advertising: “study” and pay attention to the advertisements to which all of us are exposed daily. Share good or bad ads and ideas with the class.

Broadly stated objectives of J260: (1) to introduce Journalism Division majors and other enrollees to advertising as a form of promotion in America; (2) to present some of the current legal, ethical, and cultural considerations in advertising and in promotion in general; (3) to provide a beginning course for the student who wishes to pursue the study of advertising further; (4) to introduce the student to some issues of consumerism.

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Advertising is an ever-fluctuating field, with contemporary issues emerging without much notice. As the most visible form of promotion, advertising ebbs and flows with society. Therefore, please note that J260 cannot cover all aspects of the field. More specifically, J260 is not a copywriting course, it is not a media-buying course, and it is not a campaigns course. J260 is a first course, a survey class to a broad and diversified field. The view will be broad.



Class requirements: First, attend class. The student should listen carefully to class comments by the instructor. Attendance is recorded, and absences are recorded, as required by University policy. See the University's Catalog or web site for A&M-Commerce's statement on class attendance. Moreover, the attendance policy that follows will be enforced. Read carefully.

At a fourth absence by a student, Dr. Bridges reserves the right to drop the student from class through an administrative procedure at the dean's office (Humanities, Social Sciences, and Art). The student will be notified personally and/or by e-mail (at the address listed on the class roll). It is your responsibility to be in class and to be in class on time. That is your responsibility as an adult student who makes his or her own decisions at this University.

Second, be on time and ready to begin the session when the instructor starts the class. If you are late, you are absent. Do not offer repeated excuses for lateness. Lateness to class has become a more persistent concern of late, so be aware of this statement.

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Third, the student must conduct himself or herself with professionalism and courtesy toward all persons in the class. Civility

is expected. Rude behavior will not be tolerated. Examples of rude behavior are talking in class while the instructor is talking or another student is talking, reading, sleeping, or attending to matter other than what is relevant to J260. TURN OFF ALL cell telephones and mobile devices.

The University previously issued this statement for syllabi: “All students at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.”

and . . .

A statement concerning students with disabilities will be distributed as requested of faculty. Please note the contacts.

Fourth, each student will be required to sign a plagiarism statement for J260; the instructor keeps the form on file for this term. The instructor will not evaluate (grade) any paper of any student who does not submit a plagiarism statement for the *current semester*.



Course grading: a student’s final grade will be based upon these point totals.*

Four (4) quizzes (50 each)	200
Practical work (TBD each)	100 – may be based on
Weekly work (10 each)	100 -- assigned readings
Book of examples/project (TBA)	50
Attendance/Participation	<u>50</u>
	500 points*

*Adjustments may have to be made, and the instructor reserves that right.

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One: Four 50-point quizzes are scheduled; this spreads the material and divides the topics into manageable portions. The fourth quiz is at the final examination hour. No makeups are allowed without justification in writing; makeups are not fair to students who attend and take the test at the designated hour.

Two (practical work): Assignments will be given to enable the student to demonstrate that he or she understands the topics being discussed. All such assignments must be prepared on a word processor. The student should check the text to remove errors in spelling, grammar, punctuation, and syntax. A paper with numerous errors will be returned to you with a zero or a reduced evaluation. Writing counts. Any documentation a student uses must be properly attributed; a failure to do so might result in plagiarism, and plagiarism will result in the student being removed from the course with a failing grade and/or a recommendation by the instructor or department head of expulsion from Texas A&M University-Commerce.

Three: Weekly work or questions will be announced in class. Such assignments or questions may be based upon the textbook. The point values may vary. If you are absent at the day of a question(s), the points are missed.

Four: Book of examples/project: this will be explained in time with a deadline established.

Five: Students are encouraged to participate, ask questions, offer examples from the marketplace and engage in meaningful discussion of issues relevant to advertising. Contribute examples you see and ask questions of your classmates.

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Course outlines: A specific outline of each week in the spring term will not be distributed at the outset because the instructor wishes to leave the course open to needed changes, insertions of current materials, and classroom work. But, the student will be given an outline of topics to be covered in each segment of the course, that is before each quiz date. **If this approach bothers you, please see the instructor during the second week of classes.**

The concern in introductory advertising courses is how to cover all of the material that is typically included in textbooks designed for survey or principles classes. The topics in these textbooks are relevant; it is simply, in the instructor's view, too much to cover in one 14-week term. Because, then, J260 is not part of an advertising degree curriculum *per se*, the overview will attempt to cover the essentials of the field and leave the depth of coverage of advertising topics to curricula programs.

Instructor's information for students

Dr. Lamar W. Bridges, professor and Division co-ordinator

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