About the course.

3 credits. Survey of the economics, psychology, philosophy and history of advertising, with particular reference to research bases, copy, layout, media planning, production and testing of advertisements.

**Class Meetings:** 9:45 a.m. – 11:15 a.m. Mon. – Fri. in 143 Carroll Hall

**Instructor:** Joe Bob Hester, Ph.D., Assistant Professor

**Office:** 233 Carroll Hall

**Phone:** 843-8290

**E-mail:** joe.bob.hester@unc.edu

**Office hours:** 11:15 a.m. – noon Monday through Thursday or by appointment. These hours are made available to provide you with time outside of the classroom for discussion of matters related to course work, as well as for academic and/or career advising.

Resources and Materials

Reading materials and resources are available online at: [http://www.unc.edu/courses/2006ss2/jomc/170/001/](http://www.unc.edu/courses/2006ss2/jomc/170/001/).

Check your email messages on a regular basis (daily is best!). I will use email to send important messages and online readings for the class.

Course Objectives

The purpose of this course is to introduce advertising majors and non-majors to advertising. The course is designed to provide fundamental insights into methods, policies, problems and opportunities of advertising. For students majoring in advertising, this course offers the opportunity to acquire a strong, basic framework from which to excel in the more advanced advertising courses. For the non-major, this course provides an understanding of how persuasive communication tools are used in the marketplace. By the end of the semester you should understand the nature, role and environment of advertising, the creative and media processes used in the field, and the variety of career opportunities in advertising and related fields. The objectives of this course are for you to:

1. understand the process of promotion as persuasive communication facilitating transactions between buyers and sellers;

2. be knowledgeable of the language, history, current events, industry structure, regulation, and social and economic effects of advertising;
3. learn a systematic approach for the development of advertising messages and campaigns;

4. learn how advertising relates to marketing and to other forms of marketing communications such as promotions and public relations; and

5. develop an appreciation of the responsibilities associated with the persuasive function of advertising.

This course will introduce you to advertising and give you a limited amount of practical experience, but it will not make you the complete advertising person. By the end of the course you should be able to intelligently discuss advertising with professionals and you should be able to direct yourself to any one of many interesting specialties in the field.

Course Format

This course is a combination of reading assignments, lectures, in-class and homework exercises, exams, and a book summary/review.

- Reading assignments come from handouts and the Internet. All reading assignments should be completed prior to attending class.
- Class lectures are used to explore the concepts introduced in the readings, as well as introduce additional concepts.
- A number of in-class and homework exercises are used to help you understand and apply the material you learn from your readings.
- There are three major exams in this course. Exams are cumulative. Exams include multiple choice, true/false and short-answer questions.
- The Book Summary/Review is used to share an important advertising book with the entire class.

Contributions to your final score* are as follows.

- Homework = 15%
- Book Summary/Review = 20%
- Exam 1 = 15%
- Exam 2 = 20%
- Exam 3 = 30%

*Graduate students have additional requirements to fulfill and should consult with the instructor.

The course requires that you use the Internet to complete various readings and assignments. You are also required to have and use a personal e-mail account. You should check your e-mail account regularly.
Course Requirements & Grading

There are no extra credit projects available this semester.

Grades are assigned based on the percentage of total points earned. Grade requirements are as follows:

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<thead>
<tr>
<th>Grade</th>
<th>Minimum Percentage Required</th>
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<tbody>
<tr>
<td>A</td>
<td>93</td>
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<tr>
<td>A-</td>
<td>90</td>
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<tr>
<td>B+</td>
<td>87</td>
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<td>B</td>
<td>83</td>
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<td>B-</td>
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<td>C+</td>
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<td>C-</td>
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<tr>
<td>D+</td>
<td>67</td>
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<tr>
<td>D</td>
<td>60</td>
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<tr>
<td>F</td>
<td>(This grade is reserved for those students accumulating fewer than 60% of points.)</td>
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Accuracy & Deadlines

The importance of accuracy in the advertising field cannot be overstated. A mistake in fact in an advertisement could lead to serious legal problems for the client and agency. Spelling errors, typographical errors, and poor grammar are often indications of sloppy work. There is no place in advertising for mistakes in fact or sloppy work; therefore, a severe penalty for such errors may be imposed. Always proofread and double-check your work.

Deadlines are also a fact of life in advertising. Procrastination is not an acceptable excuse for missing a deadline, and your instructor will not answer any questions about a project within 24 hours of its original due date.

Projects and assignments are due at the beginning of the class period indicated and will not be accepted after that due date. The only exceptions are when written documentation of personal illness or death in the immediate family is provided. In these two instances the project/assignment is due during the next regularly scheduled class period. In all other instances late projects and assignments will receive a grade of zero.

Participation & Attendance Policies

Students are expected to actively participate in class discussions by sharing observations, insights and questions with the instructor and members of the class. Discussion will allow each student to benefit from all the other students' insights and to work toward a final
interpretation or understanding that may differ from the one he or she reached individually. This requires that assigned readings and/or homework exercises be completed prior to arrival to class.

Students are responsible for regular and punctual class attendance and should be in their seats before the start of class. Students arriving more than 10 minutes late for class will be counted absent. The instructor assumes that you will make every effort to attend class. Students are responsible for material missed regardless of the reason for the absence.

All absences should be documented with some physical evidence of the reason for the absence. This documentation should be presented in writing (e-mail is not acceptable) to the instructor prior to the absence when possible, but is due no later than the next class period attended by the student. An excuse is given primarily for absence due to
- death in the immediate family,
- illness (only with a doctor’s note),
- participation in school sponsored activities (with prior notification), or
- observance of a religious holy day (with proper prior notification).

There is no opportunity to make up in-class assignments or quizzes. In those rare instances where a student misses an exam due to an excused absence, a make-up exam will be given during the regularly scheduled final exam period.

**Honor Code, Academic Integrity & Counseling**

All work in this course should be completed in full observance of the UNC Honor Code (http://honor.unc.edu/). Plagiarism and other forms of academic dishonesty will not be tolerated in this course, and disciplinary actions will be enforced in any instance of academic dishonesty including, but not limited to, cheating, plagiarism, collusion or the abuse of materials. If you have a question about academic dishonesty, it is better to ask than to risk the consequences.

It is also the responsibility of the student to make the instructor aware of any problem that may affect the student's successful completion of the course. Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact the instructor as soon as possible so that the necessary accommodations may be made.

**Important Dates**

The instructor reserves the right to add to or modify class requirements, schedules, and/or materials. Any changes will be announced in class and via e-mail as well as being posted to the course Web site.

- Thurs., June 29 - Exam 1
- Fri., June 30 - Out-of-Class assignment
- Fri., July 14 - Exam 2
- Tues., July 18 - Book Summary/Review due
- Thurs., July 27 - Exam 3