

ADV 305 (Unique #05040)
Fundamentals of Advertising
Fall 2005

Instructor: Harsha Gangadharbatla

Office: CMA 7.154E

Class Meetings: MWF 2:00 – 2:50
in CMA A 2.320

Office Hours: M & W 12:30 – 2:00 or by
appointment

Email: harsha@mail.utexas.edu
(Please include 'ADV305' in the subject for
faster response)

Office Phone: (512) 471 8602

Course Website: <http://courses.utexas.edu>

Textbook: Arens, W.F. Contemporary Advertising (10th ed.). New York,
NY:McGraw-Hill/Irwin

Please read this syllabus carefully and ask questions about any item that is not clear to you. This syllabus is a contract between us that defines our mutual expectations and responsibilities as students and instructor. The instructor reserves the right to make any changes to this syllabus deemed necessary as the semester progresses. However, any such changes will be communicated to students through all formal class-related mechanisms, such as class meetings and the course Blackboard site.

Course Description: ADV 305 is designed as a comprehensive introduction for non-advertising majors to the principles and practices of advertising. The class explores the social, economic, ethical and legal issues of advertising, historical influences, advertising strategies, advertising research, integrated marketing communications, creative aspects, and media decision processes including new and interactive media. The class provides an understanding of how communications tools can be used in an attempt to reach target audience and increase consumer knowledge.

FOR AD MAJORS: This class can be counted only as a general elective for advertising majors. It cannot be counted as an advertising elective or in place of ADV 318J

Course Method: Material will be provided in the form of class lectures, guest lectures, examples used in class such as video tapes, print ads, audio tapes, in-class assignments, and handouts. Lectures are meant to help you better understand the major themes encountered in the text. The class will provide a conducive atmosphere for individuals to generate ideas and concepts as well as challenge existing ones. Due to the large size of the class, we will utilize the Q-box method to address all questions and concerns.

Q-Box: The instructor will bring along a cardboard box to every class meeting to collect additional questions and concerns of students. You are encouraged to write all your questions, suggestions and concerns on a piece of paper along with your email address, and drop it in the Q-box for the instructor to respond. However, please keep in mind that the best time to clear your doubts and concerns is right when they enter your mind. So, please do not hesitate to ask questions during the lectures.

Student Responsibilities:

- You are responsible for all material including class lectures, guest lectures, examples used in class such as video tapes, print ads, audio tapes, and handouts. You will be tested on all class material and assigned readings in the exams
- You should take your own notes during lectures. Classmates' notes do not replace your own listening, thinking and note-taking. However, if you are absent, it is your responsibility to get notes from a classmate. Please do not ask the instructor to provide notes for missed classes
- Finally, you should develop an awareness of the trends and issues concerning advertising through the weekly reading of Advertising Age (<http://www.adage.com/>) and AdWeek (<http://www.adweek.com/>). You should also be aware of current advertising methods and practices by observing and critically evaluating advertisements as they appear in the media you use everyday

Grading:

There will be four exams during the course of the semester and an optional (but comprehensive) final. Examinations test conceptual understanding of lectures and the text. To do well on the exams—study your lecture notes and assigned readings. Remember, you are responsible for all material specified for each exam. Exams consist of 50 multiple choice and true/false questions.

NO MAKE-UP EXAMS. If you miss an exam for any reason you must take the optional final. And all concerns/questions about a grade must be discussed within one week after the grade is posted/returned.

Course Evaluation:

Your letter grade will be determined at the end of the semester by your relative performance on the exams. There will be four exams during the semester and the optional final will replace your lowest exam score. Remember, if you miss an exam for any reason you will be required to take the final.

Exam I – 25%
Exam II – 25%
Exam III – 25%
Exam IV – 25%
100%

Optional & Comprehensive Final – 25%

Grades will be posted on (and communicated via) Blackboard following each exam. Please update your email on UT system to receive emails from the instructor through Blackboard.

Participant Pool studies (extra credit up to 2 points):

Students are encouraged to participate in the kinds of events and research that are critical to our department's mission. During the course of the semester, you will be presented with extra credit opportunities in the form of Department of Advertising Participant Pool research studies. Each study in which you take part will count for one point toward your final grade with a maximum of two points for each student. These opportunities will be posted on the Advertising Participant Pool website

(http://adresearch.advertising.utexas.edu/Participant_Pool/) where you can sign up for upcoming studies. You should regularly check this site for opportunities to participate, as they will occur throughout the semester and are not guaranteed for any specific duration (so don't wait till the last minute!). They are first come, first serve, and after you participate, your course instructor will receive a written notice from the researchers about your extra credit.

Policy on Scholastic Dishonesty

The university defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. For more information on scholastic dishonesty, please visit the Student Judicial Services Web site at <http://www.utexas.edu/depts/dos/sjs>.

Students with Disabilities

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471 6259, 4714641 TTY.

Course Schedule*

Week 1

Wed, Aug 31
Fri, Sep 2

Introduction to the class
Advertising and the Communication Process

Week 2

Mon, Sep 5
Wed, Sep 7
Fri, Sep 9

Labor Day Holiday
Marketing and Types of Markets
The Evolution of Advertising

Week 3

Mon, Sep 12
Wed, Sep 14
Fri, Sep 16

Participant Pool
Economic, Social and Regulatory aspects of Advertising
Economic, Social and Regulatory aspects of Advertising

Week 4

Mon, Sep 19
Wed, Sep 21
Fri, Sep 23

The Advertising Industry
Exam I Review
Exam I

Week 5

Mon, Sep 26
Wed, Sep 28
Fri, Sep 30

Consumer Behavior
Segmentation and the 4Ps of Marketing
Advertising Research

Week 6

Mon, Oct 3
Wed, Oct 5
Fri, Oct 7

Guest Lecture (Branding)
Marketing and Advertising Planning
TBA

Week 7

Mon, Oct 10
Wed, Oct 12
Fri, Oct 14

Media Strategies
Media Strategies
Exam II Review

Week 8

Mon, Oct 17
Wed, Oct 19
Fri, Oct 21

Exam II
Public Relations, Sponsorship and Corporate Advertising
Direct Marketing, Personal Selling and Sales Promotion

Week 9

Mon, Oct 24
Wed, Oct 26
Fri, Oct 28

Guest Lecture (Sports Marketing)
Creative Strategy and Creative Process
Creative Execution

Week 10

Mon, Oct 31
Wed, Nov 2
Fri, Nov 4

Guest Lecture (Creative)
Creative Execution and Ad Production
Participant Pool

Week 11

Mon, Nov 7
Wed, Nov 9
Fri, Nov 11

Ad Production
Exam III Review
Exam III

Week 12

Mon, Nov 14
Wed, Nov 16
Fri, Nov 18

Print Media
Print Media
Television and Radio

Week 13

Mon, Nov 21
Wed, Nov 23
Fri, Nov 25

Television and Radio
Participant Pool
Happy Thanksgiving! No Class!

Week 14

Mon, Nov 28
Wed, Nov 30
Fri, Dec 2

Interactive Media & New Technologies
Guest Lecture (Interactive Media)
Outdoor and Supplementary Media

Week 15

Mon, Dec 5
Wed, Dec 7
Fri, Dec 9

Buzz Marketing
Exam IV Review
Exam IV

Dec 19 2-5pm (Tentative) Final Exam (Optional and Comprehensive)

All Final Exams are set by the Registrar, who will post the time, date, and location on your blackboard site approximately three weeks before the end of the semester.

All conflict requests for Final Exams must be made through the Registrar

***Note: This is a tentative course schedule subject to change at the discretion of the instructor.**

Good Luck!