

T340—Electronic Media Advertising
Summer Session, 2014

Professor

Dr. Robert F. Potter
rfpotter@indiana.edu
812-856-2546 (leave message)
Office hours by appointment

Class Meetings

Daily from 3:45-5pm
Auditorium A151

Course Description

In this course you will be presented with the general principles of media advertising and explore how they are applied across many different platforms (television, radio, email, social networks, etc.) and target audiences (national network, national spot, national syndication, viral, local, etc.). We will discuss the structure of the advertising industry and participants in the advertising process, including the roles of agencies, creative teams, station representatives, and media time buyers. Other topics include the social and individual effects of advertising, ethical issues in advertising, and considerations for advertising in a global marketplace.

Required Text

Advertising
Arens, Schaefer, & Weigold
McGraw-Hill Irwin, 2012

***** Do NOT buy a copy from a bookstore or online bookseller. You have already paid a course fee that will provide you with an electronic copy of this textbook via Oncourse.**

Other required readings may be placed on electronic reserve. I will let you know when they are available and how to access them.

Requirements Met By T340

This is a course in the Telecommunications Industry and Management area of emphasis.

OTHER IMPORTANT ADMINISTRATIVE INFORMATION

Use of Technology in the Classroom

Many of you will bring laptop computers to class. And, of course, we all have cell phones...many of which can be used to access web content. If you use these technologies to advance class discussion (i.e., find an example of what we are talking about on YouTube, support an argument you are making with an article on a trade website, etc.), I think that is great!

Of course, using laptop computers to take notes on during class is appropriate as well. However, there are uses of technology which will compete with what we are trying to accomplish in the classroom. For example, I can't think of ANY reason for you to need to send a text message while you are in class. Don't do it. I may call you out and tell you to stop.

It's also hard to argue that looking at Facebook or setting your fantasy sports team roster helps you make sense of the topics we are covering in class. Don't do that, either

Course Lectures and Note-Taking

I will not be posting my lecture notes online. You should come to class, actively listen to lectures, and take good notes. Doing so will help to make sure you REALLY understand what is being said in lecture. If you don't understand something...ASK! Note-taking is a skill that requires practice but really does pay off in deeper learning.

I will be posting audio recordings of all course meetings on Oncourse. So, if you want to review your notes, miss a class, or want to listen to something again, there will be an opportunity.

Disabilities

To request disability accommodations, please contact IU Disabilities Services (855-3508) or visit their Website at <http://studentaffairs.iub.edu/dss/> for more information.

Academic Misconduct

All acts of dishonesty in any academic work constitute academic misconduct. This includes, but is not necessarily limited to, the following:

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

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

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. I assume you are aware of your responsibilities. If I am suspicious of any misconduct I will meet with you to discuss it. I will forward a summary of the incident and our discussion, any evidence I may have, and a description of the sanction to the [Office of Student Ethics](#). Consequences may include a grade deduction on your assignment and/or your course grade. You have the right to appeal this sanction and the Office of Student Ethics will inform you of that process.

Religious Holidays

According to IU policy, I will make accommodations if you need to miss class for observance of a religious holiday. However, there are some things that you **MUST** do in order for these accommodations to be made. Find what to do by clicking the "Forms" link on this page: <http://www.indiana.edu/~vpfaa> .

Grading Scale

I will use the following scale to guide the assignment of final grades:

A+ 97%	A 93%	A- 90%
B+ 87%	B 83%	B- 80%
C+ 77%	C 73%	C- 70%
D+ 67%	D 63%	D- 60%

Course Requirements

Reading Quizzes (10% of your final grade):

Every assigned chapter will have an accompanying reading quiz available through the Tests & Surveys Tab of the course Oncourse page. The moment you begin a quiz you will have only 30 minutes to complete it.

Each quiz "closes" 30 minutes prior to the first lecture on the associated readings. A missed quiz constitutes a "0."

There are 14 quizzes. The average of your top 10 reading quizzes will count toward 10% of your final grade.

You are encouraged to keep up on the readings as the semester goes along and make sure you understand what is covered in the reading quizzes—these are the topics that will make up a large portion of your exams.

Unit Exams (15% each, total of 30% your final grade):

There will be two unit exams. Each will consist of 50 points of objective questions (multiple choice, true or false, etc.) and 50 points worth of short answer/essay questions. Each exam will take two course periods. The objective portion will be conducted in AD151 using scantron forms. The short answer/essay portion will be conducted in designated computer labs on campus to allow you to use a keyboard to answer the questions.

Exams will be given in class on the dates scheduled. Alternate days and/or times for taking the tests will be made in the case of documented family/personal emergency or documented personal illness. However, tests taken on alternative days for this reason will be entirely essay exams and, as indicated by Disability Services for Students (DSS), or for absences required for documented IU-sponsored activities (i.e., athletics, performing arts, etc.).

If you are entitled to accommodations via DSS, it is YOUR responsibility to contact me at least one week prior to *each* scheduled exam date in order for me to make arrangements. Do not expect to show up the day of the exam and have me find a separate room for you.

Extra points on exams:

Your readings will contain a lot of valuable information about the media industry. And, in order to encourage you to read them, to *think* about them, and try to *apply what you read* to other things you know or encounter, "top up" points will be awarded on your exams for blog entries that you post on Oncourse-blogs. You can earn one (1) point for each assigned textbook

chapter if you post a blog entry that applies or substantially comments on WHAT WAS ADDRESSED IN THAT CHAPTER and provides a link to an outside resource on the topic. These resources can be articles from industry trade magazine websites such as [Broadcasting & Cable](#), [The Hollywood Reporter](#), [Advertising Age](#), [New York Times—Media](#), [MediaPost](#), [Synopsis Media](#), [Billboard Business](#), [Gamespot-News](#), etc.

You must complete your blog entries by 11:59pm Saturday of each week in order to receive credit. You will not receive credit for late blogs. The blog can be made private (just between you and the professor) if you wish. See Dr. Potter to make arrangements for this.

Cumulative Final Exam (25% of your final grade):

This Scantron exam will follow the same format as the Unit Exams and provide an assessment of how well you learned and retained the course content. It will be given during normal class time on August 1. Alternate days and/or times for taking a unit exam the final will be made in the case of documented emergency, personal illness, or for absences required for documented IU-sponsored activities (i.e., athletics, performing arts, etc.). **However, the exams given on alternate days/times will likely be ESSAY EXAMS and graded by the professor.**

Daily Reboot (5% of your final grade):

You must bring an 8 ½ x 11 sheet of paper, and a writing utensil, to class each day in order to complete the daily reboot. These will consist of you answering a question about the topic of *the previous* class meeting. Reboots will always happen in the first five minutes of class. If you are in class, though, you may as well put your name on the daily reboot sheet.

Individual reboots will be graded in the following way:

- 1—Name only (attendance point)
- 2—Answer given that is off the mark
- 3—Correct answer given (most will receive this score)
- 4—Outstanding answer (only 10% of students will receive this score)

Average scores for the semester reboots will be scored like this:

>3.25	=	100%
3-3.25	=	95%
2.8 - 3.0	=	90%
2.5 - 2.75	=	80%
2.0 - 2.45	=	70%
< 2.0	=	0

You may miss up to three of reboots (“skip class” or be late) without penalty.

Term Paper (25% of your final grade):

You will write a formal paper about an issue in the advertising industry. I will provide a list of possible topics on the second day of class. However, you may also choose a topic of your own *if* you get it approved by me prior to Monday July 7th. On that date all students must submit, in writing and in class, the thesis topic of their term paper. Topics may not change after that date.

Media Research Experience (5%):

One of the ways that more is learned about the impact of media is through careful research on how people process it. A lot of that research is conducted right here at IU. Part of your grade in this course will require you to have experience in the research process. Occasionally, graduate students or other professors will come into class and ask for volunteers. Do this once, and you've fulfilled this requirement for this class.

You may not use an experiment that you participate in for another class to fulfill this requirement for T340.

Other ways to fulfill this requirement include attending a research lecture somewhere on campus and writing a 2-page (non-graded) paper discussing what you learned or reading a published research article from an academic journal (*Journal of Communication, Journal of Broadcasting & Electronic Media, Communication Research, Journal of Advertising, Journal of Consumer Research, Journal of Advertising Research, Media Psychology*, etc.) and writing a 2-page summary. If you choose either of these options, the lecture or the article must be pre-approved by the instructor.

Extra Credit:

You may then complete one more research experiences as extra credit. You will receive 5% worth of extra credit on your lowest exam score. Again, the article/lecture summary option is available as an alternative for this extra credit option.

T340—Electronic Media Advertising
Tentative Course Schedule

Date	Class Topics Activities	Assigned Readings (Reading Quiz)
Monday June 23	Hello Course Overview Who am I? Who are you?	---
Tuesday June 24	Courseload Term Paper Assignment	---
Wednesday June 25	An Overview of Advertising	Chapter 1
Thursday June 26	Advertising Impact: Economic, Social, Ethical, & Legal	Chapter 2
Friday June 27	The Process and the Players	Chapter 3
Monday June 30	Segmenting, Targeting, & the Marketing Mix	Chapter 4
Tuesday July 1	Consumer Behavior	Chapter 5
Wednesday July 2	Consumer Behavior	Chapter 5 (no quiz)
Thursday July 3	Developmental Research	Chapter 6
Friday July 4	No Class Independence Day	---

Monday July 7	Copy & Academic Research Term paper topics due	Reserve Article (no quiz)
Tuesday July 8	Unit 1 Exam Multiple Choice	---
Wednesday July 9	Unit 1 Exam Essay	---
Thursday July 10	The Advertising Plan	Chapter 7
Friday July 11	Advertising Creative Strategies	Chapter 8
Monday July 14	MIDTERM BREAK	---
Tuesday July 15	MIDTERM BREAK	---
Wednesday July 16	Advertising Creative Strategies	Chapter 8 (no quiz)
Thursday July 17	Advertising Creative Process	Reserve
Friday July 18	Creative Execution Production--Strategies & Processes	Chapter 9 & 10 (one quiz)
Monday July 21	Unit 2 Exam Multiple Choice	--
Tuesday July 22	Unit 2 Exam Essay	--
Wednesday July 23	Media Planning	Chapter 15

Thursday July 24	Media Planning	Chapter 15 (No quiz)
Friday July 25	TV advertising Term paper draft due by 5pm	Chapter 12
Monday July 28	TV advertising	Chapter 12 (no quiz)
Tuesday July 29	Radio advertising	Chapter 12 (no quiz)
Wednesday July 30	Digital Advertising Course Evaluations	Chapter 13
Thursday July 31	Final Exam Multiple Choice	--
Friday August 1	Final Exam Essay Term paper final submission by 5pm	---