



## Art of Advertising

GEN E299 (16732)

E-Term 2013

M/W/F 12:00 – 3:00

Harbert 302

### Professor

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### Office hours:

By appointment

### Course Description

The 2012 September issue of Vogue boasts an all-time record for ad sales – fully 658 of the 916 pages (72%) are devoted to advertisements. Competition among ads for your attention is fierce; what differentiates ads that catch your eye from those you casually flip past? In this course, we will analyze how well print advertisements embody classic advertising principles to better understand what makes some ads more effective than others. Special emphasis will be placed on topics such as ad copy, illustration, and luxury branding.

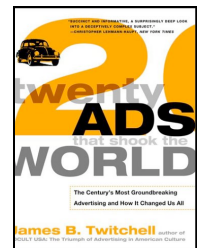
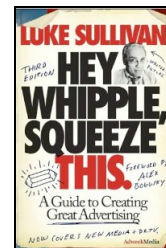
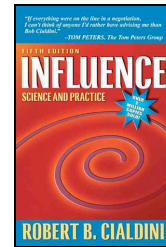
### Required Reading

Cialdini (2008). Influence: Science and Practice (5/e).  
(ISBN: 0205609996)

Ogilvy (1985). Ogilvy on Advertising.  
(ISBN: 039472903X)

Sullivan (2008). Hey Whipple, Squeeze This (3/e or 4/e).  
(ISBN: 1118101332)

Twitchell (2001). Twenty Ads that Shook the World.  
(ISBN: 0609807234)



### Reading Quizzes

In this course, it is critical that you properly prepare for class discussions and activities. Part of that preparation includes the completion of reading assignments *prior to the start of class*. To ensure that you keep up with the reading assignments, there will be five reading quizzes. A reading quiz can occur on any day and will consist of ten questions, worth one point each. There will be no make-up reading quizzes for unexcused absences. For excused absences, the next reading quiz will count double.

## Classroom Policies

**Attendance:** *Students are required to attend every class.* For each unexcused absence, a half letter-grade will be deducted from your overall grade (e.g., two absences drop a C+ to a C-).

**Email:** All students are expected to check their university email accounts on a daily basis for communication from me concerning the class.

*Email is the best way to contact me. I aim to return all inquires within 24 hours.*

**Classroom Behavior:** In order to effectively communicate class material, all students are expected to be non-disruptive and respectful of one another during lecture. Please refrain from arriving late, leaving early, or packing your belongings until after class is dismissed.

**Cell phones MUST be turned off and put away for the entire duration of class.**

**The use of laptops is a privilege and may only be used for class-related activities.**

**If I suspect that laptops are being used for anything OTHER than class-related activities, I will discontinue that privilege.**

## Course Engagement

Doing well in this course requires a high level of engagement both inside and outside of class.

- You are required to attend class and participate in class discussions and activities.
- Group members are expected to contribute equally to the final project. At the end of the term, each group member will evaluate the contribution of other group members across several dimensions (e.g., helped write ad copy). Your contribution score, averaged across your group members, will constitute 1/3<sup>rd</sup> of your final grade. **If a group member is underperforming, the agency can submit a proposal to fire that group member.** It is the responsibility of the discharged student to find another agency to join.

## Final Project

You will be divided into advertising agencies that consist of approximately four students.

Throughout this course, much in-class and out-of-class time will be devoted to working on your agency's advertisement. This will entail:

- Naming your agency
- Branding the product
- Positioning the brand
- Copy-writing (i.e., writing tag lines and body copy)
- Illustrating your advertisement
- Configuring the layout of your advertisement
- Pitching a preliminary version of your advertisement to the class \*
- Pitching a preliminary version of your advertisement to a focus group of BSC professors \*
- Revising your advertisement based on focus group feedback
- Submitting your final advertisement to a BSC faculty vote

\* Including PowerPoint "storyboards"

## Academic Integrity

Academic dishonesty will not be tolerated in this course. Academic dishonesty includes, but is not limited to: plagiarism, inappropriate source citations, turning in work done in whole or part by someone other than you, using or contributing to unapproved test files, and using any outside source during an exam. During exams, students will be required to place all belongings, including cell phones and other electronics, at the front of the room. Students will not be allowed to leave the room during an exam without permission except in the case of an emergency.

You are subject to the provisions of the Birmingham-Southern College Honor Code. Any violations of the honor code will result in a report to the Honor Council and may result in a failing grade for the assignment, exam, or course at the professor's discretion. Remember that the Honor Code dictates that if you witness academic dishonesty, you are required to report it or you will be in violation of the Honor Code yourself. If you have any questions about this, please see the professor and refer to the student handbook.

## Grading

There are 150 total possible points in this class. Your grade is determined by the sum of scores you receive on the reading quizzes, your class participation, and your group contribution (you will receive the average score given by your group members for each component of group contribution). *The agency with the winning advertisement will receive 15 points of extra credit.*

### Class participation

$$\begin{matrix} \text{Brought in ads} \\ (10 \text{ pts.}) \end{matrix} + \begin{matrix} \text{Cialdini chapter} \\ (10 \text{ pts.}) \end{matrix} + \begin{matrix} \text{20 Ads chapter} \\ (10 \text{ pts.}) \end{matrix} + \begin{matrix} \text{Class discussion} \\ (10 \text{ pts.}) \end{matrix} + \begin{matrix} \text{Class activities} \\ (10 \text{ pts.}) \end{matrix} = 50 \text{ pts.}$$

### Reading quizzes

$$\begin{matrix} \text{Quiz 1 (10 pts.)} \\ \end{matrix} + \begin{matrix} \text{Quiz 2 (10 pts.)} \\ \end{matrix} + \begin{matrix} \text{Quiz 3 (10 pts.)} \\ \end{matrix} + \begin{matrix} \text{Quiz 4 (10 pts.)} \\ \end{matrix} + \begin{matrix} \text{Quiz 5 (10 pts.)} \\ \end{matrix} = 50 \text{ pts.}$$

### Group contribution (avg. score)

$$\begin{matrix} \text{Branding} \\ (10 \text{ pts.}) \end{matrix} + \begin{matrix} \text{Copy-writing} \\ (10 \text{ pts.}) \end{matrix} + \begin{matrix} \text{Art directing} \\ (10 \text{ pts.}) \end{matrix} + \begin{matrix} \text{Researching} \\ (10 \text{ pts.}) \end{matrix} + \begin{matrix} \text{Presenting} \\ (10 \text{ pts.}) \end{matrix} = 50 \text{ pts.}$$

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Total = 150 pts.

A	A-	B+	B	B-	C+	C	C-	D+	D	F
100 – 93%	92 – 90%	89 – 87%	86 – 83%	82 – 80%	79 – 77%	76 – 73%	72 – 70%	69 – 67%	66 – 60%	< 60%
150 – 139	138 – 135	134 – 130	129 – 124	123 – 120	119 – 115	114 – 109	108 – 105	104 – 100	99 – 90	≤ 89

## Course Schedule – E-Term 2013

(subject to change)

Date	In-Class Activity	Chapter Presentations	Readings due
Fri, Jan. 4	Introduction		
Mon, Jan. 7	Agency names	Cialdini (Ch. 2 & Ch. 3) 20 ads (Ch. 1 & Ch. 2)	Cialdini (Ch. 1) Sullivan (Ch. 1)
Wed, Jan. 9	Agency positions	Cialdini (Ch. 4 & Ch. 5) 20 ads (Ch. 3 & Ch. 4)	Sullivan (Ch. 2) Ogilvy (Ch. 2 & 3)
Fri, Jan. 11	Brand name; Brand image	Cialdini (Ch. 6 & Ch. 7) 20 ads (Ch. 5 & Ch. 8)	Sullivan (Ch. 3)
Mon, Jan. 14	Tagline writing day	20 ads (Ch. 9 & Ch. 10)	Sullivan (Ch. 4) Ogilvy (Ch. 7)
Wed, Jan. 16	<b>NO CLASS (prepare ad; prepare pitch with storyboards)</b>		
Fri, Jan. 18	<b>NO CLASS (prepare ad; prepare pitch with storyboards)</b>		
Mon, Jan. 21	<b>NO CLASS (prepare ad; prepare pitch with storyboards)</b>		
Wed, Jan. 23	Pitch ads to class	20 ads (Ch. 11 & Ch. 12)	Sullivan (Ch. 11)
Fri, Jan. 25	Focus groups	20 ads (Ch. 13 & Ch. 14)	
Mon, Jan. 28	Final ads due; “Think big”	20 ads (Ch. 16 & Ch. 17)	Sullivan (Ch. 8)
Wed, Jan. 30	Results revealed; Recap	20 ads (Ch. 18, 19, & 20)	Ogilvy (Ch. 18 & 19)