

Introduction to Advertising
COMM 2327
Fall 2026

COURSE INFORMATION

Course Title: Introduction to Advertising
Course Number: COMM 2327

This course introduces students to the basic ideas, tools, and practices used in advertising today. Students will learn how advertising messages are created, who they are for, where they appear, and how they are evaluated.

INSTRUCTOR INFORMATION

Instructor: Kati Moody
Email: kmoody@southplainscollege.edu

Office Hours:

- Tuesday and Thursday: 9 a.m. – 12 p.m.
- Friday: 9 a.m. – 12 p.m.

Office hours are available online or in person. Appointments outside these times are available by request.

COURSE DESCRIPTION

Advertising plays a major role in how people understand products, services, ideas, and social issues. This course explores how advertising works across different media platforms and how messages are designed to reach specific audiences.

Students will study the history of advertising, basic strategy, creative thinking, media choices, ethics, and evaluation. Throughout the semester, students will apply what they learn by developing a public service announcement campaign focused on a real-world issue.

COURSE OBJECTIVES

By the end of the course, students will be able to:

- Explain what advertising is and how it works
- Describe how advertising has changed over time
- Identify target audiences and advertising goals
- Apply basic advertising strategies to real situations
- Analyze advertising messages for effectiveness and ethics
- Create simple advertising materials with clear purpose
- Explain and defend creative and strategic choices

GRADING POLICY

Total Possible Points: 1,000

- **Lecture Grade (Weekly Guided Notes): 100 points**
10 points each, 10 total
- **Applied Discussions: 200 points**
25 points each, 8 total
- **PSA Campaign Milestones: 200 points**
50 points each, 4 total
- **PSA Draft Submission: 50 points**
- **Final PSA Campaign and Presentation: 200 points**
- **Campaign Reflection: 50 points**
- **Midterm Exam and Final Exam: 200 points**
100 points each

LECTURE GRADE (WEEKLY GUIDED NOTES)

This course does not use recorded lectures. Instead, the lecture grade is earned through **Weekly Guided Notes**.

On 10 designated instructional weeks, students will:

- Review the lesson slideshow
- Complete a guided notes document while viewing the slides
- Fill in key terms, answer short questions, and make brief connections to course concepts

Guided notes are submitted for a grade and are designed to help students actively process lesson material, stay on track, and prepare for assignments and exams.

PSA ABOUT THE PUBLIC SERVICE ANNOUNCEMENT (PSA)

Throughout the semester, students will work on an individual public service announcement (PSA) campaign. A PSA is an advertisement designed to raise awareness, change behavior, or inform the public about a social issue.

Instead of completing one large project at the end of the course, students will build their PSA step by step through smaller assignments called PSA milestones. These milestones focus on key parts of advertising strategy, such as identifying a problem, defining a target audience, developing a message, choosing media platforms, and considering ethics and effectiveness.

The final PSA campaign will be presented in a multimedia format near the end of the semester. Students are not expected to have professional design or video skills. The focus of the project is clear thinking, strong strategy, and the ability to explain decisions.

APPLIED DISCUSSION RUBRIC

(Used for all Applied Discussions unless otherwise noted)

Total Points: 25

1. Created Artifact – 10 points

The post includes the required advertising-related item, such as an ad mockup, flyer, rewritten copy, visual example, or short media piece.

- 9–10 points: Artifact is complete and clearly related to the prompt
 - 6–8 points: Artifact is present but unclear or missing key elements
 - 0–5 points: Artifact is missing, incomplete, or off topic
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2. Explanation and Strategy – 10 points

The post clearly explains the thinking behind the work. The student addresses the target audience, message, and relevant course concepts.

- 9–10 points: Explanation is clear, thoughtful, and uses course ideas correctly
- 6–8 points: Explanation is basic or missing important details
- 0–5 points: Little or no explanation provided

3. Peer Responses – 5 points

The student responds to classmates with meaningful feedback that goes beyond simple agreement.

- 5 points: Responses are thoughtful, respectful, and specific
 - 3–4 points: Responses are brief or general
 - 0–2 points: Responses are missing or lack effort
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COURSE SCHEDULE

Week	Week Topic	Work Due
1	Introduction to Advertising: Advertising Is All Around Us	Applied Discussion 1: Advertising Is All Around Us
2	Advertising Theories & The History of Advertising	Applied Discussion 2: Historical Perspectives
3	The Parts of Advertising: Messages, Media, and Audiences	Applied Discussion 3: Messages, Media, and Audiences
4	Strategy Foundations: Target Audience and Insight	PSA Milestone 1: Problem & Audience Selection
5	Understanding the Audience: Motivation and Persuasion	Applied Discussion 4: Motivation and Persuasion
6	Campaign Strategy: Goals, Message, and Channels	PSA Milestone 2: Campaign Strategy
7	Midterm Review: Concepts and Connections	Applied Discussion 5: Concepts and Connections
8	Midterm Exam	Midterm Exam
9	Creative Strategy: Big Ideas and Message Design	PSA Milestone 3: Creative Concept & Message Design
10	Media and Platforms: Choosing Where Messages Live	Applied Discussion 6: Media and Platform Choices
11	Ethics and Responsibility: Truth, Bias, and Impact	Applied Discussion 7: Ethics Check
12	Measuring Effectiveness: Metrics and Evaluation	PSA Milestone 4: Media Plan & Evaluation Rationale
13	Campaign Assembly: Drafting and Building the PSA	PSA Draft Submission

14	Revision and Improvement: Strengthening Strategy and Message	Applied Discussion 8: Peer Feedback & Revision
15	Final Campaign Presentation and Reflection	Final PSA Campaign and Presentation; Campaign Reflection
16	Final Exam	Final Exam

Course topics and due dates may be adjusted as needed. Any changes will be announced through Blackboard.

USE OF ARTIFICIAL INTELLIGENCE

Artificial intelligence tools may be used in this course for brainstorming, idea generation, outlining, or editing support. However, all submitted work must reflect the student's own thinking and understanding.

Students must be able to explain and defend any work they submit. Using AI to complete assignments without personal input or understanding is not allowed and may be treated as academic dishonesty.

When in doubt, ask the instructor before using AI tools.

PLAGIARISM AND ACADEMIC DISHONESTY

Plagiarism is presenting someone else's work, ideas, or words as your own. Academic dishonesty includes cheating, copying, submitting work created by others, or misrepresenting sources.

All work submitted in this course must be original and created for this class. Students are expected to follow college policies related to academic integrity.

Violations may result in a failing grade on the assignment, a failing grade in the course, or further disciplinary action.

Intellectual Exchange Statement

In South Plains College courses, the instructor will establish and support an environment that values and nurtures individual and group difference and encourages engagement and interaction.

Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

Disabilities Statement

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of the individual's disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Lubbock Centers (located at the Lubbock Downtown Center) 806-716-4675, or Plainview Center (Main Office) 806-716-4302.

Non-Discrimination Statement

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College, 1401 College Avenue, Box 5, Levelland, TX 79336. Phone number 806-716-2360.

Title IX Pregnancy and Parenting Accommodations Statement (Rev. 6/11/2024)

If you are pregnant or parenting (paternal or maternal) with children under the age of 18 per [Texas Education Code 51.982](#) and Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a [Title IX pregnancy and parenting accommodations request](#), along with specific medical documentation, to the Health and Wellness Center. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact the Health and Wellness Center at 806-716-2529 or email rcanon@southplainscollege.edu for assistance.

CARE (Campus Assessment, Response, and Evaluation) Team

South Plains College is committed to ensuring the safety, health, and well-being of its students and community. To support its campus community SPC has a CARE Team. This is a dedicated group of campus professionals responsible for assessing and responding to students who could benefit from academic, emotional, or psychological support, as well as those presenting risk to the health or safety of the community. If you see someone experiencing challenges, appearing

distressed, posing a threat to their safety or someone else's safety, or causing a significant disruption to the SPC community, please submit a [CARE Team referral](#). You may also submit a referral for yourself if you would like additional support. NOTE: In cases where a person's behavior poses an imminent threat to you or another, contact 911.

Campus Concealed Carry Statement

Texas Government Code 411.2031, et al. authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at: <http://www.southplainscollege.edu/campuscarry.php>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

COVID-19 (Rev. 9/12/2025)

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or get tested for COVID-19.

- Fever or chills
- Cough, shortness of breath, difficulty breathing
- Sore throat
- Congestion or runny nose
- Muscles or body aches
- Fatigue
- Headache
- Nausea or Vomiting
- Diarrhea

Please also notify DeEtte Edens, FNP-C, Associate Director of Health & Wellness, at dedens@southplainscollege.edu or 806-716-2376

1. SPC will follow the recommended 3-day isolation period for individuals that test positive.
 - a. **Please note that day 0 is the date of positive test. Day 1 begins the first full day after the date of positive result.**
2. COVID reporting
 - a. Please have students and employees notify DeEtte Edens, FNP-C if they have tested positive to verify dates before returning to class or work.
 - b. The home tests are sufficient but students need to submit a photo of the positive result. The date of test must be written on the test result and an ID included in the

photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor's note or email notification. Results may be emailed to DeEtte Edens, FNP-C at dedens@southplainscollege.edu.

- c. A student is clear to return to class without further assessment if they have completed:
 - The 3-day isolation period, symptoms have improved and
 - they are afebrile for 24 hours without the use of fever-reducing medication.
 - d. HEATH SCIENCE PROGRAMS ONLY: Due to clinical requirements, students in health science programs returning to class or clinical from a positive test will be required to wear a mask in the health sciences areas including offices, hallways, and classrooms, as well as in the clinical setting for a 10-day period from date of positive test.
 3. Please instruct students and employees to communicate with DeEtte Edens prior to their return date if still symptomatic at the end of the 3-day isolation.
 4. Exposed individuals will not be required to quarantine. If exposed, SPC does request individuals closely monitor themselves. If an individual does become symptomatic, please do not attend class or work and be tested.
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Student Identification Verification Pictures (added 12/3/2025)

EFFECTIVE SPRING 2026: In order to comply with institutional identity-verification procedures, students enrolled in courses at South Plains College must have a current photo available in the College's student information system. Approved photos are used solely for instructional, advising, and security purposes and are protected under applicable privacy laws. Students without a photo on file must update their record during the first week of class. Pictures may be uploaded using these [instructions](#).

Artificial Intelligence Statement

• Purpose of Artificial Intelligence (AI) Applications:

AI applications are advanced language models designed to aid and engage in meaningful conversations, as well as, generate and revise content. AI is intended to supplement learning, stimulate critical thinking, and enhance academic discourse. However, its use comes with certain responsibilities.

• Academic Integrity:

Using AI to generate academic work, including essays, reports, or assignments, without proper attribution is a violation of SPC academic integrity policies. Plagiarism undermines the learning process and is strictly prohibited. Students must ensure that their work reflects their own ideas, research, synthesis, and analysis and appropriately cites all sources, including AI.

• Collaboration and Consultation:

While AI can be a valuable resource, it is essential to strike a balance between seeking assistance and maintaining personal responsibility. Collaboration with peers, consulting instructors, and utilizing other approved learning resources should be prioritized. Overreliance on AI for solutions without actively engaging in the learning process is discouraged and can be grounds for academic integrity violations. Utilizing AI as a tool for brainstorming or research is allowed but the writing should be the student's own work and thoughts.

• **Critical Thinking and Originality:**

AI usage can provide suggestions and information, but it is essential to critically evaluate the responses and exercise independent thought. Relying solely on AI for answers deprives students of the opportunity to develop their analytical and problem-solving skills. In assignments where originality, creativity, and independent thinking are valued, AI would be detrimental to the student learning process. Critical thinking and originality emphasize the importance of independent thinking in all academic endeavors as part of the student's learning experience apart from outside influence and offers the student the opportunity to refine their unique, individual voice through academic discourse with other students and faculty.

• **Ethical Use and Bias Awareness:**

AI is trained on large amounts of data from the internet, which may include biased or inaccurate information. Be mindful of the potential for bias and critically evaluate the responses provided by AI. Therefore, when using AI, just like with using any other database, students must verify that the information is from reliable sources, question any potential biases, and ensure that the information and sources used in the paper are neutral, peer-reviewed sources.

• **Responsible Engagement:**

Students should engage with AI in a respectful and responsible manner and avoid using offensive language, discriminatory remarks, or engaging in any form of harassment or inappropriate behavior. Students should also uphold the standards of respectful communication in addressing both AI and fellow classmates.

• **Compliance with South Plains College Policies:**

Policies regarding the appropriate use of AI in South Plains College courses are set by instructional departments and individual instructors. Appropriate use of AI may range from strict prohibition to assignments they may require the use of AI. Misusing or violating the guidelines outlined in this syllabus warning may result in disciplinary action, including academic penalties. Students are expected to familiarize themselves with the specific course policies regarding the use of AI and adhere to them throughout the semester.

Remember, AI can be a tool to support your learning in certain courses and assignments, but it cannot replace the critical thinking, creativity, and independent work that are integral to your overall academic growth.