

**Syllabus**

**DIVISION OF ARTS AND SCIENCES**  
**COM 321: Mass and Niche Communications**

5 Credits  
Effective: Fall 2012/2013

*Access to the Internet is required.*  
*All written assignments must be in Microsoft-Word-compatible formats.*  
*See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.*

## **FACULTY**

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

## **COURSE DESCRIPTION**

Advertising conveys compelling messages in order to sell goods and services. Due to its effectiveness as a means of influencing opinion and behavior, the methods and strategies of advertising have come to be deployed in other forms of mass communication. During this course students will closely observe, analyze, and interpret advertising to discover how persuasive messages are constructed and operate. Students will explore the methods and the practices of advertising and marketing as persuasive messaging. This approach will give students an understanding of advertising and persuasion in mass communications.

## **COURSE RESOURCES**

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). The reading list can be found under Course Information in Blackboard as well as from the library homepage.

Note: Required resources that must be purchased by the student are tagged “Purchase from a vendor of your choosing.” Required resources with a direct link, “Available through CityU Library”, are available at no cost to students.

Students in Canada will see required resources they need to purchase tagged “Purchase from the Canadian Bookstore.” Students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

## **CITYU LEARNING GOALS**

This course supports the following City University learning goals:

## **COURSE OUTCOMES**

In this course, learners:

- Critically evaluate advertising construction and content and mass communication forms of persuasion
- Find, evaluate and apply information
- Examine the function of advertising and persuasive messaging in global public debate and opinion
- Explore ethical and legal issues of advertising
- Understand the development of persuasive messages
- Analyze the role and structure of advertising and mass communication forms of persuasion

## CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Cultural competence in the production and consumption of persuasive communications
- Demonstrate credibility
- How to create an ad campaign
- Information literacy
- Interpretation and analysis of advertising, marketing, and propaganda
- Messages adapted to specific audiences, situations, and contexts
- Strong written communication skills
- Use of persuasion and argumentation concepts to construct communications

## OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Instructor-Determined Assignments	40%
Paper #1	20%
Advertising Campaign Project	20%
Paper #2	20%
<b>TOTAL</b>	<b>100%</b>

## SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

### Instructor-Determined Assignments

Students are expected to participate in weekly discussions and activities. Discussions and activities may include group projects, short papers, individual discussion assignments, research, case study analysis, peer critique, journals, and quizzes.

Class participation through discussion is an integral part of this online course, although it is typically less formal than other work submitted throughout the course. Participation is defined as active engagement in a discussion or other online activity.

To provide a structure for balanced participation and allow you to maximize the benefit of the discussion boards, it is recommended that you follow these guidelines:

- 1) Post your responses to discussion questions in the first three days of the school week (Monday through Wednesday).
- 2) Post three or more thoughtful and topic-relevant comments to responses made by classmates during the last four days of the school week (Thursday through Sunday).
- 3) Respond to any questions that your instructor or peers have regarding your original post by the end of

the school week.

<i>Components</i>	<i>% of Grade</i>
Meets requirements of the activity in a timely manner	25%
Adds insightful or new ideas, comments, or questions relevant to the activity and/or to other students' posts	25%
Appropriately references readings, material in course sessions and other postings	25%
Writes clearly, concisely, and grammatically	25%
<b>TOTAL</b>	<b>100%</b>

### Paper #1

#### Paper #1

The goal of this assignment is to analyze the power of a brand and evaluate its effectiveness. Choose a known brand. Analyze it in terms of its positioning, its 'personality' and its promise to the consumer. Discuss any ethical or legal issues.

In building the argument, elucidate the components of the brand:

- Visual representation(s)
- Logo
- Tagline (the brand slogan – Just Do It)
- What is the brand personality? (ipod – young, active, hip)
- Who is the representative customer? (Abercrombie & amp; amp; Fitch – wealthy college kids)
- What does the brand promise? (IBM – dependability)
- How effective is it and why?
- What are the emotional appeals of the brand?
- What type of loyalty does it command?
- How does it differentiate itself from competitors through the brand?

Next, evaluate how one would respond to the brand as a consumer and also as an informed communications student.

Course readings and concepts discussed through lectures and activities must be incorporated in the paper.

<i>Components</i>	<i>% of Grade</i>
Organization	20%
Key Topic Support	30%
Analysis	30%
Writing Mechanics	20%
<b>TOTAL</b>	<b>100%</b>

### Advertising Campaign Project

The goal of this assignment is to develop a rough media plan and see how that determines the broad direction of the advertising. Then, you'll develop an advertising concept addressing (and solving) the primary 'problem' your product faces. Next, you'll execute 3 sample taglines, 3 headlines, and 1 version of body copy for your print advertisement.

Assignment components:

- A media plan (without budget);
- A creative concept
- 3 sample taglines, 3 headlines and 1 example of body copy for a print ad;
- Then you'll evaluate your own ad.

The ads will be posted and everyone will provide evaluation and comments on all the creative concepts and their execution.

***Components***  
**TOTAL**

***% of Grade***  
**100%**

Paper #2

Paper #2

The goal of this assignment is to complete an in-depth analysis of Nike's global marketing strategy through its advertising, its website and its in store promotional materials. Students will need to spend time watching ads online, delving into different areas of the Nike.com website, and visiting a major Nike retailer to find examples of in-store Nike promotional materials. Analyze the effectiveness of each vector (TV spots, website, in-store materials) as support or extension of the Nike brand:

- In the what are the strengths and weaknesses of each vector;
- What is the message communicated;
- What is the creative strategy;
- Does it support or extend the brand?

Student will build their analyses about brand, advertising, marketing strategies, and any ethical or legal issues from the material in the course and from the vantage point of a communications student and then as a consumer.

***Components***  
Organization  
Key Topic Support  
Analysis  
Writing Mechanics  
**TOTAL**

***% of Grade***  
20%  
30%  
30%  
20%  
**100%**

**COURSE POLICIES**

**Late Assignments**

LATE ASSIGNMENT

**Participation**

PARTICIPATION

**Professional Writing**

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

## UNIVERSITY POLICIES

You are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

### **Non-Discrimination & Prohibition of Sexual Misconduct**

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/>.

### **Religious Accommodations**

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

### **Academic Integrity**

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the University Catalog in the section titled [Academic Integrity Policy](#) under Student Rights & Responsibilities.

### **Attendance**

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly. Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled Attendance under Student Rights & Responsibilities.

### **Final Assignments Due Date**

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

## **SUPPORT SERVICES**

### **Disability Services Accommodations Statement**

Students with documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at [disability@cityu.edu](mailto:disability@cityu.edu) or 206.2369.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with your course instructors.

### **Library Services**

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services](#) online, 24 hours a day, seven days a week.

### **Smarthinking Tutoring**

CityU students have 24/7 access to free online tutoring offered through Smarthinking, including writing support, from certified tutors. Contact CityU's Student Support Center at [mycityusupport@cityu.edu](mailto:mycityusupport@cityu.edu) to request a username and password.