

**Men wanted for hazardous journey.
Low wages, bitter cold,
long hours of complete darkness.
Safe return doubtful.
Honour and recognition
in event of success.**

Ernest Shackleton 4 Burlington St.

This advert reportedly ran in 1914 to recruit men for an expedition to Antarctica. It generated a response of the greatest magnitude, contrary to what one might expect due to its dire tone. Any comparison to this course and this syllabus is intentional.

:: Principles in Advertising

JOUR 2010 • FALL 2009

Mayborn School of Journalism • University of North Texas

PROFESSOR Mike Heronime

CLASSROOM 104 General Academic Building

CLASS TIMES Tuesday/Thursday 12:30 – 2:00 PM

CONTACT INFO mheronime@unt.edu
214.394.6137 call or text

OFFICE HOURS Before or after class, otherwise call or email to schedule a time. My virtual office is always open; just email me and I promise to respond within 24 hours, except weekends.

WHAT YOU WILL LEARN

Advertising is a constantly evolving industry that changes daily to keep pace with the challenges of aggressive competitors and increasingly savvy consumers. The days of a captive audience watching primetime television have given way to multi-tasking, mobile people in control of their own customized media mix.

However, as they say, “the more things change, the more they stay the same.” The same fundamentals that produced successful advertising yesterday are the same approaches that work today and will continue working tomorrow. Market research, strategic planning, a savvy understanding of media, insights into human nature, creative thinking, and artful execution are still required today more than ever when producing successful advertising programs.

The Principles of Advertising will teach you the fundamentals of advertising and provide you with a forum for putting these fundamentals into practice. In addition, you will gain valuable exposure to current trends and case studies in the field of advertising that highlight advertising innovation while underscoring the fundamental nature of these successful approaches.

Through this course, you WILL learn about the business of advertising as well as the art of communication. You WILL experience what it’s like to work in an advertising agency. You WILL learn about the challenges dealing with clients outside the agency as well as departments inside the agency. And you WILL have first hand experience solving an advertising assignment through collaboration and teamwork.

The following pages provide you with the information you need to prepare yourself for success. They outline the requirements and guidelines of the Mayborn School of Journalism as well as the class policies of the Principles of Advertising. They include a course schedule that is **subject to change**. And they contain information on required and recommended resources you will need.

JOURNALISM REQUIREMENTS & GUIDELINES

For journalism majors, not minors: This is a pre-major class. Enrollment in this class means that you are in pre-major status, not major status. (JOUR 2320 is considered a pre-major course for students under any catalog year prior to 2009.) When you have completed this course and others in your pre-major, then you must apply to become a major and therefore have access to upper-level journalism courses. If you have questions about what counts in your pre-major, please see an advisor.

Journalism Course Registration

1. Each semester, you'll need to print out your unofficial transcript, highlighting all of the journalism courses that you have taken. You'll use this to obtain class codes in the advising office before registering for classes.
2. By registering for this course, you are stating that you have taken the required pre-reqs according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your pre-reqs, please see an advisor.
3. For a journalism major to be enrolled in any restricted 3000 and 4000 level classes, you must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major.

Re-taking Failed Courses

Students will not be allowed to retake a journalism course more than twice. Once you have failed a journalism course two times, then you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Disability Accommodation

The School of Journalism cooperates with the Office of Disability Accommodations to make reasonable accommodations for qualified students. If you have not registered with ODA, please do so, and present your written accommodation request to me by the 12th day of class.

Accrediting standards to help you be better prepared

The Department of Journalism has been accredited by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC) since 1969. About one-fourth of all journalism and mass communications programs in the United States are accredited by ACEJMC. National accreditation enhances your education here by certifying that the department adheres to standards established by the council. This course will help you meet the following student learning outcomes that have been established by ACEJMC:

1. demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
2. demonstrate an understanding of the diversity of groups in a global society in relationship to communications;
3. understand concepts and apply theories in the use and presentation of images and information;
4. work ethically in pursuit of truth, accuracy, fairness and diversity;

5. think critically, creatively and independently;
6. conduct research and evaluate information by methods appropriate to the communications professions in which they work;
7. write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
8. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
9. apply basic numerical and statistical concepts;
10. apply tools and technologies appropriate for the communications professions in which they work.

CLASS POLICIES

Attendance is Mandatory

A student in this class may be absent without any excuse for a maximum of two (2) of the Jour. 2010 classes and remain in good standing. However, after one (1) additional unexcused absence, the professor shall immediately file a grade of WF and drop the student from the class. A student may be given an excused absence by the professor upon an explanation by the student to the professor in advance of the class meeting. Students who are not present by the time the attendance check is completed will be counted absent. It is further expected that each student will remain for the full class period unless he/she has received permission from the professor to leave early. The amount of information covered in this class warrants attendance by the student at every class meeting.

Don't Be a Hack

Plagiarism, in a nutshell, is using other people's written words as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It's a firing offense in the professional world. In the Mayborn School of Journalism and Mayborn Graduate Institute of Journalism at UNT, students face a range of penalties for plagiarism (depending on the importance of the assignment):

- a grade of "F" on a minor assignment;
- a request that the student drop the class;
- withdrawal of the student from the class, initiated by the professor;
- an "F" in the course;
- a referral to the UNT Center for Student Rights and Responsibilities;
- a notation on the student's transcript;
- and expulsion from the university.

A combination of these penalties may also be used. If you need more information or have questions about plagiarism, ask your nearest journalism professor or visit the Center for Student Rights and Responsibilities.

NOTE: The preceding text regarding plagiarism was taken from a poster on the subject provided by the Mayborn School of Journalism. People in advertising that plagiarize are called "hacks" and are shunned by their peers if they have the misfortune of earning this heinous reputation. Don't ruin yourself by giving in to the shortcut of stealing other people's ideas. **The world has enough hacks already.**

Cellphones, Laptops, and Other Distractions

Talking, texting, typing, or otherwise engaging in any activity with technological devices of any kind will not be tolerated during class. If it is noticed, you will be asked to leave the class and you will be counted as absent for the day. This includes phones that ring. Especially phones that ring. Leave your phones off and your laptops put away.

You may record class lectures using an audio recorder as long as it is completely silent and does not distract anyone. You cannot take notes using a computer so bring paper and pen.

NOTE: There will be specific days when you will want to bring your laptops to class. Those days are highlighted in the Schedule portion of this syllabus. And on those specified days, this policy will not apply to the use of laptops.

Personal Responsibility

You are expected to show up to class on time. You are expected to participate in class and in your assigned group in class. You are expected to complete your assignments on time. You are expected to complete your reading assignments as they are assigned. You are expected to study for your exams. And you can expect to receive a good grade in this class if you do all of these things as expected.

However you will not get reminders, warnings, or hand-holding. In the advertising business, if you show up late for a job interview, you will not get the job. If you show up late to a client presentation, you will not be awarded the business. If you miss your deadlines, you will be fired. If you lie, cheat, or steal you will earn a reputation that will ruin you. The same goes for this class.

NOTE: If you require special accommodations, you should contact this teacher or the Office of Disability Accommodation at the beginning of the semester.

Making the Grade

It is my goal to help you become a valuable asset to the advertising community. Therefore, whether you LEARN the material is more important than if you PASS the class. You will be tested to see if you are learning the material and you will be graded accordingly. If you LEARN you will PASS.

25% - FIRST EXAM

25% - SECOND EXAM

25% - FINAL EXAM

ALL MAKEUP EXAMS ARE GIVEN DURING FINAL EXAM WEEK & FAILURE TO TAKE A MAKEUP EXAM (for any of the three exams) WILL RESULT IN A FAILING GRADE IN THE COURSE.

25% - **Group Project** -- Each member receives the same grade the group gets on the assignment. That is one of your four grades (25% each) in the class. Also, each member is given a grade by your group leader, **AND** each member grades the group leader. This grade is confidential to me and is considered when your final grade in the course is determined. ALL PROJECTS MUST BE COMPLETE & HANDED IN ON THE DATE DUE OR THE ENTIRE GROUP WILL GET A FAILING GRADE FOR THE GROUP PROJECT.

GROUP PROJECT

On September 10, the class will divide into groups of (roughly) 10 people. Each group will consist of account service, media and creative disciplines and will function as separate account teams within the same ad agency. You will be assigned to a group. Changes to group assignments will not be considered except in very unusual situations.

Each group will receive a different assignment. Each assignment will represent a unique advertising challenge with a different brand, in a different industry, and for a different audience.

Your group will be responsible for:

- ⇒ developing a brand strategy
- ⇒ conducting research on the company, its competition, and its customers
- ⇒ developing a creative strategy
- ⇒ developing a media strategy
- ⇒ creating an ad campaign that represents at least 3 different media

Each group will be given a deadline for the GROUP LEADER (chosen by the members of the group) and ONLY the Group Leader to post information online on WebCT Vista about the progress of your ad. Only the Group Leader should post the information in the Assignments area of the course. Only the Group Leader can receive the constructive comments received back on the assignment. These comments should be shared ONLY with members of your group, and NOT posted on the Discussion section of Vista where other groups can read them.

Each group will make an oral presentation (limited to 15 minutes) of its ad campaign and the strategy and research that went into its development (the same as an agency would do when presenting a campaign to a client) in class between November 12 and November 19, the same time and date the ads are due to me for grading. **ALL PROJECTS MUST BE COMPLETE & HANDED IN ON THE DATE DUE OR THE ENTIRE GROUP WILL GET A FAILING GRADE FOR THE GROUP PROJECT.**

A group of 4-5 professional judges will then take two weeks to judge the ads and suggest grades for the ads, and I will share the judges' comments with you in class after I receive them back from the professionals. Each group will be given a grade on its ad, and each member of that group gets the grade of the group.

In addition, I will ask each group leader to grade each member of the group and each group member to grade the group leader. These grades will be confidential to me and I will consider them when I determine your final course grade.

WebCT Vista

To gain access to this class go online to <https://ecampus.unt.edu> and enter your EUID that every student has as his/her identification number. **If you have any problems, call the Help Desk listed on the site during its working hours.** The Course Content for the course will appear on WebCT Vista and will be available as we cover each subject. You may use the Discussion part of WebCT Vista to post messages that will help you and your classmates to communicate with each other. You may also use the E-mail part of WebCT Vista to e-mail me about the class.

CLASS SCHEDULE subject to change

AUG 27

INTRODUCTION

HISTORY OF ADVERTISING

ETHICS IN ADVERTISING

CLASS SURVEY

READING ASSIGNMENT:

Advertising & The Business of Brands,

Introduction & Chapter 1 From Advertising & Marketing (p. 2 – 91)

SEPT 1

AGENCY STRUCTURE

ADVERTISING DIVISION OF LABOR

CLASS DIVIDES INTO CREATIVE, ACCOUNT SERVICE, MEDIA

[THE FUTURE OF ADVERTISING](#)

SEPT 3

CLIENT TYPES (B2C, B2B, NON-PROFIT, POLITICAL)

CLIENT AGENCY RELATIONSHIP

AGENCY OF RECORD

NATIONAL, LOCAL, INTERNATIONAL CLIENTS

RFPS & PITCHING NEW BUSINESS

SERVING CLIENTS

BUDGETS

READING ASSIGNMENT:

Advertising & The Business of Brands,

Chapter 5 Advertising Agencies (p. 231 – 281)

SEPT 8

INDUSTRY VERTICALS (TRAVEL, CONSUMER ELECTRONICS, BEVERAGE,

CONSUMER PACKAGED GOODS, AUTOMOTIVE, FINANCE)

[THE FUTURE OF ADVERTISING](#)

SEPT 10

CLASS DIVIDED INTO GROUPS

HAND OUT GROUP ASSIGNMENTS

READING ASSIGNMENT:

Advertising & The Business of Brands,

Chapter 4 Marketers & Advertisers (p. 188 – 230)

SEPT 15

BRANDS AND BRANDING

[THE FUTURE OF ADVERTISING](#)

SEPT 17

BRING LAPTOPS TO CLASS

BRAND WORKSHOP IN GROUPS

READING ASSIGNMENT:

Advertising & The Business of Brands,

Chapter 8 Marketing & The Planning Process (p. 382 – 421)

SEPT 22

CONSUMER IS IN CONTROL
[THE FUTURE OF ADVERTISING](#)

SEPT 24

1ST EXAM

DEMOGRAPHICS
PSYCHOGRAPHICS
AUDIENCE SEGMENTATION
READING ASSIGNMENT:

Advertising & The Business of Brands,
Chapter 2 The Modern Marketplace (p. 92 – 137)

SEPT 29

RESEARCH
INSIGHTS INTO HUMAN BEHAVIOR
[THE FUTURE OF ADVERTISING](#)

OCT 1*

BRING LAPTOPS TO CLASS
GROUP RESEARCH EXERCISE
READING ASSIGNMENT:

Advertising & The Business of Brands,
Chapter 6 The World of Media (p. 282 - 339)

OCT 6

STRATEGY (BRAND, MEDIA, CREATIVE, WEB, SOCIAL NETWORKING)
[THE FUTURE OF ADVERTISING](#)

OCT 8

BRING LAPTOPS TO CLASS
GROUP STRATEGY EXERCISE
READING ASSIGNMENT:

Advertising & The Business of Brands,
Chapter 10 Media & the Marketing of Messages (p. 481 – 529)

OCT 13

CREATIVE PROCESS (DEVELOPING IDEAS)
[THE FUTURE OF ADVERTISING](#)

OCT 15

CREATIVE PROCESS
(SELLING IDEAS)
READING ASSIGNMENT:

Advertising & The Business of Brands,
Chapter 9 Creativity & Communication (p. 422 – 480)

OCT 20

CREATIVE PROCESS (PRODUCING IDEAS)
[THE FUTURE OF ADVERTISING](#)

OCT 22*

BRING LAPTOPS TO CLASS

GROUP WORK
READING ASSIGNMENT:
Advertising & The Business of Brands,
Chapter 12 The Power of New Ideas (p. 563 – 598)

OCT 27*

BRING LAPTOPS TO CLASS
GROUP WORK

OCT 29

2ND EXAM
INDUSTRY AWARDS
READING ASSIGNMENT:
Advertising & The Business of Brands,
Chapter 7 Marketing Services (p. 340 – 380)

NOV 3

SUCCESSFUL AGENCY PROFILES
(DDB, CRISPIN PORTER BOGUSKY, GOODBY SILVERSTEIN, WIEDEN +
KENNEDY)
[THE FUTURE OF ADVERTISING](#)

NOV 5

SUCCESSFUL AGENCY PROFILES
(DDB, CRISPIN PORTER BOGUSKY, GOODBY SILVERSTEIN, WIEDEN +
KENNEDY)
READING ASSIGNMENT:
Advertising & The Business of Brands,
Chapter 11 Evaluation & Integration (p. 530 – 561)

NOV 10*

BRING LAPTOPS TO CLASS
FINAL PREP

NOV 12

GROUP PRESENTATIONS
READING ASSIGNMENT:
Advertising & The Business of Brands,
Chapter 3 Advertising & Society (p. 138 – 186)

NOV 17

GROUP PRESENTATIONS

NOV 19

GROUP PRESENTATIONS
READING ASSIGNMENT:
Advertising & The Business of Brands,
Conclusion: You & Your Career (p. 599 – 640)

NOV 24*

THE PURSUADERS
(<http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/view/>)

NOV 26 HOLIDAY

DEC 1

REVIEW
THE FUTURE OF ADVERTISING

DEC 3*

REVIEW

DEC 8

PRE-TEST

DEC 10*

STUDY / REVIEW

DEC 17 10:30 AM – 12:30 PM

FINAL EXAM (COVERS THE WHOLE SEMESTER)

***ASSISTANT LEAD**

THE FUTURE OF ADVERTISING TOPICS INCLUDE

TELEVISION / VIDEO
OUT OF HOME
INTERACTIVE PRINT
SOCIAL MEDIA
CONSUMER GENERATED MEDIA
SEARCH MARKETING
ONLINE ADVERTISING
MOBILE
DIRECT MARKETING
MULTI-MEDIA CAMPAIGNS
INDUSTRY NEWS/CURRENT EVENTS

REQUIRED READING

The text for this class is *Advertising & the Business of Brands: Media Revolution Edition*, available either through the bookstore or from the publisher. To go directly to the text on the publisher's website, use this link:

<http://www.adbuzz.com/books.php?bkID=25&bkType=student>

Note that you'll get a 20% discount from the publisher, but you'll have to pay for shipping.

RECOMMENDED RESOURCES

In addition to the textbook, you will find the following resources helpful in your development of the fundamental skills and knowledge needed for a career in advertising. These are not required but they are highly recommended.

Books

A Whack on the Side of the Head by Roger von Oech

A Technique for Producing Ideas by James Young

Whatever You Think, Think the Opposite by Paul Arden

Blink: The Power of Thinking Without Thinking by Malcolm Gladwell

The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell

Unleash Your Ideavirus by Seth Godin

<http://www.fastcompany.com/magazine/37/ideavirus.html>

Purple Cow: Transform Your Business by Being Remarkable by Seth Godin

A Whole New Mind: Why Right-Brainers Will Rule... by Daniel H. Pink

Enewsletters

MediaPost

Sign up for a variety of Enewsletters

<http://www.mediapost.com/>

Creativity Email

Sign up for the Enewsletter

<http://www2.creativity-online.com/register>

Advertising Age

Sign up for a variety of Enewsletters

<http://adage.com/emailprefs>

Podcasts

Creativity Top 5

<http://creativity-online.com/section/top-5/586>

(click on any one of the weekly Top 5s and then click the link "Subscribe to the Top 5 podcast in iTunes.")

Ad Forum Attitude Top 5

<http://attitude.adforum.com/top5/>

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