

Spring 2016 - J201: Syllabus
M/W 3-4:15 pm, SF 100

Dr. J S Rose – Professor of the Practice & Director, The Agency
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Course Goals

- Introduction to the business, thinking, ideas, creativity and measures of success in the advertising business. Also, introduction to working in The Agency.
- Opportunity to learn, understand and try the type of work done in agencies.
- Insight into careers and portfolio development.

Supplies: Paper & Pen or pencil

Required Books

- 1) *Ogilvy on Advertising*, David Ogilvy (Knopf Doubleday, 1985).
- 2) *A: GROUP 1: Predictably Irrational: The Hidden Forces That Shape Our Decisions*, Dan Ariely (Haper Collins, 2007). **OR - B: GROUP 2: Influence: The Psychology of Persuasion**, Robert B. Cialdini, PhD (Harper Collins, 2007)
- 3) *Truth, Lies & Advertising: The Art of Account Planning*, Jon Steele. (Wiley, 1998).
- 4) *Hey, Whipple, Squeeze This: A Guide to Creating Great Ads*, Luke Sullivan. (Wiley, 2012, 4th Edition).
- 5) *Made to Stick: Why Some Ideas Survive and Others Die*, Chip Heath & Dan Heath (Random House, 2007).

How the class works:

- Read the assignments BEFORE coming to class. If there is a reading assignment listed for Monday, January 25, read this assignment before class that day.
- Much of the work except reading will be done in class. 60% of grade is attendance and participation.
- Success in class depends on *reading assignments before class and participating in workshops, Q&A, quizzes, presentations and class activities.*
- Graded Participation, Quizzes and two “Challenges”:
 - QUIZZES & FIELDWORK - Included in Participation grade.
 - MID-TERM CHALLENGE – 10%. Wednesday, March 23, 3-4:15 pm.
 - FINAL CHALLENGE – 30%. During finals, Tuesday, May 10, 1:30-4 pm

Course Schedule:

Wed, Jan 20 –INTRODUCTION

PART 1: THE BUSINESS & THE WORK

Mon, Jan 25 –

Ogilvy: “Overture,” 6-8; Chapter 2, “How to produce advertising that sells,” and 9-29; and, Chapter 3, “Jobs in advertising and how to get them,” 31-44.

Sullivan: Forward, xi; Preface, xiii; Chapter 1: “Salesmen Don’t Have to Wear Plaid: Selling without selling out,” 1-14; and, Chapter 2: “A Sharp Pencil Works Best,” 14-34.

Wed, Jan 27 – Workshop: Write an Ad.

Sullivan: Chapter 3, “A Clean Sheet of Paper,” pgs. 34-89.

***** Mon, Feb 1 & Feb 3: NO CLASS. FIELDWORK ASSIGNMENT *****

PART 2: RESEARCH & STRATEGY

Mon, Feb 8 –

All Read: Ogilvy, Chapter 15, “18 Miracles of research,” 158-166.

Group 1:

Ariely: Chapter 1, “The Truth about Relativity,” 1-21; and, Chapter 2, “The Fallacy of Supply and Demand,” 23-48.

Group 2:

Cialdini, “Introduction,” xi-xiv; Chapter 1, “Weapons of Influence,” 1-16; and, Chapter 2, “Reciprocation,” 17-56.

Wed, Feb 10 –

Group 1:

Ariely: Chapter 5, “The Influence of Arousal,” 89-108.

Group 2:

Cialdini: Chapter 3, “Commitment and Consistency,” 57-113, Chapter 4, “Social Proof,” 114-166.

Mon, Feb 15 –

Group 1:

Ariely: Chapter 9, “The Effect of Expectations,” 155-172; and, Chapter 10, “The Power of Price,” 173-194.

Group 2:

Cialdini: Chapter 5, “Liking,” 167-207; and, Chapter 6, “Authority,” 208-236; and, Chapter 7, “Swindled,” 237-271.

PART 3: STRATEGY & PLANNING

Wed, Feb 17 –

Steele, “Introduction: Firing Blanks,” ix-xix, Chapter 1, “No Room for the Mouse,” 1-29, Chapter 2, “Silent Partners,” 31 – 57.

Mon, Feb 22 -

Steele: Chapter 3, “The Blind Leading the Bland,” 59-102; and, Chapter 4, “Peeling the Onion,” 103-138.

Wed, Feb 24 – Workshop: The Creative Brief.

Steele – Chapter 5, “The Fisherman’s Guide,” 139-188.

PART 4: CREATIVE

Mon, Feb 29 – Sullivan, Chapter 4: “Write When You Get Work,” 91-123.

Wed, March 2 – Sullivan, Chapter 5: “Concepting for the Hive Mind,” 124-173.

Mon, March 7 – Sullivan, Chapter 6: “Big Honkin’ Ideas,” 174-197.

Wed, March 9 – Ogilvy, Chapter 7, “How to make TV commercials that sell,” 103-102, and Chapter 8, “Wanted: a renaissance in print advertising,” 103-116; and, Chapter 16, “What little I know about marketing,” 167-172

***** SPRING BREAK: NO CLASS, Mon, March 14 – Fri, March 18 *****

Mon, March 21 –Challenge Review

Wed, March 23 – MID-TERM CHALLENGE.

PART 5: CULTURAL COMPETENCY

Mon, March 28 – *Culture & The Ad: Presentation & Discussion*

Wed, March 30 – Workshop

PART 6: MAKING AN IIMPACT

Mon, April 4 –

Heath: Introduction, “What Sticks,” 3-24; and, Chapter 1, “Simple,” 25-62.”

Wed, April 6 –

Heath: Chapter 2, “Unexpected,” 63-98; and, Chapter 3, “Concrete,” 98-129.

Mon, April 11 –

Heath: Chapter 4, “Credible,” 130-164; and, Chapter 5, “Emotional,” 165-203.

Wed, April 13 –

Heath: Chapter 6, “Stories,” 204-237.

Mon, April 18 –

Heath: Epilogue, “What Sticks,” 238-252; and, “Sticky Advice,” 253 – 263.

PART 7: THE BUSINESS & THE PITCH

Wed, April 20 –

Sullivan: Chapter 11, “Only the Good Die Young,” 258-283; and Chapter 12, “Pecked to Death by Ducks,” 284-311.

Mon, April 25 –

Steele: “Serendipity,” 231-269.

Ogilvy: Chapter 5, “How to get clients,” 58-65; and, Chapter 9, “Advertising Corporations,” 117-126.

Wed, April 27 –

Sullivan: Chapter 13, “A Good Book or a Crowbar,” 312-335; and, Chapter 14, “Making Shoes versus Making Shoe Commercials,” 336-343.

Mon, May 1 – Challenge Preparation

Wed, May 3 – Challenge Preparation

FINAL: CHALLENGE – Tues, May 10, 1:30-4 pm

Course Requirements & Grading:

Attendance, Participation, Quizzes & Fieldwork – 60% of grade

Mid-Term Challenge – 10% of grade

Final Challenge – 30% of grade

Grading scale: 92–100 = A, 90 – 92 = A-, 88 – 89 = B+, 83 – 87 = B, 80 – 82 = B+, 78 – 79 = C+, 73-77 = C, 70-72 = C-, 68-69 = D+, 63-67 = D, 60-62 = D-, Below 60 = F

Video, audio or photography of class without written consent of instructor prohibited.

Class Policy on Attendance:

Every three absences from either lecture or lab may lower your final course grade by one letter. You must contact your lab instructor with a written explanation before the absence.

William Allen White School of Journalism and Mass Communications Policy on Classroom Attendance:

No student may add a journalism class after the 20th day of a semester. Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent. The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report the absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay financial aid. Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

Students with Disabilities

The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact your lab instructor as soon as possible. Please be aware that the KU Office of Disability Resources coordinates accommodations and services for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted this office, please do so as soon as possible.

Information about services can be found at <http://www.disability.ku.edu/~disability/>. The Office of Disability Resources (DR), 22 Strong Hall, (785) 864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. **If you have a disability for which you may request accommodation in KU classes** and have not contacted DR, please do so as soon as possible. Please also contact your lab instructor privately in regard to this course.

Academic Misconduct:

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you will fail the course, and you may be expelled from or denied admission to the School of Journalism.

William Allen White School of Journalism and Mass Communication Policy on Plagiarism and Fabrication/Falsification

Adopted May 7, 2004:

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor(s) of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism:

Knowingly presenting the work of another as one's own (for example, without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification:

Unauthorized alteration or invention of any information or citation in an academic exercise is not allowed. In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you'll fail the course, and you may be expelled from or denied admission to the School of Journalism. The School of Journalism's official policy statement is the following:

“The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

“In this course, the penalty for plagiarism, fabrication or falsification is a failing grade for the semester. Additional penalties can include expulsion from the School of Journalism. If you have questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of this course.”

The KU University Senate defines plagiarism as “knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.” The University defines fabrication and falsification as “unauthorized alteration or invention of any information or citation in an academic exercise.”

Here is more clarification:

- If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is cheating. Unauthorized materials include written materials, such as notes. Unauthorized materials include any forms of nonverbal communication (one cough, the answer is A; two coughs, the answer is B).
- Plagiarism is stealing. You take someone else's ideas, thoughts, or words, and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it was your own is plagiarism. There may be times when you want to incorporate another person's ideas, opinions, and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due. “Recycling” past interviews or research from previous J101 students and presenting it as your own falls into the category of plagiarism.
- Fabrication and falsification mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic to make it sound better. Don't do it.

Original Work:

The expectation when you come to this class is that you have come to learn, to be creative, to stretch your imagination, and expand your skills. Therefore, all the work you do in this class must be original. That means no “recycling” of assignments or papers from other classes in the j-school or outside the j-school. Do not recycle old high school assignments. Do not recycle research papers, news stories or marketing plans. If you wrote a news story on Jayhawk alums who served in Afghanistan for a class last semester, you cannot revise that slightly and resubmit it as a new assignment. If you conducted a research study on how companies respond to crisis, you cannot modify that and submit it to your professors. We assume the work you do for this class is original to this class. Any efforts to recycle material will be regarded as academic dishonesty.

Diversity

Think about the relationship between media and audiences and learn how to meet the needs of diverse audiences. In this class, it is important that you feel comfortable expressing ideas and opinions. We welcome and encourage you to share differing perspectives and diverse experiences and to be respectful of others whose viewpoints and experiences may not be the same as your own.