

C209--Introduction to Advertising and Integrated Marketing Communications
Spring, 2022--Section 9614

Class

MW 4:45-6pm
Morrison Hall 007

Instructor

Dr. Potter
rfpotter@iu.edu

Office Hours

[via Zoom](#)
M 11-1, Th 3-5

Graduate Student Associate Instructors

Kate Stewart
stewakat@iu.edu

Office hour: M 3-4, T 11:30-12:30
Location: [via Zoom](#)

Yanan Wu
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Office hour: Tuesdays 9am-10am
Location: [via Zoom](#)

Course Description

This introductory survey course examines principles of media advertising and applications across platforms and audiences. You will study the advertising industry structures and processes, including the roles of agencies, creative teams, media representatives, and buyers. Topics include the social and individual effects of advertising, ethical issues in advertising, and considerations for advertising in a global marketplace.

You will also be expected to read. A lot. The textbook we will use is one of the best at introducing you to important vocabulary, concepts, strategies, and industry insights. Having a firm understanding of all these things is vital if you are to succeed in later courses in the Media School's advertising concentration...and ultimately in an IMC career.

Learning Objectives

This course is designed to guide your growth in the ability to:

- Think creatively and critically about advertising and IMC and their effects on the consumer, culture, and society.
- Understand the roles and functions of advertisers, advertising agencies, the media, and the professionals who work in these industries.
- Be literate in the business and creative language and terminology of media, advertising, and IMC.
- Learn and apply the processes of creating effective advertising and IMC strategies and tactics.
- Understand how the results of advertising and IMC campaign are measured and evaluated—the importance of Return on Investment (ROI).
- Recognize, value, and practice ethical and socially responsible advertising and IMC.

Class Meetings

C209 has live in-person lectures Mondays and Wednesdays. Videos of the lectures will be made available (barring technical issues) after each class meeting via the Kaltura Media Gallery on the course Canvas page. These are for review and to assist those who are absent. Being in the classroom will help ensure you understand the materials fully.

But, if you are sick, stay home. If you have been told to quarantine or isolate, stay home.

The syllabus/point system is built to allow some flexibility in attendance for everyone without penalty. Please notice that each “unit” of the course is focused around an advertising principle presented in the textbook. These are color coded on the schedule below. If you miss more than two class meetings during any unit, please contact Dr. Potter prior to the exam for that unit. It may be possible to make up the points you missed.

Required Text

Morriarity, S., Mitchell, N., Wood, C., and Wells, W. *Advertising & IMC – Principles and Practice*. 11th edition. Pearson Education, Inc.

As noted in the Schedule of Classes, this course uses IU eTexts. Your copy of the text is available through your Canvas class page. In the menu at the left of the Canvas page, click on “Unizin Engage (IU eTexts)” to open the Engage reading platform.

In the top right corner of the Engage homepage, click on your initials/photo, then Click on the Help link. Click on “Students” to access quick overviews of how to navigate the platform and all the general studying/learning features – reading, note-taking, highlighting, questioning, printing, bookmarking, searching, and collaborating.

Also, on the Engage homepage you should see the book covers for all the IU etexts your different courses are using this semester. Click on the one for *Media Today* to get started in this course.

Engage works best with Firefox or Chrome.

Mask Requirement

Masks are mandated to be properly worn by those indoors on the IU campus. If you forget your mask you will be asked to go get one (there are plenty in dispensers around campus). You can remove your mask *briefly* to take sips and snacks. But if you forget to put it back on—or if it slips below your nose—Dr. Potter or the AI will remind you.

The policy in this course is that repeatedly needing to be asked to wear your mask properly is disruptive to the learning process.

Student Support & Cultural Awareness Centers

[African American Arts Institute](#). The institute preserves and promotes African American culture through performance, education, creative activity, research, and outreach.

[Asian Cultural Center](#). This center promotes awareness and understanding of Asian and Asian American cultures, histories, and issues through institutional resources, educational support, and community outreach.

[IU Counseling and Psychological Services-CAPS](#). Take care of your mental health here. Services for those who speak English, Mandarin, Spanish, and Hindi/Urdu.

[Office of Disability Services for Students](#). This office is dedicated to ensuring that students with disabilities have the tools, support services, and resources that allow equal access and reasonable accommodations to be successful at Indiana University Bloomington. This website is where you start if you need in-class accommodations for academic activities.

[First Nations Educational and Cultural Center](#). This center's mission is to build a Native community within the university, enhance the recognition and reputation of these communities, and provide educational opportunities that further awareness of the First Nations people.

[La Casa Latino Cultural Center](#). This center promotes academic excellence, personal and professional growth, and greater historical, political, and cultural awareness of the Latino community through educational and social programs.

[LGBTQ+ Culture Center](#). The center serves as a resource and information center for the IU LGBTQ+ community and people who want to better understand LGBTQ+ issues and concerns.

[Neal Marshall Black Cultural Center](#). The center connects IU to Black culture, promotes public awareness of the Black experience, and celebrates students' academic and leadership achievements.

[Student Health Services](#). The place on campus for all your health care needs.

[Center for Veterans and Military Students](#). The center helps veterans and military-connected students make the transition from the military to IU and provides support and resources during their time on campus.

Religious Holidays

According to IU policy, accommodations will be made if you need to miss class for observance of a religious holiday. [Find out details here](#).

Academic Misconduct

Academic misconduct includes, but is not limited to, the following:

Cheating-using or attempting to use unauthorized materials, information, or study aids in any academic exercise. This includes purchased notes or materials.

Plagiarism-representing the words, ideas, or data of another as one's own in any academic exercise. [How to Recognize Plagiarism](#)

Fabrication-unauthorized falsification or invention of any information or citation in an academic exercise.

Aiding or abetting academic dishonesty-intentionally or knowingly helping or attempting to help another student commit an act of academic dishonesty.

Academic Misconduct will not be tolerated in this class. If misconduct is suspected, Dr. Potter is required to meet with you to discuss it. A summary of the incident, our discussion, any evidence, and a description of the sanction will be sent to the [Office of Student Conduct](#). Consequences may include a grade reduction on your assignment and/or your course grade. You have the right to appeal this sanction and the Office of Student Conduct will inform you of that process.

Sexual Misconduct and Title IX

As your instructor, one of Dr. Potter's responsibilities is to create a positive learning environment for all students. Title IX and IU's Sexual Misconduct Policy prohibit sexual misconduct in any form, including sexual harassment, sexual assault, stalking, and dating and domestic violence. If you have experienced sexual misconduct, or know someone who has, the University can help.

If you are seeking help and would like to speak to someone confidentially, you can make an appointment with:

The Sexual Assault Crisis Services (SACS) at (812) 855-8900
(counseling services)

Confidential Victim Advocates (CVA) at (812) 856-2469
(advocacy & advice services)

IU Health Center at (812) 855-4011
(health & medical services)

It is also important that you know that Title IX and University policy require Dr. Potter and the AIs to share any information brought to his attention about potential sexual misconduct, with the campus Deputy Title IX Coordinator or IU's Title IX Coordinator. In that event, those individuals will work to ensure that appropriate measures are taken and resources are made available.

Protecting student privacy is of utmost concern, and information will only be shared with those that need to know to ensure the University can respond and assist.

You are encouraged to visit stopsexualviolence.iu.edu to learn more.

Course Tasks

Textbook Reading Quizzes:

Every assigned reading from the textbook will have an accompanying reading quiz available in Canvas. The moment you begin a quiz you will have only 20 minutes to complete it. Each quiz is worth 10 points.

Reading quizzes must be completed before the lecture on the day they are assigned.

These are the topics that will make up a significant portion of your exams.

[240 points available]

Reboots:

These will be done in class and on Canvas (bring a device with you that allows you to access Canvas). A Reboot is worth 7 points and is made up primarily of fill-in-the-blank vocabulary questions. Generally, at least 3 of these will be from textbook reading assigned for that class meeting. As the semester progresses, though, the Reboot will require recall of vocabulary and concepts from previous chapters. Plus, there may occasionally a 2-3 point question that requires a more open-ended response.

You may not receive credit for reboots if you are not physically in class.

[168 points available]

WakeUP!s:

There is only so much time that the human brain/body can spend listening to a professor lecturing. That's why, *sometime* during the course of each lecture you will be asked to pause and respond to an advertising/IMC question or issue. If you grit out the lecture to that point, and respond to the WakeUP!, you will receive up to 3 points.

You may not receive credit for WakeUP!s if you are not physically in class.

[72 points available]

Industry News Analyses:

You will be provided with recent articles from industry trade magazines, along with a set of comprehension questions to answer on Canvas. Details from the comprehension questions will also be testable content for the unit exams.

Each News Analysis is worth up to 10 points. [60 points available]

Exams:

There are four, 100-point exams. They are not cumulative, but ask you about issues dealt with in that particular unit. For each exam, 50 points are available from multiple-choice/true false questions given via Canvas. 50 points are available from an essay exam response that you will submit via Canvas based on a question I give you.

[400 points available]

Advertising Case Studies:

You will write two papers exploring an advertising/IMC issue in depth. Each will be worth 100 points.

[200 points available]

Grades

Final grades are point-based. Do not rely on CANVAS to tell you what your grade is/will be.

Instead, add up points received on each thing you do in class and compare that total to what's required to earn the grade you want listed on the table below.

There are 1140 points available through all the course tasks. Because life happens, you are allowed to miss up to 4 classes (and therefore 4 Reboots) without penalty...in other words, the letter grades are based on 1100.

Remember, *if you are sick, stay home.*

But, remember that if you miss more than two class meetings during any unit, please contact Dr. Potter prior to the exam for that unit. It may be possible to make up the points you missed.

Grade wanted Points needed (minimum)

Total points Available	1100
A+	1067
A	1023
A-	990
B+	957
B	913
B-	880
C+	847
C	803
C-	770
D+	737
D	693
D-	660

C209--Advertising and Integrated Marketing Communications

Tentative Course Schedule

Day & Date	Lecture Topic	Readings
M Jan. 10	Welcome to Class!	--
Principle 1	All Communications. One Voice	--
W Jan. 12	The Marketing Foundation	pg. 2-14
M Jan. 17	Dr. Martin Luther King Day	
W Jan. 19	What is IMC Industry News Analysis 1 (due Friday @ 11:59pm)	pg. 14-29
M Jan. 24	The Practice of Advertising Its Evolution to Today	pg. 32-47
W Jan. 26	Advertising Today	pg. 47-62
M Jan. 31	Social Impact of IMC	pg. 538-569
W Feb. 2	Exam 1	
Principle 2	Be True to Thy Brand— and Thy Consumer	
M Feb. 7	A model of brand communication Industry News Analysis 2 (due Friday @ 11:59pm)	pg. 120-131
W Feb. 9	The FACETS Model	pg. 131-152
M Feb. 14	Consumer Research, Who Needs It? Brands do!	pg. 155-169
W Feb. 16	Research Methods and Data Strategic Research Case Study 1 Due Friday at 5pm	pg. 170-181
M Feb. 21	What influences consumer decisions Industry News Analysis 3 (due Friday @ 11:59pm)	pg. 184-196
W Feb. 23	Segmenting and Targeting	pg. 196-212
M Feb. 28	Strategic Brand & Account Planning	pg. 215-242
W Mar. 2	Exam 2	--

Principle 3	Great Creative Communicates a Truth about a Brand	
M Mar. 7	The Role of Creativity in IMC	pg. 246-261
W Mar. 9	Elements of the Creative Brief	pg. 261-276
SPRING	BREAK	
M Mar. 21	Writing for Brands Industry News Analysis 4 (due Friday @ 11:59pm)	pg. 279-292
W Mar. 23	Communicating your Brand Visually	pg. 312-329
Principle 4	A Media Revolution	
M Mar. 28	Media Basics	pg. 344-359
W Mar. 30	Media Strategy: More Challenging than Ever	pg. 359-368
M Apr. 4	Traditional Paid Media Industry News Analysis 5 (due Friday @ 11:59pm)	pg. 371-391
W Apr. 6	Out of Home & Online Media	pg. 391-404
M Apr. 11	Exam 3	
W Apr. 13	Media Planning Basics	pg. 438-462
M Apr. 18	Intro to Media Metrics Industry News Analysis 6 (due Friday @ 11:59pm)	pg. 463-468
W Apr. 20	Owned & Interactive Media	pg. 408-426
M Apr. 25	Earned Media	pg. 427-435
W Apr. 27	Exam 4	
M May 2	Case Study 2 Due by 7:59pm	