I. IDENTIFYING INFORMATION

Course: JRN 360
Course Title: Advertising Principles
EPN: 22248788
Term: Fall I
Location: Online
Course Dates: 8/25, 10/17/2014
Course Days and Times: N/A
Prerequisites: None.

Blackboard:
Blackboard is a web-based learning management system licensed by CMU. Within Blackboard, a course website, also known as a shell, is automatically created for every CMU course. Face-to-face courses may or may not incorporate Blackboard, whereas Blackboard course shells are always used for online courses and will be available to you prior to the course start date. Seeing the course shell listed in Blackboard with unavailable adjacent to its title is an indication that your instructor has not made it available and is in no way indicative of registration status. To access Blackboard, open a web browser and enter https://blackboard.cmich.edu/webapps/login/. After the site loads, enter your CMU Global ID and password in the respective spaces provided. Click the "login" button to enter Blackboard and then the link to the appropriate course to enter the course's Blackboard shell. If you need assistance, contact the IT Helpdesk at 989-774-3662 / 800-950-1144 x. 3662. Self-guided student tutorial resources are also available at https://blackboard.cmich.edu/webapps/login/.

Instructor: Carol Mcginnis
Primary Phone Number: 989 774-3196
Secondary Phone Number: N/A
E-Mail Address: mcgin1ca@cmich.edu
Availability: Email: mcgin1ca@cmich.edu (Preferred) Telephone: (989) 774-3196 Office hours via Collaborate chats TBA and by appointment.

Academic Biography:
My academic background is in journalism and multimedia. I’ve earned a B.A. from CMU and a M.A. from Saginaw Valley State University. My professional experience includes positions in journalism, public relations and, of course, in education.

Presently, I am a member of CMU’s department of journalism where I have taught a variety of courses, including this one and others in public relations, writing, and digital journalism. I’ve also taught business communication courses for CMU’s College of Business.

II. TEXTBOOKS AND INSTRUCTIONAL MATERIALS

Order books from MBS at http://bookstore.mbsdirect.net/cmu.htm

Textbooks and Course Materials:

Title: M: Advertising (E-book Available)
Author: Arens
Edition: current
Publisher: McGraw-Hill
Required: Yes
III. COURSE DESCRIPTION
Organization of today's advertising industry; role of advertising in promotion; examination of types of advertising and media vehicles. This course may be offered in an online or hybrid format.

IV. COURSE GOALS AND OBJECTIVES
At the end of this course, students will be able to:

1. Explain how today’s advertising industry works
2. Identify types of advertising and current trends in advertising
3. Analyze advertising strategies
4. Evaluate media trends, strengths, and weaknesses
5. Explain the relationship between advertising and other types of marketing communication
6. Apply the principles of integrated marketing communications to advertising campaigns.

V. METHODOLOGY
This introductory survey course gives a broad overview of the field of advertising, including its economic, social, and historical roles. Using an integrated marketing communications perspective, the course examines the role of advertising in promotion, identifies types of advertising, explores the creative and strategic strengths of media, and discusses the role of advertising agencies.

You will be asked to do a variety of activities this semester. Some activities will involve interaction with classmates, such as "conversations" on our discussion board and via our Collaborate classroom. You also will work with your classmates on a group project. Other work will be completed on your own and includes listening to audio lectures, reading your textbook, taking quizzes and writing a research paper.

Specific criteria for each assignment will be available in the “assignments” area of Blackboard.

VI. COURSE OUTLINE/ASSIGNMENTS

<table>
<thead>
<tr>
<th>Pre-Class Assignment:</th>
<th>Week</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>Introductions, Getting Acquainted with</td>
<td>Syllabus</td>
<td>Syllabus Quiz;</td>
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<td>Blackboard; Getting Acquainted with Library</td>
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<td>Blackboard orientation;</td>
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<td></td>
<td></td>
<td>Resources</td>
<td></td>
<td>Introduction; System tests</td>
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<td></td>
<td></td>
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<td>and Collaborate setup</td>
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</tbody>
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Course Outline:
Introduction to advertising: Definitions, functions, effects, and evolution / history.

Chapters 1-2

Discussion Board 1; Research paper assigned. Group project assigned

Types of advertising, branding, the advertising industry

Chapter 3

Quiz 1; Collaborate chat

Understanding target audiences

Chapters 4-5

Discussion Board 2

Planning processes

Chapters 6-7, 15

Quiz 2; Collaborate chat

Creative processes

Chapter 8-10

Discussion board 3

Use of Media: print and electronic

Chapters 11-12

Quiz 3; Collaborate chat

Use of Media: digital, out-of-home

Chapters 13-14

Group project presentations via Collaborate chat

Advertising’s role in IMC

Chapters 16-17

Research paper due; Final Comprehensive Quiz.

VII. CRITERIA FOR EVALUATION

Evaluation Criteria:

Final grades

Your final grade will be based on a variety of activities (listed in the above schedule). Some activities will involve interaction with classmates, and some will be completed on your own. Specific criteria for each assignment will be available in the “assignments” area of Blackboard.

Quizzes (40 percent): Four quizzes, each worth 10 percent, will cover readings in the textbook and online lectures. The final quiz will be comprehensive. Quizzes will be taken on Blackboard in Weeks 2, 4, 6 and 8. Grades will be posted immediately.

Discussion Board (15 percent): Three discussion boards, each worth 5 percent of your final grade, will ask you to critically think about several aspects of advertising. You will be required to write a post (short article) and a comment about one of your classmate’s posts. Your posts will be due by 11:55 p.m. Thursday, and your comment will be due by 11:55 p.m. Sunday in Weeks 1, 3 and 5. Grades will be posted no later than the following Wednesday.

Collaborate chats (10 percent): Four Collaborate chats, each worth 2.5 percent of your final grade, will focus on textbook readings and lecture materials or group projects (see below). As much as possible, chats will be scheduled based on student preferences. Grades will be posted the next day after the chat.

Group project (10 percent): A group project focusing on analyzing ads for a particular brand will be due in Week 7 and will be presented via Collaborate. Grades will be posted no later than three days after the presentation.
Research paper (20 percent): An eight- to 10-page paper exploring an ethical issue in advertising will be due at the beginning of week 8. The paper will be submitted via SafeAssign on Blackboard. Grades will be posted within a week of the deadline.

Other activities (5 percent): You also will receive credit for several activities, including posting an introduction; taking a syllabus quiz; and evaluating your team members for the group project.

Grading Scale:

Assignment Evaluations

In general, written assignments will be evaluated on the basis of content, including meeting assignment requirements, and how well you express your thoughts (writing ability). Specific criteria for each assignment are available with the assignment on Blackboard.

Grading scale

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93.00-100</td>
<td>A</td>
</tr>
<tr>
<td>90.00-92.99</td>
<td>A-</td>
</tr>
<tr>
<td>87.00-89.99</td>
<td>B+</td>
</tr>
<tr>
<td>83.00-86.99</td>
<td>B</td>
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<tr>
<td>80.00-82.99</td>
<td>B-</td>
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<tr>
<td>77.00-79.99</td>
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<td>73.00-76.99</td>
<td>C</td>
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<td>70.00-72.99</td>
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<td>67.00-69.99</td>
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Late Assignments:
Deadlines/Make-up Work

Advertising is a profession of deadlines. Therefore, late assignments will not be accepted, and students will receive a zero for the assignment.

Make-ups and Rewrites:
See above.

VIII. EXPECTATIONS

Attendance and Participation:

Participation

Advertising is a business of ideas and of sharing ideas. Therefore, your participation in discussion boards, Collaborate chats, your group project, and other course activities is crucial. Your participation in these areas will have a large impact on your grade.

Students are expected to participate in discussion boards, etc. in an active, meaningful, and professional way. (See the Classroom Civility section below.)

Academic Integrity:

Because academic integrity is a cornerstone of the University's commitment to the principles of free inquiry, students are responsible for learning and upholding professional standards of research, writing, assessment, and ethics in their areas of study. Written or other work which students submit must be the product of their own efforts and must be consistent with appropriate standards of professional ethics. Academic dishonesty, which includes cheating, plagiarism and other forms of dishonest or unethical behavior, is prohibited. A breakdown of behaviors that constitute academic dishonesty is presented in the CMU Bulletin (https://bulletins.cmich.edu/).

Student Rights and Responsibilities:

Each member of the Central Michigan University community assumes an obligation regarding self conduct to act in a manner consistent with a respect for the rights of others and with the University's function as an educational institution. As guides for individual and group actions within this community, the University affirms the general principles of conduct described in the Code of Student Rights, Responsibilities and Disciplinary Procedures at https://www.cmich.edu/ess/studentaffairs/Pages/Code-of-Student-Rights.aspx.

IX. SUPPORT SERVICES AND OTHER REQUIREMENTS

Global Campus Library Services (GCLS)

CMU offers you a full suite of library services through its Global Campus Library Services (GCLS) department. Reference librarians will assist you in using research tools and locating information related to your research topic. The library's Documents on Demand office will help you obtain copies of the books and journal articles you need. Check out the GCLS website at http://gcls.cmich.edu for more information.

Reference librarian contact information:
1. By phone: (800) 544-1452.
2. By email: oclsrfl@cmich.edu
3. By online form: http://www.cmich.edu/library/gcls/Pages/Ask-a-Librarian-Request-Form.aspx

Documents on Demand office contact information:
1. By phone: (800) 274-3838
2. By email: docreq@cmich.edu
3. By fax: (877) 329-6257
4. By online form: http://www.cmich.edu/library/gcls/Pages/Documents-on-Demand.aspx

**Writing Center**

The CMU Writing Center is a free online service for all CMU students, providing help with grammar, citations, bibliographies, drafts, and editing of academic papers. Suggestions and feedback are typically provided within two business days. For additional information and to submit work, visit http://webs.cmich.edu/writingcenter/

**Mathematics Assistance Center**

The CMU Mathematics Assistance Center provides free tutoring in mathematics and statistics to students enrolled in select courses. Tutoring is available online and via telephone. To see what courses qualify and to register with the Math Assistance Center, visit http://global.cmich.edu/mathcenter/tutoring-request.aspx.

**ADA**

CMU provides individuals with disabilities reasonable accommodations to participate in educational programs, activities and services. Students with disabilities requiring accommodations to participate in class activities or meet course requirements should contact Susie Rood, Director of Student Disability Services at (800) 950-1144, extension 3018 or email her at sds@cmich.edu, at least 4 weeks prior to registering for class. Students may find additional ADA information and forms at https://www.cmich.edu/ess/studentaffairs/SDS/Pages/default.aspx

Note to faculty: CMU Administration will notify you if applicable; otherwise, the student will provide a "Notification Letter to the Instructor" outlining the accommodations the student is approved to receive.

**X. BIBLIOGRAPHY**


Center Information
Student & Enrollment Services for CMU Online Courses
(800) 688-4268 or (989) 774-1129 or cmuonline@cmich.edu

Drop & Withdrawal Policy for Online Courses
http://global.cmich.edu/courses/drop-withdraw.aspx

Academic Calendar and
Credit/No Credit Deadlines for Online Courses
https://www.cmich.edu/global/calendar/Pages/default.aspx

Office of Information Technology Help Desk
https://www.cmich.edu/office_provost/OIT/help/help_desk/Pages/default.aspx

Pre-Class Checklist for Online Courses
http://www.global.cmich.edu/cmuonline/checklist.aspx

Online Learning Resource Center
http://www.global.cmich.edu/cmuonline/about/

Certified Testing Center & Proctoring Information
https://www.cmich.edu/global/cmuonline/proctoring/Pages/default.aspx

Harassment and discrimination: You have a right to feel safe and supported while pursuing your degree at CMU. If any professor, student, or staff member makes you feel that you have been discriminated against, disrespected or stuck in a hostile environment, the Office of Civil Rights and Institutional Equity (OCRIE) is here to help: Bovee UC 306, (989) 774-3253. For resources and more information, please see https://www.cmich.edu/office_president/OCRIE/

Sexual misconduct policy: With the exception of the confidential resources named explicitly within the Sexual Misconduct Policy, all CMU staff and faculty are responsible employees and are required to report any information they know about possible sexual misconduct to the Title IX Coordinator in OCRIE at (989) 774-3253. This means that any information you may divulge about such an incident in the classroom or with a faculty member cannot be confidential. Reports to OCRIE are intended to provide options and resources to survivors. Please keep these reporting obligations in mind as you seek support from staff and faculty you trust, and know that there are also support centers on campus that will maintain confidentiality, which include Sexual Aggression Peer Advocates (989-774-2255) and the CMU Counseling Center (989-774-3381). For resources and more information, please see https://www.cmich.edu/office_president/OCRIE/