



## Syllabus

**Course Name:** Introduction to Advertising (Independent Study)

**Course Number:** COMM 2327

**Semester & Year:** Spring 2021

### **Instructor Information:**

Name: Laronda M. Bailey, Associate Professor of English/Journalism

Office: HUM 211

Telephone: 903-823-3368 (office) or call/video through Microsoft Teams

E-mail: [laronda.bailey@texarkanacollege.edu](mailto:laronda.bailey@texarkanacollege.edu)

**Office Hours:** Monday, 2-3 pm; Tuesday, 9:30-11 am; Wednesday, 2-3 pm; Thursday, 9:30-11 am; Friday, 8 am-12:30 pm

**Emailing the Instructor:** Use your **TC email address** for any questions or concerns. List your name and course in the “Subject” line. Response to emails typically occurs within 24 hours.

### **Textbook Information:**

- *Launch! Advertising and Promotion in Real Time*, Amit Nizan, Lisa Cornell, Michael Solomon

### **Materials needed:**

This course uses the state’s digital repository of Open Educational Resources (OER), which is high-quality, digital and licensed material rather than a traditional textbook. Readings, videos, quizzes, and other activities can be accessed through the course site on Moodle.

- **Required: A computer or laptop, Internet access**
- **Optional: Black or blue pen; pencil, highlighters; notebook paper (for personal planning and organization of materials)**

**Course Description:** Introduction to Advertising (COMM 2327) explores the fundamentals of advertising, including marketing theory and strategy, copywriting, design, and selection of media.

### **Student Learning Outcomes:**

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.

**Student Grading and Assessments:**

Projects/Presentation - 60 percent

Discussion Forums - 20 percent

Writing/Response Paper - 20 percent

**Grading Scale:**

A 100-90

B 89-80

C 79-70

D 69-60

F 59-below

**SPRING 2021 CLASS SCHEDULE**

<b><u>Week</u></b>	<b><u>Activities in Teams</u></b>	<b><u>Assignments Due</u></b>
Prep Week	Introductions Cover Syllabus	Syllabus Acknowledgment
Week 2	Chapter 1: Meet SS+K: A Real Agency Pitches a Real Client	Discussion Forum
Week 3	Chapter 2: A User's Manual: Advertising, Promotion, and Marketing Essentials	Project/Video Presentation Response Paper
Week 4	Chapter 3: Advertising and Society	Discussion Forum
Week 5	Chapter 4: Consumers and the Communications Process: SS+K Gets to Know Its Consumers	Project/Video Presentation Response Paper
Week 6	Chapter 5: Know Your Audience: SS+K Learns All About msnbc.com, Inside and Out	Discussion Forum Project
Week 7	Chapter 6: Segment, Target, and Position Your Audience: SS+K Identifies the Most Valuable News Consumer	Response Paper
Week 8	<b>Spring Break</b>	

Week 9	Chapter 7: Decide What You Can Afford to Say: msnbc.com Sets the Budget	Project/Video Presentation
Week 10	Chapter 8: Create a Strategy: SS+K Puts Its Research to Use as the Agency Creates the Brief	Response Paper
Week 11	Chapter 9: Choose Your Communication Weapons: SS+K Decides Upon a Creative Strategy and Media Tactics	Discussion Forum Response Paper
Week 12	Chapter 10: Plan and Buy Media: SS+K Chooses the Right Media for the Client's New Branding Message	Response Paper Project/Video Presentation
Week 13	Chapter 11: Execute on All Platforms: SS+K Goes Into Production Overdrive	Discussion Forum
Week 14	Chapter 12: Make the Message Sell: SS+K Ensures that All Components Tell the Brand Story	Response Paper
Week 15	Chapter 13: Launch! Msnbc.com's First-Ever Branding Campaign	Discussion Forum
Week 16	Chapter 14: ROI: msnbc.com Decides if the Campaign Worked	Final Project/Video Presentation
Last Week	FINAL PROJECT PRESENTATION	

**(The class schedule is tentative and is subject to change; therefore, students will be given advanced notice to accommodate changes.)**

**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, Director of**

**Retention and Disabilities Services, at 903.823.3349**, or go by the office located in the Palmer Memorial Library on the first floor for personal assistance.

If a student has an accommodation letter from the Recruitment, Advisement, and Retention Department indicating that he or she has a disability that requires academic accommodations, the student should present the letter 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.

**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.

**Attendance Policy:**

Texarkana College's absentee policy allows instructors to withdraw a student from a course due to excessive absences. Attendance is determined based on the online student's participation in the weekly assignments and writings. Failure to log-in and access weekly material and/or meet due dates and deadlines constitutes ABSENCES.

In some workforce/vocational areas, such as nursing and cosmetology, certification requirements necessitate an absentee policy that is more stringent than the institutional policy. In these instances, the matter of certification takes precedence over local policies, since certification policies are established by the State of Texas.

**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(s).**

**Experience demonstrates that regular participation in coursework enhances academic success. As such, students are expected to meet the requirements of their registered courses.**

A student should not stop performing in an online class without formally withdrawing from the course by the institutions published Last Day for Students to Drop. If a student stops performing in the 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 activity 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.

**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 excused absences that are considered by Texarkana College.

If a student is excused for a Texarkana College extracurricular activity, religious holiday, or military service, the student must receive prior approval from the Dean of Students and the instructor. Assignments must be completed prior to the excused absence.

**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 an excused absence when students follow the correct notification procedures. **Instructors are not required to allow students to make up work for absences due to other reasons.**

**Maximum Allowable Absences:**

After official registration, **4 unexcused absences or failure to log-in and access online material for two weeks 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.

**Make-up Policy:**

If the student misses assigned work, it is the student's responsibility to make arrangements to complete the assignments within one week. **However, forums and activity grades cannot be made up unless arrangements are made with the instructor via email.**

**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, April 16, 2021**. This 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 to check for general information sent from campus or instructors.

### **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**      M-Th 8 a.m. – 5 p.m.      F 8 a.m.-4 p.m.

### **Class Policies:**

- Go online frequently and read the week's posts and assignments for the course.
- If you have ANY TECHNOLOGY issues, contact Texarkana College IT as soon as possible. The instructor cannot help you with any issues related to your ability to access wifi, your email, or this course.
- Submit assignments before the submission portal closes.
- Post in all FORUMS as they are used to check your attendance and participation.
- Follow online etiquette guidelines.
- Check your TC email at least twice weekly for instructions and clarifications.
- Communicate! If you have any questions, concerns, problems, etc., email me through my TC email: [Laronda.bailey@texarkanacollege.edu](mailto:Laronda.bailey@texarkanacollege.edu). I cannot help you if I do not know about your issues.
- Students in this course are held accountable to all policies and procedures outlined in the Texarkana College Student Catalog/Handbook.

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

**When on campus, all emergency calls should go to TC Campus Police, then 911 if needed.**

### ***Final note~***

Everything we do in this course is designed to help you have a successful college career. If something is going on in your personal life that interferes with your success in this class, I cannot help you if you do not communicate with me. I am looking forward to working with each one of you this semester!

*NOTE: The above guidelines are subject to amendment by the instructor at any point during the semester. Students will be notified if any changes occur.*

### **Spring Break**

Info goes here

### **Alternate Operations during Campus Closure**

In the event of an emergency or announced campus closure due to a natural disaster or pandemic, Texarkana College may need to move to altered operations and course delivery methods. During this time, Texarkana College may opt to continue delivery of instruction through methods that include, but are not limited to: online learning management system (Jenzabar or Moodle), online conferencing through TEAMS, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor Texarkana College's website ([www.texarkanacollege.edu](http://www.texarkanacollege.edu)) for instructions about continuing courses remotely, instructor email notifications on the method of delivery and course-specific communication, and Texarkana College email notifications for important general information.

### **COVID-19 Online/Virtual Environment Instructional Commitment**

The ongoing Covid-19 situation will require that some course materials and instruction are provided through an online and/or virtual format. Even if all or a portion of a class was originally scheduled to meet face to face, social distancing guidelines associated with Covid-19 will limit the number of students who are able to attend face to face classes in person simultaneously. Further, circumstances associated with Covid-19 could cause the college to be forced to shift completely to an online and/or virtual delivery at any time during the semester. While TC faculty members are committed to providing students the option of face to face instruction if possible, students should be prepared to continue their classes in an online and/or virtual environment if necessary. Texarkana College is committed to maintaining engaging, high quality instruction regardless of the delivery format.

*TC does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs or activities. The Human Resources Director is designated to handle inquiries regarding the nondiscrimination policies: 2500 N. Robison Rd., Texarkana, TX, 75599, (903) 823-3017, [human.resources@texarkanacollege.edu](mailto:human.resources@texarkanacollege.edu)35656*

Revised 12/16/2020