

Advertising Planning

Spring 2013 - Online (Jan. 14-March 8)

MCAD 3403 - 3 credit hours

Professor

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I have an open-door policy and am happy to discuss the course with you at any opportunity. You do not have to schedule an appointment to discuss course-related matters with me. If you want to guarantee an uninterrupted one-on-one that will take longer than 15 minutes, I encourage you to schedule an appointment to ensure that we can provide one another with our undivided attention.

Course Description

This course is designed to enhance your understanding of the account planning department of an advertising agency. You will be challenged to think strategically to solve advertising problems and to manage the planning process through written and oral communication. Since ad planning really is about the psychology behind the creative process, we also will take an in-depth look at consumer behavior and fundamental human needs. Therefore, this course will consist of psychology, sociology, advertising theory, and practical application of advertising practices.

Course Site

Materials for this course will be posted on the university's Desire 2 Learn online course management system.

To access D2L, visit <https://ocuonline.okcu.edu/>. You will log on using your OCU network username and password.

If you need help logging onto the site, please call 405-208-7777 or e-mail helpdesk@okcu.edu. I cannot help you with login problems, as I have no access to that part of the system.

If you are unable to open course files, try turning off your individual computer's "pop-up blocker." This may alleviate this problem. If not, please contact the Help Desk as directed above.

Required Reading

It is important for you to keep up with the reading posted on the course website. Staying current with course readings is essential in web-based learning. You are expected to read all assigned course readings and be familiar with the contents.

Discussion Posts

You will participate in discussions twice a week on D2L.

The first post each week should be a thoughtful response to a question I post, based on a topic discussed in the weekly reading. The response should include:

- Elaboration of important points in the topic,
- Specific references to the weekly readings, as well as links to any legitimate outside sources used,
- What you did not know before reading about this topic *or*
- What you view differently as a result of reading about this topic *or*
- Questions you still have after having read this topic.

Each of these posts is worth 100 points. These posts are due before midnight each Wednesday.

The second posts each week should be thoughtful responses to another comment on the Wednesday posts. These response posts should include specific references to the readings or links to any legitimate outside materials relevant to the discussion. You are welcome to pose additional questions to myself or others in your responses. Each of these posts is worth 50 points for a total of 100 possible. These posts are due before midnight each Friday.

There is no required length for response posts. However, you will not receive credit for a response that isn't well considered and prepared. You also will not receive credit for a personal rant or a poorly written post.

As with all online learning, discussion posts are subject (to some extent) to your schedule. You are welcome to submit discussion posts before the deadline. However, I encourage you to actively participate in subsequent posts. Please feel free to keep the discussion going on any post beyond what is required. We can use the posts as an opportunity to learn from one another and others in the community who choose to comment.

I may not respond to every response you post. However, I will read every post. I also will be an active participant in each overall post. I encourage you to do so as well.

It is critical that you respect the discussion posts and responses as a learning tool. It is acceptable to have an academic discussion that includes opposing viewpoints. However, you must always debate facts and avoid personal attacks or derogatory remarks. Discussion of things unrelated to the post topic or class content is prohibited. I reserve the right to remove any original post or response for any reason. If I remove your response, you will not receive credit. Repeated inappropriate responses will result in forfeiting the discussion post portions of your grade.

Remember that my overall blog serves as a resource for media students, faculty, scholars, and industry professionals. They will have a variety of backgrounds, values and ideals. Some of them also are potential employers. The blog also is promoted through social media and search engines. Therefore, anyone who Googles your name will have access to your posts and responses. As always, do not put anything on the Internet that you don't want the world to see.

Assignments

In addition to the regularly discussion posts, you will complete a variety of practical assignments. I will post an assignment sheet on D2L for each assignment. The assignment sheet will include a due date for the assignment. You should expect regular "turnaround" for assignments to be no less than a week.

Advertising Plan

The final assignment in this course is the creation of an advertising plan for an existing company or organization of your choice. Many of the regular assignments referenced above will become part of this plan. I will post more information about the plan and its components by Week 3. The plan is due before midnight March 8.

Deadlines

Missing course deadlines will impact your grade negatively. Any course requirement not posted by the deadline (time and date) will receive no credit. There will be no exceptions. Please plan your work accordingly.

Technology

Technological problems are not an excuse for missing required assignments or posts. You must have reliable technology and Internet access to take an online course. If you do not personally have access to a computer and Internet access, you are encouraged to work from a campus lab, including the lab at the front of the Mass Communications Department in Walker Center for Arts and Sciences.

Grading

I will attempt to grade all class assignments within a week of their submission. I am happy to discuss via email or in person any questions or concerns you have about your grades on individual assignments or in the course as a whole. Your grade for the course will consist of grades in four categories:

Weekly Discussion Posts - 15 %

Weekly Response Posts - 15 %

Writing Assignments - 15 %

Advertising Plan - 55 %

Course Schedule

Weekly course topics will be posted on the class D2L site in the messages section. I will attempt to post the course topics as far in advance as possible. Course topics will be adjusted according to the class's overall learning curve and specific needs.

Mass Communications Departmental Policies

LATE WORK

- No late work will be accepted for full credit without prior arrangement with the instructor.
- Work is due at the beginning of the class session.

EXAMINATIONS

- No makeup examinations will be given unless prior arrangements are made with the instructor.
- NO FINAL EXAMS WILL BE GIVEN EARLIER THAN ANNOUNCED BY THE INSTRUCTOR. NO EXCEPTIONS. Students who make travel plans without confirming the scheduled finals date for this class do so at their own risk. Students who travel prior to the scheduled final exam will be unable to take the examination and must accept a zero test score.

INCOMPLETE

Incomplete grades are not a student option except under extreme circumstances. Students seeking an incomplete must submit a written request supported by documentation verifying the need for this extension. Incompletes are given for a limited period of time.

TARDINESS/ATTENDANCE

Students are expected to be in class on time. Entering the classroom late is unprofessional and disruptive. Repeated tardiness is unacceptable. Students should be punctual and prepared, since these are the qualities expected by the business community. Attendance will be taken at each class session. Students are expected to attend all class sessions.

GRADING SCALE

93.0 - 100	=	A	77.5 - 79.99	=	C+
90.0 - 92.99	=	A-	72.5 - 77.49	=	C
87.5 - 89.99	=	B+	70.0 - 72.49	=	C-
82.5 - 87.49	=	B	67.5 - 69.99	=	D+
80.0 - 82.49	=	B-	62.5 - 67.49	=	D

60.0 - 62.49 = D-

Below 60.0 = F Not I or W

CHEATING/PLAGIARISM

STANDARD OF RESPONSIBILITY

Oklahoma City University was founded upon strong values and high standards. Honesty in academics is a priority. Students should be advised that cheating and plagiarism are not tolerated. The Academic Honesty Policy can be found online at <http://starport.okcu.edu/ad/aa>

Cheating is defined as using, or supplying information that is not authorized by the instructor in taking an examination or completing any other assignment. Cheating also includes turning in another's work and representing it as being your own.

Plagiarism is defined as a unique form of cheating where persons turn in another's work and represent it as being their own. This would include: 1) purchasing term papers and turning them in as if they are original work; 2) using a paper that has previously been turned in; 3) copying passages verbatim from books, articles, etc.; 4) submitting material for grades in which the student has not done the work required; 5) collusion – the unauthorized collaboration with another person; 6) misrepresentation of actions and 7) falsifying information.

Every student is expected to observe the highest standards of conduct, both on and off the campus. The University cannot accept the responsibility for the education of any student who is not in sympathy with the purposes and the regulations of the University.

Mass Communications students should be aware that this department considers the above-described conduct to be dishonorable and dishonest. Students found cheating or plagiarizing will receive a grade of "0", which is an "F", on the involved examination, project or paper and, at the professor's discretion, may receive a failing grade for the entire course.

EXAMINATION EQUIPMENT

Students are not permitted to use or access the following items during an examination:

- Dictionaries
- Electronic spellers, translators, dictionaries or calculators
- Computers
- Class notes, books

Once any examination has begun, if a student wishes to leave the room they must be prepared to turn in their examination paper and/or blue book. And, it will not be returned to them for additional work.

DISABILITY STATEMENT

If you need an accommodation due to a disability under the Americans with Disabilities Act, please contact Student Health and Disability Service Office immediately at 208-5991 or 208-5090. Advance notice is required for many accommodations.

EVACUATION POLICY:

The evacuation plan for Walker Center is as follows: Everyone on the first floor proceeds out the north doors to the north parking lot. Everyone on the second floor must exit down the north stairway, out the north doors to the parking lot. The shelter locations for Walker Center are as follows: WC 143, WC 144, and the men's and women's restrooms on the first floor. These rooms are on the east side of the first floor.