

**Instructor:** Dr. Amy Miller  
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**Office Hrs:** 9:30-11:30 T, Th, F & by apt.

# Advertising

## CMST 145 (3 credits)

### Fall 2013

**Course Description:** Covers audience, market research, effective messaging and design. Students gain practical experience working on advertising campaigns on campus for the newspaper and other entities.

#### Course Outcomes:

- Design and create professional quality advertising for various campus organizations and events
- Use appropriate advertising and journalism terminology
- Explain the value and impact of advertising for a particular audience
- Describe the advertising and business components of publications and ad campaigns
- Critique and evaluate professional advertisements and PSAs

**Classroom Behavior:** Comments or behavior disparaging another based on race, ethnicity, religion, abilities, beliefs, appearance, or sexual orientation will not be tolerated. Cell phones should be set to silent and laptops should be used only for note taking and coursework. Mp3 players should not be used during class.

**Academic Honesty:** The principle of academic honesty underlies all that we do and applies to all courses at Bellevue College. One kind of academic dishonesty is plagiarism, which may take many forms, including, but not limited to, using a paper written by someone else, using printed sources word-for-word without proper documentation, and paraphrasing or summarizing the ideas of others without acknowledging the source. Plagiarism can also occur when non-written ideas are taken without documentation--using someone else's design or performance idea, for example. [...] Participating in academic dishonesty in any way, including writing a paper or taking a test for someone else, may result in severe penalties. Dishonestly produced papers automatically receive a grade of "F" without the possibility of make-up. The Dean of Student Services will also be notified of such conduct, and repetition of the behavior will result in progressively more serious disciplinary.— A&H Student Procedures and Expectations

#### Grading Scale

93-100%: **A** 90-92.9%: **A-**

87-89.9%: **B+** 83-86.9%: **B** 80-82.9%: **B-**

77-79.9%: **C+** 73-76.9%: **C** 70-72.9%: **C-**

67-69.9%: **D+** 63-66.9%: **D** 60-62.9%: **D-**

59.9 and below: **F**

**Special Needs:** Any student with disabilities or other special needs who needs special accommodation in this course is invited to share these concerns or requests with the instructor as soon as possible. (Disability Resource Center, Library Media Center, 425.564.2498)

**Attendance Policy:**

1. Work handed in after class ends on the due date will lose one letter grade for every day late. Assignments will not be accepted after they are four days late.
  2. In-class assignments and quizzes cannot be made up except in the cases of university-sanctioned absences. Students who show up late to class are not eligible to make up missed in-class work or quizzes once they have begun.
  3. Students may receive one free pass to hand an assignment in one day late with no penalty. This free pass will only be given once during the quarter and covers papers late due to illnesses, forgotten assignments, and missing class. This does not apply to in-class work.
  4. Students must notify the instructor of university-sanctioned absences ahead of time and make arrangements for a new due date prior to the absence in order to make up in-class work.
  5. In the case of extreme circumstances (hospitalization, family tragedy), students may make a written request for an extension within one week of the assignment including reason for request, extensions requested, and proposed new due date.
  6. Students who miss more than one class session will not be eligible for a passing grade, per Arts & Humanities policy. Students who routinely show up late for class may also see a grade penalty following a warning from the instructor.
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**Daily Syllabus**

*(Some changes may be necessary as the semester progresses)*

**Sept 25: Syllabus/ What is Advertising?**

For Oct. 2: Read Chapter 1

Complete "What Does Good Advertising Look Like"

**Oct 2: Chapter 1: Advertising Agencies & Their Clients**

For Oct. 9: Complete "Questions for Client Meeting"

Read Chapter 2

**Oct 9: Client Meeting/ Chapter 2: McDonald's**

For Oct. 16: Read Chapter 4

Complete "Preliminary Advertising Strategies"

**Oct 16: Chapters 4 & 5: Advertising Research and Regulation**

For Oct. 30: Complete "Advertising Research"

Read Chapters 9 & 13

**Oct 23: COLLEGE ISSUES DAY—No Class****Oct 30: Chapter 9 & 13: Viral Advertising & New Media**

For Nov. 6: Complete "Revised Advertising Strategy Ideas"

Read Chapter 3

**Nov 6: Client Meeting/ Chapter 3: Advertising Fragmentation**

For Nov. 13: Complete "Critique of Revised Adv. Strategy Ideas"

Read Chapter 12

For Nov. 20: Complete "Preliminary Budget"

**Nov 13: Chapter 12: FMCG Advertising**

For Nov. 20: Complete "Advertising Campaign Critique"

Read Chapters 7 & 8

**Nov 20: Chapters 7 & 8: Celebrity/ Gender & Ethnicity**

For Nov. 27: Physical Advertising Pieces

Read Chapters 11 & 14

**Nov 27: Chapters 11 & 14: Universities & Political Advertising**

For Dec. 4: Read Chapter 10

Final Project Presentations

**Dec 4: Chapter 10: Sponsorship/ Final Project Presentations**

For Dec. 11: Final Exam

**Dec 11 at 11:30 am: Final Exam**