



**Course:** Special Topics

**Course Number:** AV 30920

**Instructor:** Kirk Widra M.Ed.

**Prerequisites:** None

**Email Address:** [kirkwidra@gmail.com](mailto:kirkwidra@gmail.com)

**Contact Hours:** 4 Per Week

**Instructional Contact Hours:** Lecture: 22 hrs Lab 22 hrs

**Academic Credits:** 3 Credits

**Course Length:** 11 weeks

**Course Description:** This course is designed to change on a regular basis. It will look at a specific area of advertising and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience and experimentation and will create a final project in this specific area.

#### **Institutional Learning Objectives**

- Integrate creative discipline-specific knowledge, skills and abilities to obtain entry-level employment in chosen field.
- Exhibit competence in effective written communication and oral expression appropriate to the audience and medium.
- Use research and information literacy skills to effectively locate, select, and evaluate needed information.
- Use critical thinking in creative and innovative problem solving and decision-making.
- Work effectively in teams.
- Apply ethical responsibility and integrity to personal and professional situations.

#### **Program Objectives:**

- Compare and contrast the various channels used for advertising, including print, broadcast, and the Web, and describe common pricing issues and usual practices for each
- Understand the advertising industry, history and current trends

- Describe the primary advertising functions: research, planning, creative, media, management, budget, campaigns, and delineate how these areas work together
- Synthesize information from diverse sources for project purposes
- Work cooperatively in a team
- Write copy for advertising campaigns, understanding the role of copy and its limitations within digital media
- Recognize the business issues and industry concerns that advertising agencies face and the demands of e-advertising creation and use
- Speak effectively, write concisely, and listen attentively
- Define needs, think creatively, and develop unique problem-solving ability to support advertising proposals and projects
- Apply appropriate software solutions to design problems

### **Competencies / Learning Objectives**

- Students will acquire the skills needed to work with others in order to achieve a common goal.
- The ability to write, present and see through a project proposal.
- Self-evaluation and methods to measure success of final outcome.
- Critiquing others and the use of constructive criticism.
- Adding a new perspective/dimension to individual work.
- Honing research skills.

**Required Text:** *Advertising and Integrated Brand Promotion* (Opt,) by [Thomas O'Quinn](#), [Chris Allen](#), [Richard J. Semenik](#) ISBN-10: 0324289561

**Technology Needed:** Student will be responsible for computer generating all homework materials as needed. Student are required to use Microsoft Word and whatever graphics and word processing programs they deem necessary. **NOTE: All homework must be submitted in a computer-generated format where applicable, no other format will be accepted. All homework must contain your full name and chapter and or topic in MLA format \*(where applicable) to receive credit.**

**Instructional Materials and References:** Students will be required to gather materials based on instructors' examples and as part of research and developing of projects.

**Teaching Strategies:** Students will be exposed to a combination of instructional techniques including field trips, lectures, hands on demonstrations and exercises, and guest speakers. All project topics are reinforced by one of the previous techniques and are reexamined from multiple angles in order to ensure a clear understanding of material.

**Requirements for Successful Completion of Course:** Required attendance, consistent class participation, and the successful completion of all assignments. All projects must

be completed to complete this course. Preparedness will also be considered in the determination of the final grade. If a student is continuously unprepared for class, or leaves early that will have a negative impact on the final grade

**Methods of Evaluation:** Projects(s) 50% | Class participation, attendance, and homework 50%

**Instructor Availability Outside of Class:** Please email in advance to ensure appointment time and location.

- **Day:** Monday | **Time:** 7:00 – 8:00 & 12:00 – 1:00 | **Location:** 1622 Main 8<sup>th</sup> Floor
- **Day:** Wednesday | **Time:** 12:00 – 1:00 | **Location:** 1622 Main 8<sup>th</sup> Floor Faculty Workspace
- **Day:** Thursday | **Time:** 12:00 – 1:00 | **Location:** 1622 Main 8<sup>th</sup> Floor Faculty Workspace

**Dates of Final Review(s):** Week 5 for midterm grade and Week 11 for final grade

**Estimated Homework Hours:** 1-4 a week depending on needs of projects

**Estimated Technology Hours:** As needed

**Topical Outline of Course:** \*Please note this outline is subject to change based on the needs of the course and or time allotted.

**Week 1:**

- **Lecture and demonstration** Class expectations, assignments, and lectures on the course. Review the entire syllabus.
- **Classroom Activity / Projects:** Review of the role of advertising in Integrated Marketing Communications (IMC) plan
- **Homework:** Review syllabus and notes

**Week 2:**

- **Lecture and demonstration:** Review the importance of understanding the role of Advertising in an IMC
- **Classroom Activity / Projects:** Introduce project 1
- **Homework:** Work on research project profiles including profiles

**Week 3:**

- **Lecture and demonstration:** Recap the importance of research. Discuss importance of synthesizing information based on proper research
- **Classroom Activity / Projects:** Critique student's work to date. Give students time to work on project.

**Homework:** Finalize project 1

**Week 4:**

- **Lecture and demonstration:** Introduce project 2.
- **Classroom Activity / Projects:** Have students present their final project 1 and have class discussion, as well as individual meeting, on appropriateness of choices. Introduce Project 2
- **Homework:** work on Project 2

**Week 5:**

- **Lecture and demonstration:** No formal lecture, this class will be a workshop class, instructor will visit with each student and help student assess their work and continue
- **Classroom Activity / Projects:** Evaluate work to date for midterm grade.
- **Homework:** work on project 2

**Week 6:**

- **Lecture and demonstration:** No formal lecture, this class will be a workshop class, instructor will visit with each student and help student assess their work and continue
- **Classroom Activity / Projects:** Evaluate work to date and continue on
- **Homework:** work on project 2

**Week 7:**

- **Lecture and demonstration:** Introduce project 3.
- **Classroom Activity / Projects:** Have students present their final project 2 and have class discussion, as well as individual meeting, on appropriateness of choices. Introduce Project 3
- **Homework:** work on Project 3

**Week 8:**

- **Lecture and demonstration:** Go over issues of introducing an international product and how culture plays a factor
- **Classroom Activity / Projects:** Continue working on project. Instructor to meet with everyone individually to evaluate progress.
- **Homework:** work on Project 3

**Week 9:**

- **Lecture and demonstration:** No formal lecture, this class will be a workshop class, instructor will visit with each student and help student assess their work and continue
- **Classroom Activity / Projects:** Evaluate work to date and continue on

- **Homework:** work on project 3

#### **Week 10:**

- **Lecture and demonstration:** Q & A session with instructor about any phase of project for final.
- **Classroom Activity / Projects:** Students will begin final presentation in class with instructor if needed
- **Homework:** Review final project requirements

#### **Week 11:**

- **Lecture and demonstration:** No formal lecture or demonstration
- **Classroom Activity / Projects:** Review final project and issue final grade
- **Homework:** N/A

#### **Attendance Policy**

- The Art Institute of Philadelphia is committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.
- A student who is absent for *three cumulative weeks\** will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.
- It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. **You are expected to spend the entire amount of scheduled class time in the classroom.** If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.
- Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be

withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

- Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.
- If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

**Ai Unearned F (UF) Grade Definition:** Unearned F Grade: students who failed the course AND did not complete the final assignments in the course. Final assignment includes, but is not limited to a final exam, final project, final paper, portfolio presentation, capstone project or any other assignment due in the last week of the course. If a student completed some or all of the other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F grade will be reflected as a "UF" grade on the transcript. The course's instructor will award this grade when appropriate.

**Academic Dishonesty Policy:** The Art Institute of Philadelphia recognizes that any form or degree of academic dishonesty challenges the principles of truth and honesty which are among the cornerstones of the college. Consequently, the college treats academic dishonesty as a serious violation of academic trust. All students found to have engaged in such behavior will be penalized.

**Acts of academic dishonesty include but are not limited to the following:**

1. The illegitimate use of materials in any form during a quiz or examination.
2. Copying answers from the quiz and/or examination of another student.

3. Plagiarizing or falsifying materials or information used in the completion of any assignment.
4. Obtaining or otherwise improperly securing an examination paper prior to the time and date for the administration of the examination.
5. It is presumed that material submitted by a student for an assignment is original to that assignment and therefore submitting the same work for more than one course without the consent of the instructors of each course in which the work is submitted is considered dishonest.
6. Intentionally interfering with any student's scholastic work, for example, by damaging or stealing their intellectual property, computer files, project, etc.
7. Stealing and submission of another student's work as your own.
8. Aiding or abetting any of the above.

**The Art Institute will impose the following sanctions when a student is found to have committed any of the above infractions:**

1<sup>st</sup> offense = failure of class

2<sup>nd</sup> offense = suspension for two (2) quarters

3<sup>rd</sup> offense = expulsion

Any students found cheating/plagiarizing on their final senior portfolio will be expelled from the college and will not receive their degree.

A faculty member who believes a student has committed academic dishonesty will contact the Dean of Students and will also file an incident report with the Dean of Students. The Dean of Students will contact the student and will meet with the student and the faculty member prior to the next scheduled class session. If it is determined that the student did indeed commit academic dishonesty, the Dean of Students will inform the student of the penalty. Records of academic dishonesty will be held by the Dean of Students.

**STUDENT DISABILITY SERVICES:** The Art Institute of Philadelphia provides accommodations to qualified students with disabilities. The Student Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Philadelphia.

**STUDENT ACCOMMODATIONS POLICY:** If you are a student who has a need for a reasonable accommodation based on a documented disability, please contact the instructor privately either before or after class to discuss the accommodation. This request ideally should be made prior to the seating of the second class of the quarter. In order to receive a reasonable accommodation, you must have the appropriate documentation on file with the Student Services Office. Students can contact Lisa Stankiewicz at [lstankiewicz@aii.edu](mailto:lstankiewicz@aii.edu) or [215-405-6424](tel:215-405-6424).

**EQUAL EDUCATION OPPORTUNITY POLICY:** The Art Institute of Philadelphia does not discriminate on the basis of race, color, national origin, sex, gender, sexual orientation,

disability, age, religion, genetic marker, or any other characteristic protected by state, local or federal law, in our programs and activities.

**CELL PHONE/ELECTRONIC DEVICE POLICY:**

- Cell phones, ipods, and other electronic devices are not to be used in the classroom.
- Cell phones are not to be used in the library.
- All electronic devices should be muted or turned off prior to class and stored in a location other than the desk top.
- Cell phones are typically not to be used in hallways. Loud and disruptive use of cell phones in hallways will be addressed.
- Emergency use of cell phones is by instructor discretion.
- Students may use cell phones in stairwells and outside of buildings.

**Penalties for use of electronic devices:**

1st offense: Warning given by instructor

2nd offense: Removal from class for 1 day and attendance penalty. Student will be sent to Director of Student Services' office.

3rd offense: Probation and permanent removal from class.

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