



ADVERTISING  
Comm 240WA  
Fall 2020

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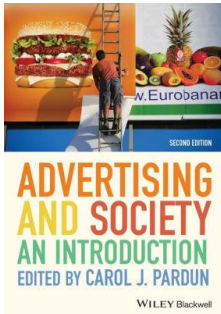
### **COURSE DESCRIPTION**

How does contemporary advertising impact American Society? Advertising is more influential than many of us even realize as far as who we are, think we are, or want to be. The course will enable you to understand the underlying principles of advertising and help make you a more critical consumer of advertising. This course is designed to stimulate discussion and analysis of significant social, economic, gender, race, and other major issues of advertising that are being widely debated in the media. In addition, practical examples of how ads work in the real world, emphasizing the importance of strategic thinking and customer focus over tactical considerations.

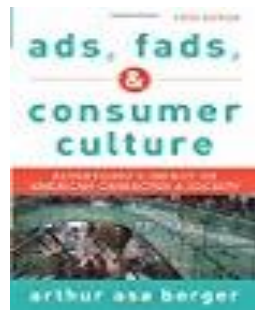
### **COURSE OBJECTIVES**

1. Analyze and reflect upon social issues involving advertising; how do ads sell values, images, perceptions and concepts of beauty, success, love and sexuality.
2. Consider how advertising changes attitudes, values, and opinions, and creates stereotypes and personalities.
3. Debate the pros and cons about the ethics and social responsibility of various types of advertising messages.
4. Examine different ways to assess the quality and success (or not) of advertisements.
5. Evaluate current advertising campaigns and the strategies/motives behind them.

**Texts/Resources:**



**Advertising and Society: An Introduction.** Edited by Carol J. Pardun. Wiley Blackwell. ISBN 9780470673096.



**Ads, Fads, and Consumer Culture, 5<sup>th</sup> edition;** Arthur Asa Berger. Rowman and Littlefield Publishing, 2011. ISBN 978-1-4422-41251

<b>Plagiarism:</b>	<a href="http://www.web-miner.com/plagiarism#students">http://www.web-miner.com/plagiarism#students</a>
<b>Style:</b>	<a href="http://owl.english.purdue.edu/owl/resource/557/01/">http://owl.english.purdue.edu/owl/resource/557/01/</a> Please follow the section on General Academic Writing (APA, 6 <sup>th</sup> edition).
<b>Other Materials:</b>	All other materials needed for this class will be available freely from the web, the Grafton online Library, or distributed to students through Canvas.

**Assignments:** All assignments are posted to the Canvas course site:



**Evaluation Standards:**

	<b>Value</b>
<p><b>Discussion board participation:</b> There are a total of 10 discussion board posts that will be averaged for 20% of your final grade. All discussion board participation must be made in the week in which the posting is due. Retroactive postings will not be graded. Students are expected to discuss issues respectfully and to honor differing points of view.</p>	<b>200 pts</b>
<p><b>Written Assignments –“Ideas to Get you Thinking” Chapter Activities:</b> There are 5 short answer activities taken from the <i>Advertising and Society</i> textbook. Your responses should be concise but thoughtful, based on the facts provided in your textbook and additional outside research.</p>	<b>50 pts</b>
<p><b>Written Assignments –Topical Reports:</b> Two brief papers on current topics provided by the instructor are required. Each report will be an overview of an issue from either a pro or con perspective, and should be 3-4 pages in length and include at least 3 outside references.</p>	<b>200 pts</b>
<p><b>Written Assignments – Advertising Analysis:</b> Analyze two ads, one print and one television, provided by the instructor and located on Blackboard.</p>	<b>300 pts</b>
<p><b>Reflective Paper – Advertising and Social Responsibility:</b> There will be a final summative research paper in the class that allows for analysis and personal reflection on advertising and social responsibility. This paper should be 5-7 pages in length, and include references to support your opinions for feeling the way you do as you answer the question: “What should the role of advertising be in our society?”</p>	<b>250 pts</b>

**Grades:** Each assignment will be evaluated for its completeness, and for the depth of the analysis and reasoning. Grading will depend on the level of conceptual understanding of the issues the student demonstrates in his or her writing as well as in the organization, structure and quality of writing in each submission.

Scoring will be on the following basis:

A: 930-1000      A-: 900-920      B+: 870-890      B: 830-860      B-: 800-820  
 C+: 770-790      C: 730-760      C-: 700-720      D+: 670-690      D: 600-660  
 F: Below 600

## “A”

- Exceeds expectations in terms of the research effort
- Conveys mastery of marketing communication and business concepts
- Demonstrates a high level of planning, insight, and attention to detail
- Shows a thorough understanding of strategy
- Displays eloquent and engaging writing
- Contains appropriate citations and is free of grammatical errors

## “B”

- Meets expectations in terms of the research effort
- Demonstrates above average knowledge of marketing communication and business concepts
- Shows a thorough understanding of strategy
- Demonstrates a significant amount of planning, insight, and attention to detail
- Displays engaging and clear writing
- Contains appropriate citations and few typos and/or grammatical errors

## “C”

- Meets minimal expectations in terms of the research effort
- Demonstrates average knowledge of marketing communication & business concepts
- Shows a less than adequate understanding of strategy
- Demonstrates a lack of planning, insight, and attention to detail
- Is written in an unclear and/or unsophisticated manner
- Lacks appropriate citations; contains many typos and/or grammatical errors

## “D”

- Does not meet expectations in terms of the research effort
- Demonstrates inadequate knowledge of marketing communication & business concepts
- Shows a less than adequate understanding of strategy
- Demonstrates a severe lack of planning, insight, and attention to detail
- Is written in an extremely unclear manner; unacceptable as college-level writing
- Lacks appropriate citations; contains many typos and/or grammatical errors

**Notes:**

- 1) A grade of “F” will be assigned at the discretion of the instructor, if the project is deemed incomplete or grossly inadequate in terms of the above grading criteria.
- 2) “+” and “-“ grades will be awarded at the discretion of the instructor, based on perceived variation from the above standard criteria.

(Revised 8/2015, 6/2016, 6/2017, 6/2018,6/2019, 6/2020)

