

 FLORIDA ATLANTIC UNIVERSITY	COURSE CHANGE REQUEST Undergraduate Programs	UUPC Approval <u>1/29/24</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Marketing College Business	
Current Course Prefix and Number MAR3326	Current Course Title Principles of Advertising	
<i>Syllabus must be attached for ANY changes to current course details. See <u>Template</u>. Please consult and list departments that may be affected by the changes; attach documentation.</i>		
Change title to: Change prefix From: To: Change course number From: To: Change credits* From: To: Change grading From: To: Change WAC/Gordon Rule status** Add <input type="checkbox"/> Remove <input type="checkbox"/> Change General Education Requirements*** Add <input type="checkbox"/> Remove <input type="checkbox"/> <small>*See <u>Definition of a Credit Hour</u>.</small> <small>**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See <u>WAC Guidelines</u>.</small> <small>***GE criteria must be indicated in syllabus and approval attached to this form. See <u>Intellectual Foundations Guidelines</u>.</small>	Change description to: An overview of the concepts, strategies, and tactics of modern advertising. Explores the role of advertising in society, culture, and economics, as well as the Advertising industry and its key organizations. Introduces specific practices used to understand account planning, market research, campaign creation, target audiences and integrated marketing communication strategies. Change prerequisites/minimum grades to: Change corequisites to: Change registration controls to: Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).	
Effective Term/Year for Changes: Fall 2024	Terminate course? Effective Term/Year for Termination:	
Faculty Contact/Email/Phone Ann Root/aroot@fau.edu/561-297-4179		
Approved by Department Chair <u>M A Rhorer</u> College Curriculum Chair <u>Julie Hayes</u> College Dean <u>[Signature]</u> UUPC Chair <u>Korey Sorge</u> Undergraduate Studies Dean <u>Dan Meeroff</u> UFS President _____ Provost _____	Date 11-15-23 <u>11-30-23</u> <u>11/30/23</u> <u>1/29/24</u> <u>1/29/24</u>	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.



FLORIDA ATLANTIC UNIVERSITY



**Principles of
Advertising Fall 2024
MAR 3326-100
CRN: 12931 (3 credits)
Online**

Professor Information

Eileen Acello

eacello@fau.edu

Office Hours/Fleming Hall 318

Tuesdays 2:00-4:00 pm

Required Text and Materials (You must rely on the text and its insights to undertake assignments and exams.)

Arens, William F., Weigold, Michael F. *Advertising, 4th Edition*, McGraw Hill. ISBN: 978-1-260-38189-4 (hard cover textbook)

I also recommend the online version of textbook-Look in Modules for PDF with instructions either way you need to purchase Connect or you will not have access to the quizzes.

Other required course material and technology:

1. Class notes in PowerPoint and course information and assignments in Word posted on Canvas.
2. Computer with Microsoft Office software
3. Activated Owl Card, permitting access to FAU Library's online electronic journal collection and online indexes and databases.
4. Access to Canvas—FAU's online educational support system

Catalog Course Description

Principles of Advertising (MAR 3326) 3 credits

Prerequisite: Junior standing: 60 credit hours earned (Neither prerequisite business courses nor admission to the College of Business are required.)

An overview of the concepts, strategies, and tactics of modern advertising. Explores the role of advertising in society, culture, and economics, as well as the Advertising industry and its key organizations. Introduces specific practices used to understand account planning, market research, campaign creation, target audiences and integrated marketing communication strategies.

Course Learning Objectives

The broad learning objectives for MAR 3326: Principles of Advertising require proof that you were able to:

1. Apply advertising principles to develop an advertising campaign aligned with a situation facing a brand.
2. Gather information and secondary data from FAU Library's online databases and electronic journal collection and correctly apply findings in profiling a company, external environments facing an advertising campaign, competition, market segments, and factors impacting demand.
3. Organize, summarize, and report critical information to develop a SWOT Analysis
4. Develop a questionnaire and conduct a survey to gather descriptive statistics and use the results to profile the target audience and set parameters on brand concept and message strategy elements.
5. Develop a brand concept by integrating brand building elements with the target audience profile.
6. State a campaign problem, articulate desired effects, and develop broad goals to solve the campaign problem.
7. Adhere to the creative brief and conform to its parameters when coming up with a creative concept and when integrating visuals and copy into advertisements.
8. Develop a cohesive advertising campaign by integrating background information, the target market profile, brand strategy, campaign plans, and message strategy with a campaign's advertisements, commercials, and other persuasive tactical programs you developed.
9. Apply creative thinking techniques, copywriting principles, and fundamentals of technical execution to design advertisements, videos, and digital promotional programs tightly aligned with campaign strategy.
10. Demonstrate knowledge of basic concepts of media planning for traditional and digital media.

Purpose of MAR 3326: Principles of Advertising

1. Enables you to engage advertising in the contexts of business and marketing by providing an opportunity to gain basic advertising skills and fundamental knowledge of advertising thought and concepts, research methods, processes, and practice
2. Prepares you to undertake such complex courses as advanced advertising, digital marketing, integrated marketing communication, marketing research, consumer behavior, and the like.
3. Enables you to fulfill partial criteria qualifying you to participate in the Marketing Department's Advertising Internship Program

Teaching Methods & Structure:

A variety of methods will be used in this class to accomplish the objectives. The primary technique, however, will be videos posted inside the Canvas course for you to view, topical assignments, guest speakers and projects/presentations. Students are encouraged to relate the course material to their own buying experiences as a consumer.

Assessment:

Quizzes -4 (25%)

There will be 4 quizzes. These quizzes will test your knowledge of advertising concepts discussed in class. These quizzes will be multiple choice and open book/notes.

Field Exercises- (15%:)

Your team will do a total of 10 Field Exercises during the semester-one each week. These questions require you to take course concepts and apply them to the world around you including your group project. The answers to these questions directly correlate to your Team Paper.

Discussion Requirements:

- You must work with your team members.
- The post must be at least 200 words.
- Cite any outside sources that you use in your post following an APA style format.
 - These citations can be added to your Citations page for the group paper.
- You can communicate with your team members by accessing the Group Homepage.
 - Please refer to the [Visiting Your Assigned Team Page](#) to review how to access the Group Homepage.
- Be sure to reply to 2 of your fellow teams' posts.

- Be sure when you post discussion entries and replies:
 - - They are substantive.
 - This means that they add to the discussion, carry it forward, and contribute new and meaningful content to the direction of the 'conversation'.
 - Do not simply restate the thoughts of another team or just say that you agree with what has been said.
 - They must have proper grammar, spelling, and capitalization.
 - They must be in your own words, not taken directly from the abstract or body of an article, the wording from a website, text, report, or other sources.

Engagement Requirements:

- Begin your own thread by clicking on the "Reply" button beneath these instructions.
- Review existing threads and join the conversation by clicking on the "Reply" button beneath posts of other groups.
- "Like" any comments you find particularly interesting or helpful.
- **Each team member must contribute to the post** whether it be the original post or the reply post.
 - Designate in the response your individual contribution to the group's original post by adding your name to your section of the response.
 - Example:
 - Name 1 - Response contribution/Question 1
 - Name 2 - Response contribution/Question 2
 - Name 3 - Response contribution/Question 3
 - If there are more than 3 group members, the team members that did not contribute to the original post will be responsible for replying to other teams in the same fashion reference above.

Favorite Advertising Campaign Paper and Presentation: (15%)-Due 10/14

*I have provided a sample of this assignment on Canvas for you to use as a guideline.

Paper requirements:

- Provide a link for advertisement (online, print ad, commercial, radio...)
- short background on the parent company
- who is their competition?
- who is their target audience?
- what problem does the advertisement solve not what the product does?

- What tactic do they use to engage the audience (humor, emotion, rationalization...)?
- why is this your favorite ad?
- What is their IMC strategy (where else do they advertise)- show various social media formats, billboards, magazine ads etc.
- How does this relate to a topic in our class discussion/textbook?
- LinkedIn link must be added to the paper

Video requirements:

- Include citations on the slides.
- Record a brief video up to 5 minutes presenting your favorite ad campaign.
 - Video recording is **required** as part of the assignment.
- **NOTE:** If you're unsure how to record a PowerPoint presentation, please click on the following link: [How to Make a Video in PowerPoint](#)
- Post your presentation to this discussion.
- Reply to two or more students with your input on their take on the discussion board assignment.
- Create a post on LinkedIn, tag the parent company and me using the @ sign, and describe the assignment **BRIEFLY**- if you hear back from the company, you will receive extra credit of 2.5 for one of your quizzes. DO NOT upload your paper & video!

Team Contract-Due 9/2

Each team will submit a contract stating their commitment to the project including timelines, deadlines, communication style, and other areas that hold each member accountable for their contribution. This contract will be signed by all members of the group and submitted. **The points for this assignment will be added to your Rubric for the Group paper.**

Survey-Due 9/16

Each group will create a survey on Google Forms with 10-15 survey questions including demographic information. I will correct your survey questions and give you feedback in order to get your grade. You will send the survey to your target audience and receive 20 responses per team member so that means you will need to send out a link to well over 100 people. Once responses are collected your team will analyze the results and make messaging recommendations to your client. **Points will be reflected in the Group Paper Rubric.**

Zoom Calls -9/12 OR 9/14 @ 5:30 pm

I will offer a few dates and times for your team to join a Zoom call with me and other teams. **You must attend 1 of the 2 dates** listed! This is an opportunity to review the project and answer questions. **Points will be reflected in the Group Paper Rubric.**

Optional Zoom Call-11/7 2:30-3:30 pm

This is an opportunity to answer any questions about the paper and presentation at the end of the semester. I highly recommend at least one member of your group attend. Not mandatory!

Final Paper- (30%): Due 12/2

Our class is being challenged by

PROBLEM STATEMENT:

See Creative Brief in the first Module.

One paper will be submitted per group 8-10 pages long and include citations. Does not include the Executive Summary, Cover Page, Table of Contents, Citations, and Appendix. A Rubric with more details about the paper will be provided on Canvas.

Each team will present a PowerPoint/Google Slides on one of the dates listed below.

Team Progress/Check-In- Due 10/7

You will have questions to provide your instructor with an update on how your team is progressing through the semester on the project-it is in the form of a Quiz.. In this evaluation, please note anything that you believe is not benefiting the team or allowing you all to work cohesively towards a final paper and presentation.

- **NOTE:** Working in any team within a workplace, evaluations are always given to ensure the benefit and progression of the team.

**You will get points for the evaluation on the Rubric for your paper although it will appear as a "0" until I grade your paper.*

Peer Evaluation -Due 12/2

1. Click on the Start Assignment button.
2. Copy and paste the blanks for Name, Class, and Team as well as the evaluation tables in the Text Entry Box below.
3. **Self Evaluation:**
 1. Type your name in the table labeled Self Evaluation.
 2. Assign yourself a value for each listed attribute.
 3. Total all the values at the bottom of the table.
4. **Peer Evaluation:**
 1. Type the name of the first team member you are going to evaluate in the table labeled Peer Evaluation 1.
 2. Assign them a value for each listed attribute.
 3. Total all the values at the bottom of the table.

4. Do the same for the rest of the team members.

If a team member receives ratings of **1 or 2 consistently** from the team their grade will be lowered by one letter grade from their team's grade. For example, if your team receives a B on their paper and a team member scores in the 1 & 2 range they will receive a C. The same grading criteria will be applied to your Presentation Grade.

Use the following values to rate yourself and your team members:

-

Grading Scale

The minimum percentages needed to obtain each grade level are: A= 93%, A- = 90%, B+ = 88%, B = 83%, B- = 80%, C+ = 78%, C = 73%

<u>Course Evaluation Method</u>	<u>Percentage</u>
Favorite Ad Campaign paper & presentation	15 %
Quizzes	25 %
Team paper	30 %
Team presentation	15 %
Field Exercises	15%
TOTAL POINTS:	100 %

Course Resources

1.FAU Library:

FAU Library's Ask a Librarian service offers research assistance through chat, text, email and in-person assistance at the reference desk. Look for and click on the following icon on the library home page to connect to assistance.

To access "Ask a Librarian:" click on the following link:

<https://askalibrarian.org/local.php?LibraryName=Florida%20Atlantic%20University&DepartmentNumber=39557>

Or: Open the FAU Libraries home page and finding and clicking the following box at the end of the library' menu

Library Reference Desk Phone:

(561) 297-3785

2.Canvas (FAU's Learning Management System)

Canvas.fau.edu

Additional Course Policies

Team Contribution Policy—Failure to Make Significant Contributions:

Everyone is expected to make a significant contribution to their team. Peer and Self Evaluations will be completed at the end of the project. If unanimously you receive a below average score your grade will be deducted by a full letter grade.

Standards used to indicate failure to make significant contributions include but are not limited to:

1. Untimely response to emails, messages, telephone calls, online meetings
2. Failure to correctly apply course information.
3. The submission of responses in poor grammatical form, requiring others to edit a submitter's writing.
4. Failure to conduct secondary research and the inability to report relevant findings.
5. Not submitting secondary information with adequate citations and references in APA format
6. Failure to submit assigned responsibilities to teammates two days before a due date, constraining the ability to compile and refine the report.
7. Lack of participation in and monitoring of discussion boards
8. Documented complaints from teammates
9. Excessive absences

By not making significant contributions, a student is denying their team members out of their opportunity to meet the learning goals of the class and to achieve career goals.

Penalties for Late Submissions:

1. One day late = Deduction of 10% from the assignment's total point value
2. More than one day late but less than one week late = a deduction of 20% from the assignment's total point value
3. One week late = Deduction of 30% from the assignment's total point value
4. More than one week late = points are forfeited and a grade of zero (0) is recorded
5. All assignments must be submitted before the last day of the class as listed in the modules. Students who miss an exam must take the make-up exam as slated in the "Course Outline" found subsequently. A grade of "0" points will be recorded for missing assignments after the last day of classes ends. A grade of "0" points will be recorded for missing exams after the final exam date slated for this class by the University. Refer to the "Course Outline" found subsequently to find the last day of class, the date slated for a make-up exam, and the date slated for the final exam.

Netiquette and Disruptive Behavior

Use standard English and proper spelling and rules of grammar in communicating through emails, messages, discussion boards, and other means of communication facilitated by Canvas. Use each discussion board or other Canvas communication tools only for the express purpose for which they were created. Do not send profanity, derogatory, or bully-like statements, or offensive images to anyone participating in this class through any Canvas communication tool or other means of communication. Remember emails and posts to blogs, discussion boards, and the like remain open for everyone to see and will be used to evaluate inappropriate messages and disruptive behavior. **If you are experiencing a netiquette issue with one or more teammates, please send a note to Professor Acello.**

Disruptive behavior is defined in the FAU Student Code of Conduct as "... activities which interfere with the educational mission within classroom." Students who behave in the classroom such that the educational experiences of other students and/or the instructor's course objectives are disrupted are subject to disciplinary action. Such behavior impedes students' ability to learn or an instructor's ability to teach. Disruptive behavior may include but is not limited to non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor's expectations for classroom conduct

Information Literacy Policy:

Companies expect business graduates to be proficient in gathering, storing, tracking, classifying, and interpreting background information from digital databases. **You must demonstrate the ability to gather and apply information from Florida Atlantic University's online indexes and databases to pass the class.** Take the FAU Library's online tutorial, using the following link:

<https://login.ezproxy.fau.edu/loginLinks to an external site.>

Use the APA style to insert citations into the body of a report and to place sources of information in the reference section.

Communication Policy—Seeking Assistance:

The overriding policy invites you to seek assistance whenever and as often as you see fit. Feel free to discuss different opinions/options regarding assignments during class or by email. Use the "Inbox" tool on the Canvas menu to send questions and concerns to Prof. Acello:

eacello@fau.edu

Grades, Feedback, and Feedback Timeframes

Feedback and a grade should be received within two weeks of submission. Open "Grades" on the Canvas menu. Click on the assignment.

Selected University and College Policies:

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards because it interferes with the university mission to provide a high-quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

Plagiarism

When you use the thoughts and ideas, words, creative pieces and work of others, you are expected to cite sources in the body of the written report and include them in the reference section. This is an advertising course requiring all creative pieces to be your own work. You cannot use extant advertisements and tag lines (i.e., positioning statements, slogans) as if they were your original thoughts. Creativity is a graded element of the course. If you plagiarize, you will receive a final grade of “F” in the course, a letter of record will be sent to the Dean of Students, and you will have to pay for a course in academic integrity. If it is your second offense, you will be dismissed from the university and will not likely be accepted at another Florida state university.

Disability Policy Statement

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU’s campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at <http://fau.edu/sas/>

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally, and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU’s Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices

and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: FAU Regulation 2.007.

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in university approved activities, including athletic or scholastics teams, musical and theatrical performances, and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

College of Business Minimum Grade Policy Statement

The minimum grade for College of Business requirements is a "C". This includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses that are used to satisfy the university's "Writing Across the Curriculum" and Gordon Rule math requirements also have a minimum grade requirement of a "C". Course syllabi give individualized information about grading as it pertains to the individual classes.

University Approved Attendance Policy

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Incomplete Grade Policy Statement

A student who is passing a course but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing ("F") grade.

Class Schedule for Advertising-Online /Fall 2024 (subject to change)

Week of	Topic	Chapter(s)	Assignment
8/19	Syllabus Review What is Advertising?	1	Read Chapter 1 Review Syllabus Get acquainted with your Group
8/26	The Environment of Advertising	2	Read Chapter 2 Field Exercise 1-due
9/2	The Business of Advertising Targeting & the Marketing Mix	3 4	Team Contract-due Read Chapter 3 & 4 Field Exercise 2-due
9/9	Communication & Consumer Behavior 5 Join Zoom call on 9/12 or 9/14 @5:30 pm	5	Quiz #1 (1-4) Field Exercise 3-due Read Chapter 5 Zoom call with Prof
9/16	Account Planning & Research Marketing, Advertising & IMC	6 7	Read Chapter 6 & 7 Survey draft-due Field Exercise 4-due

Week of	Topic	Chapter(s)	Assignment
9/23	Creating Ads: Strategy & Process	8	Read Chapter 8 Distribute surveys Field Exercise 5-due
9/30	Creative Execution: Art & Copy	9	Quiz #2 (5-8) Read Chapter 9 Field Exercise 6-due
10/7	Print Media	10	Read Chapter 10
	Audio & Video Media	11	Read Chapter 11 Field Exercise 7-due
10/14	Digital Interactive Media	12	Read Chapter 12 Favorite Ad Paper/presentation due Field Exercise 8-due
10/21	Out of Home & Promo Advertising	13	Read Chapter 13 Quiz #3 (9-12) Field Exercise 9-due
10/28	Media Planning & Buying	14	Read Chapter 14 & 15
	Direct Marketing, Personal Selling, Packaging & Sales	15	

11/4	PR, Sponsorships & Corporate Ads	16	Read Chapter 16 Field Exercise 10-due
	Open Zoom Call with Professor 11/7 2:30-3:30		
11/11	Work in Groups-Paper & Presentation		Quiz #4 (13-16)
11/18	Work in Groups-Paper & Presentation		
11/29	Presentations Group 1-4		
12/1	Presentations Groups 5-8		
12/2	All Teams		Final Paper & PPT Due