

Dr. June H. Smith

Professor of Communication

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Class hours: MW 2-3:15 (Comm4335), 4-5:15 (CMM 4301)
TR 8-9:15 (Comm 2344)
Tuesdays 6-9 pm (Comm 6302)

Office: LIB B-312, ph. 486-6088

Office Hours: 10-noon MWF
9:30-noon TR
& by appointment

Policy & Syllabus for Comm/MM 4335: Ad/PR Campaigns & Cases

3-4:15 p.m. MW in LC 304

Class Philosophy Statement:

In this class you will learn methods for preparing and proposing an advertising and public relations campaign for a real client. Our client this spring is the American Advertising Federation National Student Advertising Competition client: Snapple. Your text seeks to inform the way you look at new media and determine which types of new media will supplement any traditional media you create for your client. You will need to be an American Advertising Federation student member to remain in this class, and a member of the ASU Ad Club (because that's who sponsors this competition for our campus to be allowed to compete).

Comm/MM 4335 is an ASU-designated Community Engaged class. There are several additional forms we need signed for enrollment in the class that you don't normally have. And, the class requires you to work both in teams and alone on projects for the community partners. From the *ASU Community Partnership Handbook*, concerning service learning classes, p. 6: "**Service-learning:** a course-based, credit-bearing, educational experience in which students: a) participate in an organized service activity that meets identified community needs and b) reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced social responsibility. Service-learning projects are usually a component of a course, not the entire course, as is the case for an internship."

Student Learning Objectives:

SOCIAL RESPONSIBILITY: is the broad student learning goal for *CONNECT!* It is to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in the regional, national and global communities.

Student Learning Objectives:

In this course you will:

- Learning to apply course material in Advertising & PR (IDEA #3)
- Developing skills, competencies, and points of view needed by ad/pr specialists (IDEA #4)
- Developing creative capacities (writing, designing, presentation) (IDEA #6)

Communication BA Learning Goals assessed. Students enrolled for communication credit will have an assessment grade as data for these two program assessments:

- Demonstrate skills in multimedia presentation and design skills in advertising and web page layout
- Demonstrate skills in generation and production of advertising and public relations programming.

Required Textbooks:

- Blakeman, Robyn. (2014) *Nontraditional Media in Marketing & Advertising*. Thousand Oaks, CA: SAGE Publications. ISBN 9781412997614.

Attendance/Participation: Attendance is required in this course. You are expected to attend every class session and meeting(s) with your community client. You are allowed two absences without penalty on lecture days only, and any lecture day absences beyond the two will result in 2 points deducted from your final grade for each absence. We will do group work for your project, and an absence on your part harms the group. If you are absent on a group day, 2 points will be deducted from your final grade for each absence on a group work day. Regardless of attendance, you are responsible for class notes, handouts and deadlines. As is respectful to those who meet class deadlines, I very rarely schedule make-ups. If there is some documentable

emergency because of which you have missed an assignment, we can talk about the possibility, otherwise, if you are absent when assigned to present or take a test, you will receive a zero for that assignment grade. As always, university sponsored trips are excused absences.

Grading System: Your grade is based upon these assignments:

- 40% of grade = case test & Final Exam (averaged together)
- 15% of grade = Case (group work) & presentations (written work 10%, presentations 5%)
- 10% of grade = **Individual** portion of the presentation in the group Final Ad/PR Case Presentation
- 40% of grade = YOUR portion in the Final Ad/PR Case Document
- Bonus points = Participation in CMM research studies (1 study participation = 1 point added to the final grade average; 2 studies participation = 2 points added to the final grade average, up to 3 points.)

Other University Policies

Honor Code Policy: Violations of academic integrity are *very serious* matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the *student's own work and must be work completed for that particular class and assignment*. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be *very clear* about attribution of sources and you must know *how* to cite sources in a paper. Please see full Honor Code Policy at <https://www.angelo.edu/student-handbook/code-of-student-conduct/misconduct.php>

Academic Disability Statement: Angelo State University complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Dean of Student Life and Student Services at 942-2191. See this webpage for more information: <http://www.angelo.edu/services/disability-services/> If you need disability accommodations in this class, please see me as soon as possible.

Academic Advising: The College Arts & Sciences and Department of Communication and Mass Media require that students meet with a Faculty Advisor as soon as they are ready to declare a major. The Faculty Advisor will set up a degree plan, which must be signed by the student, and the department chair. CMM majors who have questions about advising or declaring a major in the department, can call 942-2031. Freshmen and undeclared majors are supported by ASU's advisors. <https://www.angelo.edu/dept/advising/>

Grade Appeal Process. As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see the Student Handbook, accessed at: <http://www.angelo.edu/student-handbook/>

Religious Holy Days Policy: Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20. A student who intends to observe a religious holy day should make that intention known in writing to the instructor *prior to* the absence. The instructor will work out a schedule with the student on how required class work can be completed.

From the *ASU Community Partnership Handbook*, p. 7:

E. Expectations for Faculty/Staff, Community Partners, and Students

Below are some of the broad expectations for the stakeholders. Specifics will be developed for each individual partnership.

Faculty/Staff:

- Uphold the values of Angelo State University
- Inform the community partner of the goals and objectives of the course/activity
- Collaborate with the Center for Community Engagement and the community partner to develop the appropriate agreements, contracts, and other risk management documentation.
- Collaborate with community partner to provide meaningful opportunities for students to demonstrate what they are learning from the experience and how that learning connects to the course/activity objectives
- Present and explain the student learning component and its relation to the course/activity
- Maintain professional and regular communication and interact with the community partner
- Document and report student learning in a digital format

Community Partners:

- Conduct an on-site orientation; provide the agency's mission, goals, and needs specific to the partnership
- Collaborate with faculty/staff partner and Center for Community Engagement to develop the appropriate agreements, contracts, and other risk management documentation.
- Collaborate with faculty/staff partner to provide meaningful opportunities for students to demonstrate what they are learning from the experience and how that learning connects to the course/activity objectives
- Communicate with faculty/staff partner regarding student expectations, agency policies and regulations; provide training where needed
- Communicate any issues or problems with faculty/staff partner or the Center for Community Engagement
- Assist in the evaluation of student learning and the overall program

Students:

- Uphold the values of Angelo State University
- Be open to the community-engagement component in the course
- Secure appropriate liability insurance, when necessary
- Obey the policies and regulations of the community partner
- Be respectful of the community partner, agency staff, and their clientele, which includes exhibiting professional behavior and appearance
- Be prompt and respectful of the community partner's time and effort
- Communicate any issues or problems with your faculty/staff supervisor
- Be prepared to learn something new and apply previous learning
- Enjoy the opportunity

COMM/MM 4335: Course Syllabus: Spr 2016

Jan 20: Ch. 1 47

Intro to the course, distinguishing PR and advertising. Media examples for class discussion. Work on PR and advertising objectives. Media examples. Computer & technology skills discussion. Skills list for project groups. If you cannot pay dues today, I need them Friday by noon! See me in my office: LB 312, Thanks.

Jan 25-27: Ch 2-3

Meet Dr. Hoon (CMM Chair Candidate) on Monday, continue our work after his 20 minute presentation. Wednesday: **Groups assigned**, test over Snapple Casebook.

Feb 1-3: CH 4-5

Final project assignment reviewed Research work begins.

Feb 8-10: Research decisions complete, continue writing on first part of book.

Feb 15-17: Ch 6-7

The BIG Idea completed Monday...beginning creation of advertising. PR decision needs to be made this week.

Feb 22-24: Ch 8-9

Video/Audio ads pitched & begun/ Print/visual ads created. Guerilla Advertising finalized.

Feb 29-Mar 2 Ch 10-11

WRITE THE BOOK!!

Mar 7-9 BOOK Needs to be in a good Rough Draft form by Wednesday. Advertising completed to include as visuals in the book.

Mar 14 week: Spring Break!! Drive safely and return to us next week.

Mar 21-23: Book has to be finalized on Wednesday!!! Presentation team determined.

Mar. 25: Plans book uploaded by 5 p.m. EST to OneHUB.

Mar 28-30: Presentation visuals completed & script finalized.

Apr 4-6: Rehearsal & final selection of the team.

Apr 11-13: Final preparations for the travel team. District 10 competition in Lubbock April 14-15.

Apr 18-20: Review of all lecture/discussion and case work, Dr. Smith will review drafts of your final casebooks on the J drive in class. We'll discuss what happened at District.

Apr 25-27: Post-mortem analysis of the work we've accomplished this term.

May 2-4 *final exam preparation. Casebook analysis completed. Applications to your career as an Ad/PR professional.*

May 9 (Monday) Final examination from 3:30-5:30 p.m. Comprehensive.

Have a wonderful break! Pax Vobiscum* Congratulations Graduates!
*(*Latin--"peace be with you")*