



Syllabus

Course Name: Introduction to Advertising

Course Number: 2327

Semester & Year: SUM I 2025

Instructor Information:

Pam Owney – Associate Professor of Journalism and English (Adjunct)

➤ **Textbook Information:**

- No textbook required.

➤ **Course Description:**

Fundamentals of advertising including marketing theory and strategy, copywriting, design, and selection of media

903-823-3030 8:00 a.m. – 5:00 p.m. helpdesk@texarkanacollege.edu

Prerequisite: COMM 2327 requires college-level reading and writing skills. Research indicates that you are most likely to succeed if you have already taken and passed ENGL 1301. If you have enrolled in this course having satisfied this prerequisite, you have a higher chance of success than students who have not done so.

➤ **Student Learning Outcomes for the Course:**

Upon successful completion of this course, students will:

1. Identify types, functions, and characteristics of historical and modern advertising.
2. Demonstrate understanding of advertising in the economic and social system.
3. Demonstrate understanding of advertising regulations and ethical implications.
4. Analyze advertising content and media strategy.
5. Identify various tools and technologies employed in producing advertising messages.

NOTE: Advertising is everywhere, and we are constantly bombarded with it. Many people do not realize how successful advertising is, and some people believe they are immune from the effects of advertising. However, that is the farthest thing from the truth because of the amount of detail, research, and time that is put into these created promotional efforts. You will learn about advertising effects and even how to make advertisements. The two big goals of this course are to make you (the media consumer) a more media literate individual within the advertising realms while also helping you practice the basics of ad creation.

➤ **Computer Requirement Policy:**

Students are required to have a computer with Internet access for classes. The computer must be an actual computer – smart phones, iPads, Androids, Chromebooks, etc., are not acceptable substitutes because they lack software compatibility necessary to complete all assignments and tests. Financial costs for the necessary equipment and internet access are the responsibility of the student.

Students needing to purchase a computer may do so through the Texarkana College Bookstore. Systems purchased through the bookstore meet or exceed all requirements, are competitively priced, and may be purchased using financial aid funds. If the system is purchased through another source, it is the student's responsibility to ensure the system meets all requirements.

Computer systems requirements:

- Webcam, microphone, and speakers or headphones
- Windows 10 or a recent version of Mac OS (minimum Sierra). Windows 10 S mode is not supported
- Hardware capable of running Microsoft Teams (free download) and supports multi-media playback
- Support for Chrome or Microsoft Edge – Note: Firefox, Safari, or other browsers may not work on all TC applications
- Able to run Microsoft Office which will be provided free to TC students
- Adobe Reader or another PDF viewer
- Antivirus software such as Windows Defender or another 3rd party anti-virus solution
- The Respondus Lockdown browser is used for taking tests; therefore, the system must be capable of running this software. Most newer systems that meet other specifications should work.

Students should regularly backup content to prevent loss of coursework due to hardware failure. Backup copies of documents and other coursework may be placed on OneDrive cloud storage. OneDrive is included free of charge for all TC students.

A list of Internet service providers can be found on the TC website at:
<https://www.texarkanacollege.edu/coronavirus/>.

➤ **Student Requirements for Completion of the Course:**

Students will conduct independent research associated with each of the five Student Learning Outcomes for this course using guided questions provided by the professor. Students will then submit a two- to three-page paper for each of the learning outcomes. Research should include both internet and database sources. Students will also complete an advertising design project.

➤ **Student Assessment:**

Assignments and Assessments	Percentage of overall grade
• Student Learning Outcome 1 Response Paper • Student Learning Outcome 2 Response Paper • Student Learning Outcome 3 Response Paper • Student Learning Outcome 4 Response Paper • Student Learning Outcome 5 Response Paper	75%
• Advertising Design Project	25%

➤ **Grading Scale:**

Grade	
A	90-100
B	80-89
C	70-79
D	60-69
F	59-below

➤ **Attendance Policy:**

Texarkana College's absentee policy allows instructors to withdraw a student from a course due to excessive absences. **Because you do not come on campus and sit in a classroom, attendance is determined by your active participation and communication in the course.** In accordance with attendance requirements for online classes published in the Online Course Handbook for Students on the Texarkana College website, online students may be dropped for failing to complete weekly activities as assigned by the instructor.

Failure to submit at least one assignment each week will result in an absence for that week. Students are allowed only one absence in a summer semester. Students who do not submit at least one assignment over two consecutive weeks without contacting the professor will automatically be dropped from the course.

Make sure that you log in frequently, participate in your course activities and discussions, and check your TC email regularly. **Students who succeed in online classes keep a schedule just as they would if they were attending class on campus, and they communicate with one another and their instructor frequently.** Attendance is vital to your success. Check TC at least three times per week.

Absence in an online course is defined as the lack of an active post or submission within the course including discussion board posts, written assignments, and tests. This standard will be used to determine all absentee issues, including but not limited to, 2nd Day Census Reports, last date of attendance, and involuntary withdrawal from a course due to absences. All online

students must complete an Enrollment Verification activity within the first day of class; otherwise, the professor may drop the student for not having attended.

A student should not stop attending a class without formally withdrawing from the course by the institutions published Last Day for Students to Drop. If a student stops attending class after the published Last Day for Students to Drop, the student **may** receive a grade of “F” in the class. The instructor will submit the last date of attendance for students receiving a grade of “F” or “W.”

Withdrawal from a course(s) **may** affect a student’s current or future financial aid eligibility. Students should consult the Financial Aid Office to learn both short and long term consequences of a withdrawal.

Link to TC Absentee Policy 2021-2022 Catalog:

<https://www.texarkanacollege.edu/catalog/article/absentee-policy/>

Faculty members are not obligated to provide opportunities for students to make-up missed assignments and tests as a result of a student’s absence from class. The institution is not required to take attendance with the exception of certain workforce/vocational areas, such as nursing and cosmetology, where certification requirements require taking attendance. However, experience demonstrates that regular attendance enhances academic success. As such, students are expected to attend each meeting of their registered courses.

Do not stop attending a class without formally withdrawing from the course by the institution’s published Last Day to Drop. If a student does not attend class and does not withdraw from the class, the student will receive a grade of F in the class. The published Last Day to Drop applies to students; an instructor may withdraw a student for excessive absences at any time during the semester.

Withdrawal from a course(s) may affect a student’s current or future financial aid eligibility. Students should consult the Financial Aid Office to learn both short- and long-term consequences of a withdrawal.

Excused Absences:

A student’s absence due to school trips and/or school business will not be counted against a student’s allowable number of absences. Military duty and absences for Holy Days (FBD LEGAL) are covered in a separate section of the catalog and the student handbook. These are the only types of absences that are considered excused by Texarkana College. Responsibility for work missed for any absence is placed on the student. Instructors are required to allow students to make up work missed if the absence is due to military duty or religious holy days when students follow the correct notification procedures. Instructors are not required to allow students to make up work for absences due to other reasons. Make-up policies are listed in each individual instructor’s syllabus.

Maximum Allowable Absences:

After official registration, the following number of unexcused absences will be the maximum allowable before a student may be dropped from the class. Mandated program certification requirements detailed for certain programs regarding the maximum allowable unexcused absences takes precedence over the following information.

Academic Classes

A COURSE THAT MEETS FOR THE FULL 16-WEEK SEMESTER	
Class or Lab Meets:	An instructor may withdraw a student from a course if absences exceed:
Once a week (Night or Friday classes)	2
Twice a week (MW or TR classes)	4
Three times a week (MWF or TRF classes)	6
Four times a week (MTWR classes)	8
Three tardies count as one absence	

➤ Financial Aid:

Attention! Dropping this class may affect your funding in a negative way! You could owe money to the college and/or federal government. Please check with the Financial Aid office before making a decision.

➤ Make-up Policy:

Any need for assignment deadline extensions should be discussed with the professor.

➤ Academic Dishonesty Policy/Academic Integrity Statement:

Scholastic dishonesty, involving but not limited to cheating on a test, plagiarism, collusion, or falsification of records will make the student liable for disciplinary action after being investigated by the Dean of Students. Proven violations of this nature will result in the student being dropped from the class with an "F." This policy applies campus wide, including TC Testing Center, as well as off-campus classroom or lab sites, including dual credit campuses. This information can be found in the Student Handbook at <https://texarkanacollege.edu>.

➤ Financial Aid:

Attention! Dropping this class may affect your funding in a negative way. You could owe money to the college and/or federal government. Please check with the Financial Aid office before making a decision.

➤ Drop Date:

The official drop date for the course is **Friday, June 27**, which is the last date for the student to drop this course with a W.

➤ Viewing Grades:

Grades are available for viewing throughout the semester under the student's MyTC portal.

➤ TC Email:

Students should check their TC Email account on a regular basis (twice weekly) to check for general information sent from campus or instructors. Also, when emailing the instructor, the students should use the TC Email account.

➤ Student Support, Computer Access, Tutoring:

- **Library Hours**

M-Th 7:30 a.m. – 9 p.m. F 7:30 a.m. – 4 p.m. Sunday 2-9 p.m.

- **Student Support Services (Tutoring) in library second floor**

M-Th 8 a.m.-7 p.m. F 8 a.m. -4 p.m. Sunday 2-9 p.m.

- **Testing Center (Library first floor)**

M-Th 8:30 a.m. – 6 p.m. F 8:30 a.m. – 3:30 p.m. Sunday 2-6 p.m.

- **Help Desk – TC Login Problems**

903-823-3030 8 a.m. – 5 p.m. Mon-Thursday; 8 a.m.-4 p.m. Friday

➤ **Response Papers**

Using the guided questions provided, write a two- to three-page paper. Students are allowed to use both internet and database sources to explore the questions. Response papers can include first person reactions to the material.

- Papers should be double-spaced using 12-point Times New Roman font.
- Formal citations are NOT required, but students should include a list of sources used.
- The running header appears in the upper-right hand corner with the student's last name and the page number.
- The first page should include a title centered above the first line of the essay and a heading in the upper left-hand corner with the following information:

- Student's Name
- Instructor's Name
- Course Name (COMM 2327)
- Date (Day Month Year) ex: 20 June 2025 (Note: no commas)

➤ **Evaluation of Response Papers:**

Papers will be evaluated based on exploration of the Student Learning Outcomes/Guided Questions. Secondary consideration will be given to grammar/mechanics.

➤ **Advertising Project**

Guidelines for the advertising project will be provided separately.

Some of the research should be conducted via the TC databases.

Directions for Accessing the Texarkana College Databases:

1. Go to the Texarkana College Website.

2. Click on the Library link at the bottom of the page.
3. Click on Electronic Resources and Databases on the left side of the page.
4. Click on one of the Databases. (General or specific subject databases are available.)
5. Type in your Username and Password.
6. Once in the database, be sure to search for a full text article and be sure to gather documentation information for the article.

Please add the number for Campus Police to your cell phone. The number is 903-823-3330.

All emergency calls should go to TC Campus Police.

I am looking forward to working with you this semester!!

***NOTE:** The above guidelines are subject to amendment at any point during the semester. Students will be notified in class if any changes occur. Students are responsible for any changes after they have been announced in class.*

Disability Act Statement:

Texarkana College complies with all provisions of the Americans with Disabilities Act and makes reasonable accommodations upon request. Please contact **Tonja Blasé at 903.823.3349**, or go by the office of Disability Services located in the Academic Commons (library) for personal assistance.

If a student qualifies for accommodations from the TC Director of Disability Services indicating that he or she has a disability that requires academic accommodations, the director will send an email to the instructor so accommodations can be made. *It is best to request these changes at the beginning if not before the start of class* so there is ample time to make the accommodations.

TC does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Human Resources Director, 2500 N. Robison Rd., Texarkana, TX, 75599, (903) 823-3017, human.resources@texarkanacollege.edu

Needs Statement: Any student who has difficulty affording groceries or accessing enough food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in this course or ability to remain in school, is urged to contact **Tonja Blasé, Director of Student Retention, at 903.823.3349**, for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to provide any resources that they may possess.