

Course Requirements:

Brands Study	150
Creative Brief	150
Dorm Promotion/copywriting	150
Campaign	300
Final Exam	200
Participation	<u>50</u>
Total	1000

Brand Study: Find 10 ads for one of your favorite brands from ad campaigns conducted within the last 5 years; give an analysis based on criteria given in class.

Creative Brief: The class will be assigned to work on a creative brief for various parts of the Communication Department. The plans/ideas will be worked on individually to be presented in class.

Dorm Promotion: In order to promote living on-campus to new in-coming freshmen, a promotional piece will be placed in the “packet” given to those students. Develop the copy and the mock-up for an ad. The plans/ideas will be presented in class.

Campaign: Students will create a campaign for an on-campus event(s) or department. Ideas will be chosen in class and students will work to develop a promotional campaign. Ideally this campaign can be put into practice.

Exam: A final exam will be given at the end of the semester covering all the different types of advertising covered in the last third of the semester.

Participation: There will be a number of participation assignments given throughout the semester. These assignments will consist of questions over course readings, gathering examples, and other daily tasks. Assignments will be given in class and should normally be completed by the following class period. *No late participation assignment will be accepted.* The teacher also reserves the right to administer quizzes on assigned readings if it is perceived as a necessary incentive.

Assignment submission policies:

Paper/project submission: All typed submissions for academic work should be in 12 pt. Times New Roman font unless otherwise specified. Academic work should also be double spaced, have 1 inch margins, denote pagination, and have a cover page with name, title, etc. Mock ups of ideas can be hand drawn if neatly executed. When asked to be 4-6 pages, this means four full pages, not three pages with one line on the fourth. Students submitting late papers/projects will receive a 50% deduction up to 1 week beyond the due date. After this, the grade will be recorded as zero. Extenuating circumstances must be communicated *before* the due date.

Work submission: Do not submit assignments over e-mail unless *specifically asked* to do so. Papers, participation assignments, etc., should be submitted in class. E-mail submissions will only be accepted under extenuating circumstances, with prior permission.

Additionally, technology excuses such as “I couldn’t download the assignment…” or some derivative will not be accepted. Use campus computers if problems arise at home. If you absolutely cannot find a way to get the assignment printed, communicate any problems over e-mail *before class* and we’ll deal with them then..

Attendance:

Your university experience calls for the same level of professionalism and punctuality as employment. Therefore, it is expected that everyone attend class on a regular basis to ensure the greatest chance for learning and understanding. Each student is given *six absences* to be used for illness, interviews, school sponsored events, or other personal circumstances. Think of them as vacation days if you like. Every additional absence results in a *25 point deduction* off the final grade. (See University Catalog Academic Policies and Procedures.

[http://catalog.concord.edu/content.php?catoid=6&navoid=349#Class Attendance](http://catalog.concord.edu/content.php?catoid=6&navoid=349#Class_Attendance))

Just as with an employer, it is expected that you inform me when you miss class. For extenuating circumstances (e.g., death of close family, jury duty) I ask that you tell me as soon as possible so I can work with you to reach some sort of compromise. With the availability of email, there is no excuse for not contacting me about situations that arise.

University Activity Absences: “Absence from class for College approved functions poses a special problem. Instructors are required to excuse the physical absence if the student has notified the instructor and arranged for any compensating work prior to the absence” (Concord Handbook). Given this policy, you may have, for example, 5 university excused absences without any penalty, but 4 university excused absences and 1 other absence will result in a reduction of your final grade by 50 points.

Grade Scale:

100-90	A
89.9-80	B
79.9-70	C
69.9-60	D
Below 59.9	F

Accessibility/Accommodations:

Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU’s Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.

Academic Dishonesty

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

Concord University Honor Code

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

"As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same."

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

Emergency Alert System

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

Emergency Information

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to: <http://www.concord.edu/administration/office-public-safety>.

Inclement Weather Policy

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

University Closure

No students or employees are to report.

Classes Cancelled

Students do NOT report BUT employees are expected to report to work at their normal time.

Operating on an Inclement Weather Delay

Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.) **Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

Student Conduct

Cell phone usage, including texting, is prohibited in class. All cell phones should be turned off or, in emergencies, set to vibrate. Those who must have a conversation should politely excuse themselves and take it outside. Given that this is an Interpersonal Communication class, I hope that texting during class will be seen for what it is—rude.

It is important that everyone behave professionally in order to accommodate learning and show respect. While you may feel like ignoring a speech/lecture (though your payment to do this would be confusing), your conduct should never disrupt the ability of others to listen.

Disruptive behaviors that violate this right to listen will be subject to the strictures of the Academic Catalog, whereby students will be given a warning if they are disruptive. Further disruptions in that or future lectures can result in the dismissal from that day's class and/or dismissal from the course.

Sexual Harassment & Assault

Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-3845290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or titleix@concord.edu. Reports to Campus Security can be made at (304384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault

Technology Services

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail cuhelpdesk@concord.edu.

Course Schedule (See course packet)

Syllabus Disclaimer

"This syllabus is subject to change based on the needs of the class. Please check it regularly."