

PROBLEMS IN SPECIALIZED FIELDS OF ADVERTISING (041092-01)

FALL 2014
T/TH 10:30-11:45

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Office hours: T/TH 1:30~3:00 pm or by appointment

NATURE OF THE COURSE

Problems in Specialized Fields of Advertising (PSFA) isn't a skills course in that you won't necessarily learn formulas or software. It is, however, a tools course insofar as it will give you some important analytical and philosophical tools for understanding advertising. In the process, it should also give you a perspective through which you can examine the broader consumer culture in which advertising functions. Simply put, the primary goal of this course is to establish and reinforce "advertising literacy" as a major in advertising and communication. Throughout the semester, we'll examine many different types of advertising and many different opinions about advertising. Ultimately, though, you will form your own opinions based on the many ideas and issues we review over the term. The course is divided into two parts. The first is based on the text and is intended to serve as a foundation for the second part. In this section we deal with broad categories of issues and the more narrowly defined controversies within them.

COURSE OBJECTIVES

- Understand the historical, cultural and philosophical foundations on which advertising is based.
- Understand the regulatory system that controls advertisers and advertising.
- Appreciate the context underlying advertising in other cultures.
- Examine the current and future changes occurring media and their effects on advertising.
- Explore the ethical issues in advertising.
- Gain a general grasp of advertising issues and a thorough understanding of a particular issue.

READING MATERIALS

Available at the online course reserve. Supplemental readings will be made available as the term progresses.

SKILLS & COMPETENCIES

- Punctuality
- Reliability
- Willingness to participate
- Analytical thinking

- Ability to grasp the meaning and interaction between complex, nuanced ideas
- Ability to write and present clearly and persuasively

COMPOSITION OF COURSE GRADE

<u>Category</u>	<u>Points</u>
A. Attendance & Class participation	175 (25%)
B. Mid-Term	140 (20%)
C. Learning Journal	70 (10%)
D. Position Paper & Mini-Lecture	175 (25%)
E. Final	140 (20%)
Total	700

<u>Grading distribution</u>	<u>Points</u>
95% - 100% = A+	570 - 700
90% - 94.9% = A	540 - 569
85% - 89.9% = B+	510 - 539
80% - 84.9% = B	480 - 509
75% - 79.9% = C+	450 - 479
70% - 74.9% = C	420 - 449
60% - 69.9% = D	360 - 419
Below 59.9% = F	359 and below

COURSE REQUIREMENTS

A. Attendance/Class Participation (Individual)

You are expected to attend ALL class sessions. If an absence is unavoidable, please contact the instructor beforehand. You will receive a make-up assignment for any classes missed. More than five absences (excused or unexcused) will result in a grade of "F". Please also arrive on time. Latecomers disrupt the class and miss valuable information. Regarding class participation, I will expect everyone to have read assigned material and to actively participate in class. For each class session I will assign 2-3 articles you will be able to access online (usually one week in advance to be sure these are very current). I will ask you to prepare a synopsis of each reading, with a focus on the implications for future social media campaigns. We will select one student at random (via lottery) to present each article and lead discussion on it. Note: By "lead discussion", I do not mean deliver a PowerPoint lecture on the article, but rather to steer the class toward a productive conversation.

Class participation includes attendance, preparation, discussion during lecturers and cases, and contributions to the PSFA online textbook. For all forms of participation, quality is more important than quantity. High quality contributions to class discussions (1) are concise and to the point, (2) build on group analyses and insights, (3) reveal thought and preparation prior to class, and (4) challenge the views of other without being derogatory. Performance on several homework assignments and quizzes that are made for lecturers, cases, or guest speakers is counted as class participation.

B. Exam (Individual)

The mid-term and final exams cover the basic concepts presented in lectures and associated readings. It is an open-book, open-notes tests with objective and short essay questions that must be done individually. The goal of the exams is to reveal to students any concepts or readings that were not adequately comprehended, and the open-book, open-note format allows students to fill in any such gaps in knowledge.

C. Learning Journal (Individual)

Individual reflections on readings, your own experience, introspection on learning. 4-5 pages of narrative exposition, double-spaced. This assignment will be turned in prior to our last class meeting.

D. Position Paper & Mini-Lecture (Teams)

Each student will be assigned to a position paper team based on their topic preferences. Students can swap team assignments if the swap is mutually agreed upon in advance (and communicated to Professor Taejun Lee). Each position paper should (1) identify a specific marketing/branding/advertising action (e.g., an advertising campaign, a sales promotion) that is part of “business as usual” or a social initiative undertaken by a for-profit organization or is a social marketing initiative undertaken by a non-profit or governmental organization, (2) evaluate the overall social impact of the action as positive, negative, or mixed (i.e., take an explicit “bottom line” position on the action), and (3) make recommendations for future improvements. The evidence supporting these conclusions should be summarized in a brief report (A4 4-5 pages) and presented to the class using a few PowerPoint slides (about 20 minutes, including questions). You will be graded on the thoroughness of your research, the clarity of argument (opinion), completeness and accuracy of your bibliography, and the inclusion of relevant examples.

A more detailed description of this assignment will be distributed in class.

Note: After you submit your team paper, I will also ask each member of this group to evaluate the relative contributions of the other members. If I find consistent evidence that a particular group member has participated either significantly less or more than other members, I will adjust that person's grade accordingly.

CLASS POLICIES

- **Critical thinking:** In advertising and marketing, there are few “right” answers: what works for one company at one time might fail for another company or at another time. All assignments will be evaluated on the quality of the reasoning, and how well they integrate lessons from the reading, class discussions, and supplementary research. You must demonstrate critical thinking that describes “why” and “how,” not just “what.”
- **Team synergy:** Advertising activities involve group effort. Consequently, learning how to work effectively in a group is a critical part of your advertising education. Every member is expected to carry an equal share of the group's workload. As such, it is in your interest to be involved in all aspects of the project. Even if you divide the work rather than work on each piece together, you are still responsible for each part. The group project will be graded as a whole: its different components will not be graded separately. Your exams may contain questions that are based on aspects of your group projects. It is recommended that each group establish ground rules early in the process to facilitate your joint work including a problem-solving process for handling conflicts. In the infrequent case where you believe that a group member is not carrying out his or her fair share of work, you are urged not to permit problems to develop to a point where they become serious. If you cannot resolve conflicts internally after your best efforts, they should be brought to my attention and I will work with you to find a resolution. You will be asked to complete a peer evaluation form to evaluate the contribution of each of your group members (including your own contribution) at the conclusion of each project. If there is consensus that a group member did not contribute a fair share of work to the project, I will consider this feedback during grading.
- **Creativity:** To end this list on a positive note, marketing is the one business discipline where wild leaps of imagination are not only allowed, they're encouraged. Have fun with the assignments, and remember that when it comes to new media advertising, your ideas are what matter most.
- **Clarity:** Clear communications are essential in marketing. Please make sure your writing and class presentations are understandable, professional and free of egregious errors.
- **Respect:** Accord all your classmates, guest speakers and, of course, your instructor with courtesy. You

may certainly question and criticize ideas — indeed, that is encouraged in the learning environment — but never criticize the person. No cell phones are allowed in class. Computers are allowed, but may not be used for nonclass-related activities, such as answering email.

○ **Professionalism:** Being a professional does not necessarily mean wearing a suit or checking your personality at the door. For this class (and, hopefully, beyond), professionalism means giving every project and assignment your best possible effort; it means living up to your word to your teammates and instructor; it means being on time and meeting all deadlines; and it means conducting yourself in a manner that is appropriate to the policies and culture of a particular environment. Finally, all of us can improve what we do, even the instructors. Regardless of how new media savvy we are at the beginning of this class, all of us should strive to become even better.

○ **Grades:** Please note that ALL COURSE GRADES ARE FINAL.

○ **Incompletes:** The interim grade Incomplete may be assigned when a student's work is of passing quality, but a small portion of the course requirements is incomplete for good cause (e.g. illness or other serious problem). It is the student's responsibility to discuss with the instructor the possibility of receiving an "I" grade as opposed to a non-passing grade. The student is entitled to replace this grade with a passing grade and to receive unit credit provided they complete the remaining coursework satisfactorily, under the supervision of and in a time frame determined by the instructor in charge, but in no case later than the end of the next academic quarter. At that time, the Registrar will cause all remaining Incompletes to lapse to the grade "F". Note: Receiving an "I" does not entitle a student to retake all or any part of the course at a later date.

○ **Conduct:** Cheating, copying other's work, and plagiarism are not tolerated and will result in disciplinary action. Students are responsible for being familiar with the information on Student Conduct of Kookmin University.

COURSE CALENDAR

Week 1. Introduction: Course and Syllabus Review

Week 2. Business, Marketing, Advertising, & Society

- 1) Consumer Empowerment & Advocacy
- 2) Social Marketing, Stakeholder Marketing, & Corporate Social Responsibility
- 3) Social Entrepreneurship

Week 3. Business, Marketing, Advertising, & Society (cont'd)

- 4) How Advertising Works
- 5) Institutional Role of Advertising
- 6) Economics of Advertising
- 7) Advertising Ethics

Week 4. Advertising Law & Policy

- 1) Consumer Protection & Intervention
- 2) Consumer Information: Ad Claim & Ad Disclosure
- 3) Advertising Deception & Puffery
- 4) Consumer Privacy & Security
- 5) Advertising Self-Regulation

Week 5. Consumer Wellbeing & Welfare

- 1) A Theory of Wellbeing
- 2) Materialism
- 3) Consumer Literacy & Education

Week 6. Consumer Wellbeing & Welfare (cont'd)

- 1) Health Issues: Eating, Drinking, Smoking, Drug, Health-Care, & Illness, etc.

Week 7. Consumer Wellbeing & Welfare (cont'd)

- 2) Financial Issues: Savings/Banking, Credit/Loan, Investment, Insurance, & Retirement Planning, etc.

Week 8. Consumer Wellbeing & Welfare (cont'd)

- 3) Environment, Sustainability, & Green Advertising

Week 9. Mid-Term

Open-Book/Note

Week 10. Targeting Issues & Consumer Vulnerability

- 1) Consumer Vulnerability
- 2) Minority Targeting
- 3) Age & Generation Cohort: Young vs. Senior Consumer
- 4) Unregulated Buying Behavior: Impulsive, Compulsive, & Addictive Buying Tendency

Week 11. Targeting Issues & Consumer Vulnerability (cont'd)

- 5) Disabled Consumer
- 6) At-Risk Consumer: Crisis & Natural Disaster
- 7) Consumer Poverty
- 8) Rural Consumer
- 9) Low-Literature/Illiterate Consumer

Week 12. Targeting Issues & Consumer Vulnerability (cont'd)

- 10) Controversial Product & Product Harm
- 11) Religion & Ethical Decision-Making
- 12) Gender
- 13) Queer Market
- 14) Political Advertising

Week 13. Soft Issues in Advertising

- 1) Offensive Advertising
- 2) Sex & Advertising
- 3) Violent Advertising

Week 14. Soft Issues in Advertising (cont'd)

- 4) Covert, Masked, & Surreptitious Advertising
- 5) Emerging Issues: Media Piracy, Death Care, Gambling, Retailing & Pricing, & NGO/Neo-Governmentality

Week 15. Global Consumer Culture

Week 16. Final Exam

- Open-Book/Note
- Learning Journal Submission

**The course calendar above is tentative. If changes in the schedule are necessary, students will be held responsible for such changes as they will be announced in class.*