

USC ANNENBERG SCHOOL FOR COMMUNICATION
SCHOOL OF JOURNALISM
JOURNALISM 340 – INTRODUCTION TO ADVERTISING
FALL 2007 - 4 UNITS

Tuesdays 6:45 p.m.- 10:00 p.m.
Room: ASC-232

Instructor: Laura Shute Eastman

Course Objectives

This class is for the undergraduate student interested in learning the fundamentals of today's advertising profession and its role as part of the overall marketing communications function. Advertising is one of the four aspects of the marketing communications plan (Promotion (both trade and consumer), Public Relations and Direct Response round out the remaining three). Advertising will be the primary focus of this course, however, we will also address all facets of the Marketing Mix and how they are integrated so that the "brand" speaks with one voice. Additional emphasis will be placed on interactive media, Guerrilla and Buzz Marketing.

Introduction to Advertising is a practical course and the first class in USC's Advertising Minor curriculum between the Annenberg and Marshall schools.

Course Outcomes

Journalism 340 is designed to provide students with the following outcomes:

- 1) An understanding, at the macro level, of the advertising industry and how advertising agencies operate.
- 2) An understanding of how advertising campaigns are created and executed.
- 3) An understanding of the development of strategic insight and the role it plays in creation of an advertising campaign.
- 4) An understanding of the media landscape including how media is planned, purchased and sold.
- 5) An understanding of how all the components of advertising (management, research, creative, media, production, direct, interactive and promotions) work together synergistically to create successful advertising.

Course Text and Additional Reading

Text: Contemporary Advertising [11th edition],
Arens, William, 2006, McGraw Hill Irwin

Recommended additional readings:

Adweek and *Advertising Age* magazines/Adweek.com and AdAge.com
The Wall Street Journal, *The New York Times* and *The Los Angeles Times*
advertising/marketing columns

Occasionally, additional material and relevant web sites will be announced in class.

Grading

Final grade will be determined based on the following:

Class Participation/Attendance	10%
Assignments.....	25%
Quizzes	15%
Midterm	20%
Final Project	30%

A final letter grade will be assigned based upon traditional values:

A	94% and up
A-	90 – 93%
B+	86 – 89%
B	83 – 85%
B-	80 – 82%
C+	78 – 79%
C	72 – 77%
C-	70 – 71%
D+	68 – 69%
D	62 – 67%
D-	60 – 61%

Requirements and Ground Rules

Participation and Attendance

Students are expected to attend all classes and arrive promptly. Attendance will be taken and missed classes will impact your grade. Class participation counts towards your grade and often makes the difference in your final grade in the class. Course content is supported, not directly drawn, from readings. There are no bad ideas and mutual respect in the classroom is expected.

Class Website - http://homepage.mac.com/laura_shute_eastman

Lecture PowerPoint presentations, final project materials and additional information regarding the advertising industry can be downloaded from the JOUR 340 class website. Lecture outlines are posted on the day of class. Guest lecturer presentations are often, although not always, posted. NOTE: JOUR 340 is not on Blackboard.

If class must be cancelled for an unforeseeable circumstance, the website will be the first place cancellation is noted.

Assignments

Written assignments are due the following class unless noted on the syllabus.

Assignments will be accepted one lecture day beyond the due date with one grade deducted. After that, assignments will not be accepted. Assignments must be **typed**. Importance will be placed on grammar, spelling and writing ability. Print ads referenced in the assignment must be attached (photocopies, printouts or tear sheets from a magazine/newspaper). Analysis of TV, radio or outdoor advertising must include a detailed written description of the ad. The magazine, newspaper, television program, or web site in which the ad was found should also be cited. The length is not important as long as the assignment requirement has been met – your analysis is more important than your description of the ad. You should be prepared to discuss your assignment in class on the day that it is due.

Quizzes

Quizzes will encompass lecture and reading material as related to real world case studies. Missed quizzes cannot be made up without prior arrangement.

Midterm

The Midterm will consist of a combination of definitions, multiple choice, essay questions and analysis. Questions will cover reading materials, lecture and guest speaker discussions.

Final Project

The Final Project will be a culmination of all that has been covered in the course. The class will be broken up into groups, each acting as an agency pitching the same piece of business. I will provide you with a brand for the pitch, basic background information and a budget. The group is expected to research the brand, create a strategy, conceptualize the ad campaign, determine what media to use and when, and present an integrated campaign to the class. A deck encompassing all aspects of the pitch will be handed in on December 4th at 6:45 pm. As group presentations will start immediately at 6:45 on the 4th, final project decks will not be accepted late. Groups will be given 20 minutes to present their ideas. Your grade will be based on strategy, critical thinking, creativity, quality of the leave behind deck and presentation. 20% of an individual's Final Project grade will be based from a group evaluation form where group members evaluate each person's contribution to the project.

Standard Procedures

Students must have an active Internet account and check e-mail regularly as it will be used to stay in touch and update assignments.

Students who unavoidably miss a class are still responsible for turning assignments in on time, getting any new assignments from other students, and completing the work by the assigned due date.

Replacement work is not available to raise your grade. It is impossible to allow for extra work to count in lieu of low performance on a required tests or assignments. Hence, it is imperative that you turn in assignments regularly and work to improve your performance at the earliest sign of any concerns.

Cell phones are to be turned off before class.

This syllabus will be subject to change and adjustment throughout the semester in order to accommodate timely topics, the unique needs of the class, presenters' schedules, etc. Students having any doubt or questions regarding assignments, schedules, etc. should immediately check with their fellow students, the TA and/or the instructor. It is the student's responsibility to stay current.

Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course who undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to one percent of the total available semester points for this course.

Students who would like to secure an internship should go to the Career Services Office located in the Student Service area on the first floor of the Annenberg building.

USC Policies

The following is the School of Journalism's policy on academic integrity that will be adhered to:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed as a major from the School of Journalism. There are no exceptions to this policy."

Additionally, USC's policy for students with disabilities and academic accommodations cites:

"Students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from the DSP when adequate documentation is filed. Please be sure the letter is delivered to the professor as early in the semester as possible. DSP is open Monday through Friday, 8:30 – 5:00. The office is located in the Student Union room 301. Phone: 213/740.0776."

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August 28

Topics: Introduction, Discussion of Course Objectives and Assignments
Advertising and Communications Roles in the Marketplace
Discussion: Why Study Advertising?

September 4

Topics: Advertising's Role in the Marketing Mix, Top Brands Branding, IMC, 4P's
and 7P's, Marketing Planning
View: Cannes Silver & Gold Lion Commercials
Reading: Chapter 1/What is Advertising Today?
Chapter 2/The Evolution of Advertising

Assignment #1:

Select an ad that you feel is effective in selling a product or service. The book mentions different objectives such as introducing a new product, increasing a brand's awareness and countering the competitor's advertising. Describe why you believe the ad you picked is effective. Include the publication where you found it. Was it an appropriate advertising vehicle for the ad? One - two typed pages. No fashion, cosmetic or perfume ads. Attach a copy of the ad.

Due September 11th.

September 11

Topics: Advertising Agencies, Marketing and Other Services, Client Relationships
Reading: Chapter 3/ Economic, Social and Regulatory Aspects of Advertising
Chapter 4/The Scope of Advertising

September 14 Last day to drop without a W or Add/Change enrollment to Pass/No Pass

September 18

Topics: Targeting, Markets & Segmentation
Reading: Chapter 5/Marketing and Consumer Behavior
Chapter 6/Market Segmentation & the Marketing Mix

September 25

Topics: Account/Brand Planning and Research
Guest Speaker: David Freeman, Director, The Disruption Consultancy, Inc.
Reading: Chapter 7/Gathering Information for Advertising Planning
Chapter 8/ Marketing and Advertising Planning, IMC

Assignment #2:

Write a creative brief – Brand selection discussed in class. Use sample brief handed out as your guide. You will concept ads from this brief for Assignment #4. Due October 2nd.

October 2

Topics: Media Planning and Strategies
Guest Speaker: Natalie Taykalderanian, Strategist, DaVinci
Reading: Chapter 9/Planning Media Strategy
Chapter 15/Using Print Media
Possible Quiz

October 9

Topics: Media Sales
Guest Speaker: Mike Reznick, SVP Sales Manager, Metro Networks
Midterm Review
Reading: Chapter 16/ Using Electronic Media
Chapter 18/Using Out-of-Home, Exhibitivite and Supplemental Media

October 16

MIDTERM EXAM

October 23

Topics: The Creative Process
Guest Speaker: TBD
Final Project Briefing & Group Assignments
Reading: Chapter 12/Creative Strategy & the Creative Process

October 30

Topics: The Creative Process & Production
Guest Speaker: Noah Clark, Art Director, Ground Zero
Reading: Chapter 13/Creative Execution

Assignment #3:

Team - Individual assignments, timing, and responsibilities. Due November 6th.

November 6

Topics: Broadcast & Print Production
Guest Speaker: Jack Epstein, Broadcast Producer, Team One Adv.
Reading: Chapter 14/Producing Ads

Assignment #4:

Develop and write a print ad including headline, body copy and a tagline from the brief you wrote. Handwritten layouts must accompany a typed copy deck. The original brief must also be attached. November 13.

November 13

Topics: Direct Marketing
Guest Speaker: Michael Rogers, Director, In Clover Marketing
Reading: Chapter 10/Relationship Building: Direct Marketing
Chapter 17/Using Digital Interactive Media and Direct Mail

November 16 - Last day to drop with a mark of W

November 20

Topics: Promotions & Interactive
Guest Speaker: Josh Mooney, Partner, Juxt Interactive
Reading: Chapter 10/Relationship Building: Direct Marketing
Chapter 17/Using Digital Interactive Media and Direct Mail
Possible Quiz

November 27

Topics: The Complete Campaign
Presentation & Team Evaluation Ground Rules
Reading: Chapter 11/Relationship Building: PR and Sponsorship

December 4

FINAL PRESENTATIONS - 20 minutes per team (This is your final)

Note: It may be necessary to make some adjustments in the syllabus during the semester