
ADV 475 ADVERTISING IN SOCIETY

Summer I 2012 • Tuesdays & Thursdays 12:40-3:30pm • COM 155

INSTRUCTOR: Brigitte Balogh, baloghb1@msu.edu

OFFICE HOURS: Tuesday 4-5pm or by appointment, COM 328, 517-355-8371

THE COURSE: While most advertising courses teach methods and techniques for managing and developing persuasive communication, this course will provide a brief history of the advertising profession and develop the understanding of social contexts in which advertising participates. Advertising both influences and is influenced by a complex variety of social forces which we will explore this semester.

REQUIRED READINGS: *Advertising in Contemporary Society* by Rotzoll and Haefner, 3rd edition, University of Illinois Press.

“READING/ASSIGNMENT” on the schedule indicates readings and assignments that are due for that class day. **COMPLETE THE READING BEFORE THE SCHEDULED CLASS.** Additional readings will be posted on ANGEL and/or brought to class.

COURSE EVALUATION:	
Attendance	10
Participation	15
Assignment #1 Perspective	5
Assignment #2 Perspective	5
Debate #1	10
Debate #2	10
Debate #3	10
Teamwork Evaluation	5
Quiz 1	5
Quiz 2	5
Final Exam	20
Total	100 pts

GRADING SCALE:	
92-100%	4.0
86-91	3.5
80-85	3.0
75-79	2.5
70-74	2.0
65-69	1.5
60-64	1.0
Below 60	0.0

COURSE REQUIREMENTS & GRADING: Final grades will be based entirely on the point totals you earn for attendance, participation, assignments, discussion-debates, teamwork, quizzes, and the final exam. **PERSONAL CIRCUMSTANCES AND EFFORT ARE IRRELEVANT TO YOUR FINAL GRADE.** Everyone will be graded according to the exact same set of standards, and you should not expect otherwise. If you have concerns, I suggest you talk to me immediately.

ATTENDANCE & PARTICIPATION: Attendance is required. Participation will be measured on a daily basis.

ASSIGNMENTS: Assignments will entail reflection studies of advertising perspectives and discuss societal implications. Further details will be handed out during the semester. All assignments this semester will be turned in with proper memo formatting.

LATE WORK: Late work will not be accepted. Unless otherwise stated, assignments will be due by 12:40pm. Make up assignments will not be given.

DEBATES & TEAMWORK EVALUATION: You will be expected to lead three discussion-debates during the semester. At these times, your groups will provide evaluations of your teamwork which will be averaged for the Teamwork Evaluation component of your final grade.

QUIZZES & FINAL EXAM: There will be three random quizzes throughout the semester. Your two highest grades will be counted towards your final course grade.

Quiz questions will be short answer in format and designed to prepare you for the Final Exam which will also be short answer.

Be on time to class. If you miss a quiz, expect a zero and that quiz to count as your dropped grade.

HONORS OPTION: If you would like H-option credit, please see me to discuss this assignment.

TECHNOLOGY POLICY: Laptops are permitted in class to aid learning and assist with taking notes. Please keep your peers in mind and try not to participate in distracting activities. However, bring paper and pen to class as well. I reserve the right to tell you to put the laptop away if it becomes a distraction.

EMAIL POLICY: You are expected to check e-mail regularly for class announcements. Please include "ADV 475" in all e-mails sent or expect an e-mail back asking what the correspondence is in regards to. I will check e-mails between the hours of 10am and 10pm. Please allow 24 hours to respond.

YOU MUST SIGN YOUR NAME TO E-MAILS OR THEY WILL BE DELETED WITH NO REPLY.

ACADEMIC INTEGRITY is expected. Michigan State University adheres to the policies on academic honesty as specified in General Student Regulations 1.0, Protection of Scholarship and Grades, and in the all-University Policy on Integrity of Scholarship and Grades, which are included in "Spartan Life Student and Handbook and Resource Guide" available on the MSU Web site.

Plagiarism is defined as presenting another person's work or ideas as one's own and will not be tolerated. Presenting someone else's work, whether from an author or another student, will result in a zero for the assignment. It is your responsibility to understand how to paraphrase work from other authors and you are expected to do your own work on all assignments.

Cheating is defined as when someone tries to gain an unfair advantage in an examination or other course assignment which will also not be tolerated. Cheating will result in a zero for the assignment or examination and/or a zero for the course depending on the severity and the loss of all extra credit. Notification will also be sent to your academic dean as specified on page 109 of Spartan Life.

STUDENTS WITH DISABILITIES should contact OPHS (Disability Resource Center), 120 Bessey Hall, or by phone at voice.517.353.9642 or TTY.517.355.1293 for evaluation of need for reasonable accommodation if needed.

DROP THE COURSE after the middle of the semester only to correct verified errors of enrollment or because of a catastrophic event. Failing this course is not a catastrophic event. After you drop the course, make a copy of your amended schedule for verification, if needed.

RELIGIOUS HOLIDAY absences should be arranged in advance.

PARTICIPATION IN A REQUIRED ACTIVITY, an officially-sanctioned athletic game or a required activity for another course, absences should be arranged in advance with proper documentation such as the team schedule or a written authorization from the faculty member of the other course.

SCHEDULE		
CLASS DATE	TOPIC	READING/ASSIGNMENT
May 15	Course Introduction Brief History of Advertising	
May 17	Idea Systems: Classical Liberalism Idea Systems: Neo-Liberalism	Rotzoll & Haefner Ch. 1, 2 Assignment #1 Perspective due
May 22	Helpful Perspectives on Advertising as an Institution	Rotzoll & Haefner Ch. 3
May 24	No Class	
May 29	Advertising and the Economy	Rotzoll & Haefner Ch. 4 Assignment #2 Perspective due
May 31	Advertising and its Audience: Women & Minorities	Rotzoll & Haefner Ch. 5
June 5	Advertising and its Audience: Children & Elderly	Rotzoll & Haefner Ch. 5
June 7	Advertising and the Media	Rotzoll & Haefner Ch. 6
June 12	Advertising and Regulation: Puffery & Privacy	Rotzoll & Haefner Ch. 7
June 14	Advertising and Regulation: Alcohol & Tobacco	Rotzoll & Haefner Ch. 7
June 19	Advertising and Regulation: Pharmaceuticals	Rotzoll & Haefner Ch. 7
June 21	Ethical Issues in Advertising: Politics	Rotzoll & Haefner Ch. 8
June 26	Ethical Issues in Advertising	Rotzoll & Haefner Ch. 8
June 28	Final Exam	