

BUS 451 – ADVERTISING  
SPRING 2014

INSTRUCTOR: Dr. Terry Scout  
OFFICE: Daly 105  
HOURS: MW 12:30-2:30 & by appointment  
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REQUIRED TEXT: Advertising: Concept and Copy by George Felton, 2013

**MISSION OF THE DEPARTMENT OF BUSINESS MANAGEMENT**

To provide students with the essential knowledge, managerial proficiencies, and ethical awareness needed to pursue successful careers in business, as well as to build a foundation for lifelong learning. Our students learn:

1. communication and interpersonal skills
2. analytic, technological, and quantitative skills
3. critical thinking and decision-making skills
4. global and cultural awareness

**COURSE GOAL**

The goal of this course is to provide a real-life view of advertising for students who want an introduction to the field. Therefore, students should learn the most effective way to present a sales message to a potential customer. Students with a strong interest in advertising should consider taking courses in psychology, sociology, art and English.

If I do my part well and you do your part well, then you should learn three things from this class. First, how to research the consumer. Second, how to research the product. Third, how to connect the consumer and the product. In other words, you'll create good advertising!

**COURSE OBJECTIVES**

The first objective is for you to understand subject matter knowledge in the following areas:

- Advertising planning and strategy
- The functions of various advertising media
- The principles of creating advertising in the various media

The second objective is for you to develop or increase your level of proficiency in the area of analysis and then decision-making as they relate to the production of a sales message.

The third objective is for you to develop an ethical perspective in relation to the use of the above knowledge and decisions.

The fourth objective is for you to increase your level of proficiency in the areas of communication, both oral and written, and human relations.

## **ASSESSMENT OF THE OBJECTIVES**

Successful accomplishment of the objectives will be assessed through thirteen (13) individual assignments and a group advertising campaign project.

## **HONOR CODE**

All written work is required to have the following pledge and be signed:

*"I pledge my word of honor that I have abided by the Washington College Honor Code while completing this assignment."*

## **GRADING**

Your grade will be determined by the grades received on 10 of the 13 individual assignments for a total of 50% of your grade. (In other words, your three lowest grades will be dropped.) Each assignment counts 5%. Details on each assignment can be found on Canvas.

The remaining 50% of your grade will be based on the campaign project. Details on the campaign project can be found on Canvas.

On-time class attendance and quality participation will be considered in grading.

## **HOW GRADED**

There is really no objective measure of what constitutes good advertising. Even if sales go up, that is merely correlation not causation. If an ad wins an award it still may not actually produce increased revenue. However, evaluation of advertising is not subjective either. There are principles that differentiate good advertising from not so good advertising.

The thirteen (13) individual assignments and the group advertising campaign project will be graded based upon my professional judgment. That judgment has been acquired through extensive education and many years of experience. Your work will not be graded in a capricious or arbitrary manner but it is a matter of professional judgment and not an objective standard. Your work will be evaluated in the same way that your boss at an ad agency would evaluate it.

However, my professional judgment will be supplemented by the consumer judgment of your peers, your fellow classmates. Some of the individual assignments will be presented in class. Your work will then be critiqued by the class. In some cases your work will be voted on by the class, either individually or in comparison to the work of other students. Obviously if your work is evaluated by your classmates as being superior, either individually or in relation to the work of another, then you are happy. If your work is not evaluated positively, then you may be hurt, embarrassed, and/or angry. I understand that and I do empathize with you. But that is life. If you

work for an ad agency, your agency will compete with other agencies for contracts. Only one contract will be awarded. It may not be to your agency. When applying for an advertising job, you will present your portfolio. Other applicants will present their portfolios as well. You may not get the job. The purpose of a public evaluation is not to belittle or to berate you. But you must know how your work impresses others. If you do not feel as if you have the ego strength to subject your work to such an evaluation, then you may want to consider taking a class other than this one. If so, I will do everything I can to facilitate that change.

## **CHOOSING MEMBERS FOR THE CAMPAIGN PROJECT**

You will receive a group grade for the project. The group grade for the project will be determined by my professional judgment augmented by your peers, your fellow classmates. After hearing all of the project presentations each student will have a finite number of points, 100, to distribute among the groups other than his or her own group based on how well they believe the campaign will get them to buy the product promoted.

A group will be approximately five persons. It is your responsibility to find other students who are willing to work with you. You have to ask other students to work with you or to be asked to join an already existing group. Business tells us, academics, over and over again that they value teamwork and I agree. That certainly has been my experience. Unfortunately, some of you do not play well with others, shall we say. One or two of you in here (I have no idea who you are) are what economists call “free riders.” You are a member of a group and receive the group grade but you do no or very little group work. The workers in the group do not like that, at all. Therefore, the members of the group will confidentially evaluate/judge/rate each other. Your individual grade for the group project will be adjusted positively or negatively by how your fellow group members rate your contribution to the group project.

Please indicate to me by 4:30 p.m. on **January 31** who is in your group. An email from one member listing all members of the group will suffice.

## **ATTENDANCE POLICY**

It is the responsibility of students at Washington College to attend promptly each class meeting scheduled in which they are enrolled. Students on probation must attend all classes without exception. Students are expected to inform their instructors promptly as a matter of courtesy of the reasons for any absence. **Excessive absences (MORE THAN FIVE) will result in a reduction of your final average for the course by one point for each absence over five.** In other words, if you are absent seven times and your course average is 87, that course average will be reduced by two points, from 87 to 85. An absence is an absence. An absence because of illness or a death in the family counts exactly the same as an absence because you decided to sleep late.

## **LEARNING DIFFERENCES**

Students who are in need of special accommodations because of a **documented** learning disability or physical disability must submit appropriate documentation to the Office of Academic Skills. Once approved, an accommodation plan will be developed.

It is the student's responsibility to share the accommodation plan with the instructor of the course **PRIOR** to the due date for the assignments.

## **CELL PHONES**

If your cell phone rings in class, don't answer it. Give it to me and I'll take the call. I'll let the caller know that you're busy right now and will call them back at your earliest convenience.

Barack Obama is not trying to contact you. You can be incommunicado for 50 minutes. Do not look at your text messages and definitely don't send someone a text message while class is in session.

No, you cannot bring your lap top to class to take notes. The temptation to surf the web and email is simply too great.

## **APPROPRIATE ATTIRE**

If you slept in it last night, don't wear it to class in the morning. If you can't get up in time to get dressed properly for class, don't bother coming to class. Obviously you need your sleep and staying in bed is more comfortable than trying to stay awake in a classroom desk chair.

**Your appearance is your calling card; it speaks before you open your mouth.**

I assume you would like to be a success in business. You would be surprised at the small number of corporate officers in Fortune 500 companies who wear baseball caps (and especially backwards) at work. Take off your cap and/or hoodie off your head. Run a comb through your hair. Take pride in your appearance. Respect yourself. If you don't, who will?

The "no caps in class" rule applies equally to men and women. I love gender equality. Don't you? So ladies if you're having a bad hair day, so sad, too bad.

Take a minute to look around the class. Whom would you hire or not hire to manage your business, invest your money, and/or work with you in a group? What do you think your classmates are thinking about you based on your appearance?

## **LASTLY**

**Lack of planning on your part does not constitute an emergency on my part.**