Instructor: Dr. Molly Niesen, [www.mollyniesen.com](http://www.mollyniesen.com)

Time/Location: Online, asynchronous

Office Hours: Virtual office hours: M-F 12-2 by email (below) and on D2L

E-mail: mcniesen@eiu.edu

Phone: 217-369-1677 (you may send a text in case of emergency)

**Overview**

This course, the capstone of the interdisciplinary advertising minor, provides a broad review of the history of the field, research and practice associated with advertising, organization of the advertising industry, role of advertising in promotion, reviews types of advertising, and various media vehicles. We will learn about how advertisers have responded—successfully and not—to larger political, social, economic, and technological changes. Although the focus of this class is advertising, we will also delve into the larger social and cultural contexts of consumption, presently and historically.

Caveat: This class is not an advertising production class. Instead, it is an overview of the field. If you plan to work in advertising, it is absolutely crucial to understand the field for which you plan to enter. Advertising agencies, above all, want to hire *critical thinkers* (which is why they often hire professionals with a broad liberal arts education). Nothing is more impressive in an interview than the ability to understand the industry.
Objectives

In Advertising Theory and Practice, we will build knowledge on the following topics:

- What advertising is and what it is not (this is more complicated than you might think)
- The theoretical, political, and economic foundations of advertising
- The history of the advertising and how it relates to broader historical trends
- How to critically evaluate advertising messages
- The basic elements and practices of the modern advertising field
- The makings of an effective and successful advertising campaign

Texts

All course texts will be available via PDFs, URLs, and videos from our course website. See schedule for details.

You must also sign up for a Prezi account by the first week of class through Prezi.com

Attendance

This is an online course, but your presence is still required. Attendance is based on turning in writing assignments 1-2 times week and responding to the discussion boards. Late work is not accepted. Dropboxes will close at 5pm on the day an assignment is due. You must keep track of all deadlines. Set reminders in your calendar!

Class Participation

Since this course will be lecture and participation-driven, the key requirement is your active and serious participation in all class-related activities. Thus, you must communicate!! You are expected to participate sincerely and constructively and active participation for online discussion is expected. Class participation reflects attitude in the course. Class participation points will be added up through quick blog posts asking you to respond to readings, lectures, and or videos.

Make up policy

Because this is an online class where participation is based on turning in work, late work is not accepted. Deadlines are set automatically on D2L and cannot be changed because time is limited and the same rules need to apply to everyone. Make-ups for tests will only be allowed in the case of a documented medical or other emergency. Documentation must come from a university Dean or a physician. Notes indicating a doctor appointment on the day or the assignment do not count.

Plagiarism and Cheating

For information on Eastern’s policy on plagiarism and academic dishonesty, please see http://www.eiu.edu/judicial/studentconductcode.php
You are responsible for knowing the university policy on what constitutes academic dishonesty.

If you violate EUI’s code of conduct, expect to fail the course and be reported to the Dean of Students. Do your own work. Give credit where credit is due. Cheating is not worth the price. Ever.

**Disabilities, Integrity, & Student Success Center**

**Disabilities:**
If you have a documented disability and wish to discuss academic accommodations, please contact the Office of Disability Services at 581-6583. The instructor will accommodate your needs for class assignments and tests.

**The Student Success Center:**
Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (www.eiu.edu/~success) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to 9th Street Hall, Room 1302.

**Academic Integrity:**
Students are expected to maintain principles of academic integrity and conduct as defined in EIU’s Code of Conduct (http://www.eiu.edu/judicial/studentconductcode.php). Violations will be reported to the Office of Student Standards.

**Course Requirements**

- Response Papers: 4 response papers, 25 points each
- Quick writes & discussion posts: 5-10 points each
- Final Project: 50 points
- Participation via online discussions is expected. A lack of participation in this class can result in 10% deduction in your final grade
Tentative Schedule

This reading and topic schedule is *tentative* and will be updated periodically as we progress. Details will be announced in class, and reminders sent over email, whenever this schedule changes. The official schedule will be posted on D2L.

Week 1: August 19
Class intro
- Readings: Syllabus
- Class Introductions

Week 2: August 26
What is advertising?
- Reading: TB: pp. 20-22 and 40
- Film: Art & Copy (link on D2L)
- **Quick write assignment due by Friday August 30 at 5pm (5 pts)**

Week 3: September 2 (Labor Day)
Why study Advertising history?
- Reading: Vince Norris article
- Lecture: Advertising pre-history on Prezi
- **Response Paper 1 due Friday Sept 6 by 5PM (25 points)**

Week 4: September 9
Early advertising history
- 1900-WWI
- Readings: Sivulka Chapter 1
- Watch the documentary *The Century of the Self.*
- **Quick write due by Friday September 13 (5 pts)**

Week 5: September 16
The Great Parables
- 1920s and 1930s
- Readings: Marchand Chapters 7&9
- **Quick write due by Friday September 20 (find parables, 10 pts)**

Week 6: September 23
The ad industry during WWII
- Readings: Stole article
- **Quick write due by Friday September 27: Find examples of war propaganda. Discuss stereotypes used.**

Week 7: September 30
Consumer society in post-war America
- Lecture: post war advertising
• Quick write due Friday Oct 4 designed vs. planned obsolescence 5 pts

Week 8: October 7
• Lecture: Children’s advertising.
• Film available on D2L
• Readings: Niesen, “Kidvid Crusade”
• Response paper due on Friday October 11 by 5PM (25 points)

Week 9: October 14
• Topic: Political advertising
• Reading: McChesney, “The Bull Market: Political Advertising”
• Quick write due Friday October 18 by 5PM

Week 10: October 21
• Topic: Cause related advertising & Marketing
• Stole article in PR Week
• Quick write due Friday October 25

Week 11: October 28
• Lecture: The creative brief and the structure of the modern ad agency
• Quick write due Nov 1: The Creative Brief

Week 12: November 4
• Make your own ad: Class competition (details TBA)

Week 13: November 11
• Project proposals

Week 14: November 18
• Project proposals due Wednesday Nov 20

Week 15: November 25 THANKSGIVING BREAK

Week 16: December 2: WORK ON FINAL PROJECTS

FINAL PROJECTS DUE ON DECEMBER 9 BY 5PM