



## **BCLA COMM 3362 Advertising & Society CAPA Barcelona Program**

### **Course Description**

This course introduces students to the linkages between advertising and society. It is premised on the belief that advertising helps shape human attitudes and behaviours, just as the latter two in turn help direct and shape advertising. The emphasis is however firmly on advertising as a shaping agent – how it influences individuals and societies, the dynamic nature of the relationship, and the impacts (both positive and negative) that advertising may have on individuals and societies. It takes a critical and dispassionate view of advertising, rather than a managerial or practitioner’s view. Various criticisms of advertising are flagged, and these are used as a basis for further coverage and discussion of the criticisms and issues raised.

### **Course Aims**

Through a combination of readings, class discussion, case analyses, group projects, field trips and invited experts, students will be able to:

- Understand the fundamentals of how advertising itself works;
- Understand the linkages between advertising and target markets;
- Appreciate both positive and negative nature of the linkages;
- Understand some particular linkages in some depth; and
- Critique selected advertising and the issues associated with it.

### **Requirements and Prerequisites**

This course does not require students to have undertaken prior courses in advertising. However it does assume that students have some prior knowledge about marketing. Some understanding of sociology, cultural, and/or communications and media studies would be an advantage. The course in the first two lectures does provide a ‘soft’ introduction to advertising and the themes explored in this course. Beyond this students should consult a textbook on advertising, or more broadly on marketing communications to familiarize themselves sufficiently with basic theories, concepts, driving principles and terminology.

### **Learning Outcomes**

At the end of the course, students should be able to:

- a. Analyze the relationship between advertising and society;
- b. Form perspectives on the criticism of advertising;
- c. Appreciate the ethical dilemmas posed by some advertising; and
- d. Decode and critique selected examples of advertising.

Students should demonstrate:

- e. An understanding of the communication objectives behind advertising;
- f. An understanding of advertising techniques utilized by advertising agencies;
- g. An understanding of ethical issues and the social outcomes of advertising; and
- h. Critical thinking skills in the analysis of advertising.

### **Class Methodology**

This course is taught using a combination of formal lectures, interactive learning activities and informal interactive discussions (principally conducted online). The course will consist of 2 hours face-to-face teaching and 1.5 hours online class

interaction per week. Through advertising examples and case study analysis students will be actively engaged in exploring the key concepts in relation to advertising and society.

## Field Components

CAPA provides the unique opportunity to learn about the city through direct, guided experience. Participation in field activities for this course is required. You will actively explore the Global City in which you are currently living. Furthermore, you will have the chance to collect useful information that will be an invaluable resource for the essays/papers/projects assigned in this course.

**Field study:** Visit to Hospital Sant Joan de Deu (Cancer Pediatric Center) in order to learn about the different capital fundraising campaigns.

There is one co-curricular My Education events (activity which the students selects and carries out independently) and they account for a further 10% of the total grade in this course. Students should select which My Education activity they wish to undertake and which can be reflected on from an 'advertising and society' perspective. The lecturer of this course can help you identify the most appropriate activity. For that activity a PowerPoint presentation and a report should be developed. Your task is due in week 10.

The paper will require a considerable research, as well as applied thinking. Maximum length is 2,000 words, excluding Table of Contents, Abstract, Bibliography and Appendices. Academic reference is absolutely mandatory. Non-referenced papers receive an automatic fail. Referencing must be complete and use Harvard format.

The paper should be typed on A4 paper, double space and 2cm margins. A Table of Contents, an Abstract (150 words max.), sub-headings and a Bibliography should be included. Appendices are optional. Staple the paper with a cover sheet, with provide your name, and course details.

By example, activities that you may choose could include

- Visit to El Born and analyse the case of gentrification
- Visit the Olympic neighbourhood to study how an event transformed the city of Barcelona
- Visit to restaurants like Tickets, and study how the haute cuisine is helping Barcelona to develop brand image
- Study the different Barcelona's advertising campaigns, and the impact on the city
- Visit to El Forum de las Culturas, and study how an event has helped to rebuild a poor neighbourhood
- Analyze the relationship between brands like Desigual, Custo Barcelona, and Mango and Barcelona image
- Visit Port Vell, and research how it became a leisure area
- Research the most emblematic iconic buildings in the city, and their relationship with the Catalan culture

## Mid-Term & Final Exams

The mid-term and final exams consists of short questions with open answers on topics covered in class to date: lecture series, interactive discussions questions, and set readings. (90 minutes)

## Participation

Participation is a vital part of your grade. Students are expected to participate actively and critically in class discussions, and the participation portion of your class will be graded accordingly. Assessment of participation by the lecturer is based on a mixed quantitative/qualitative criteria. Note that it is possible to score full marks in this component of the course, just as it is possible to not score any marks.

The success of this course is to a substantial extent dependant on student participation. Hence an emphasis is placed on student participation in this course, and participation is an assessable item. It is expected that participation will take four forms:

- Asking questions about the content for the lecturer materials
- Responding to the set discussion questions in groups
- Critiquing the advertising examples against a set brief
- Analysing and discussing case studies set questions

## Assessment/Grading Policy

Descriptor	Alpha	UK	US	GPA
Excellent	A	75+	93+	4.0
	A-	70-74	90-92	3.7
Good	B+	66-69	87-89	3.3
	B	63-65	83-86	3.0
	B-	60-62	80-82	2.7
Average	C+	56-59	77-79	2.3
	C	53-55	73-76	2.0
Below Average / Poor	C-	50-52	70-72	1.7
	D+	46-49	67-69	1.3
	D	40-45	60-66	0.7
				1.0
Fail	F	<40	<60	0

## Grade Breakdown and Assessment of Learning Outcomes

Assessment Task	Grade %	Learning Outcomes	Due Date
Class participation/Small group discussion	10%	a, b, c, d, e, f, g, h	Weekly
Mid-term exam	30%	a,b, c, d, e, f, g	Week 6
Group project Presentation 1 X 15-20 min. group presentation	10%	b, d, e, f, g, h	all
Group project's final paper and presentation	20%	a, b,d,e,g,h	Week 10
Final Exam	30%	A, b, c, d, e f, g, h	Week 12

## Course Materials

Pardun, C.J. (Ed.). (2013). *Advertising and Society: an introduction*. John Wiley & Sons. Second Edition. ISBN. 9780470673096

There will be a set of readings that will include selected chapters from different textbooks, academic journal articles, industry articles from newspapers and industry magazines, and websites.

The required readings appear below in the table in the next section. The expectation is that students will read them prior to the following week's lecturer and interactive discussion.

## Weekly Course Schedule

WEEK 1		Date
Lesson Number / title	Introduction to Advertising and Society	
Meeting time and Venue	To be determined	
In-class activity	Class Overview	
Out-of-class activity		
Readings		
Assignments	Do the assigned reading for next session	

Notes	
<b>WEEK 1</b>	
<b>Lesson Number / title</b>	<b>Introduction to Advertising and Society</b>
Meeting time and Venue	To be determined
In–class activity	Lecture / Class Activity
Out–of–class activity	Seminar Discussion Questions
Readings	Text: Chapter 1 Belch, G. Belch, M. Kerr, G. Powell, I. Waller, D. Xavier, R. (2009) Advertising and Promotion, McGraw Hill, Sydney
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 2</b>	
<b>Lesson Number / title</b>	<b>How Advertising Works</b>
Meeting time and Venue	To be determined
In–class activity	Lecture / Class Activity
Out–of–class activity	Seminar Discussion Questions
Readings	Wells, W. Moriarty, S. & Burnett, J. (2006) Chapter 1. Advertising Principles & Practice, 7 <sup>th</sup> Edition. Pearson Prentice Hall, New Jersey
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 2</b>	
<b>Lesson Number / title</b>	<b>How Advertising Works</b>
Meeting time and Venue	To be determined
In–class activity	Lecture / Class Activity
Out–of–class activity	Seminar Discussion Questions
Readings	Vakratsas, D., & Ambler, T. (1999). How advertising works: what do we really know? The Journal of Marketing, Vol 63:1, Jan pp. 26-43.
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 3</b>	
<b>Lesson Number / title</b>	<b>The Economic Impact of Advertising</b>
Meeting time and Venue	To be determined
In–class activity	Lecture / Class Activity
Out–of–class activity	Seminar Discussion Questions
Readings	Text: Chapter 2
Assignments	
Notes	
<b>WEEK 3</b>	
<b>Lesson Number / title</b>	<b>The Economic Impact of Advertising</b>
Meeting time and Venue	To be determined
In–class activity	Lecture / Class Activity
Out–of–class activity	Seminar Discussion Questions

Readings	Major Paper Briefing
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 4</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>Common Criticism of Advertising</b>
Meeting time and Venue	To be determined
In–class activity	Lecture / Class Activity
Out–of–class activity	Seminar Discussion Questions
Readings	Text: Chapter 3 Pollay, R, Mittal, B. (1993) Here's the Beef: Factors and Determinants and Segments in Consumer Criticisms of Advertising, Journal of Marketing, Vol. 57, July, pp. 99-114
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 4</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>Common Criticism of Advertising</b>
Meeting time and Venue	To be determined
In–class activity	Lecture / Class Activity
Out–of–class activity	Seminar Discussion Questions
Readings	Kirkpatrick, J. (1986) A Philosophical Defence of Advertising, Journal of Advertising, Vol 15:2, June , pp. 42-48 & 64
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 5</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>Advertising, Sexism &amp; Ageism</b>
Meeting time and Venue	To be determined
In–class activity	Lecture / Class Activity
Out–of–class activity	Seminar Discussion Questions
Readings	Text: Chapters 7 & 8
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 5</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>Advertising, Sexism &amp; Ageism</b>
Meeting time and Venue	To be determined
In–class activity	Lecture / Class Activity
Out–of–class activity	Seminar Discussion Questions
Readings	Ford, J. D. LaTour, M. (1993) Differing Reactions to Female Role Portrayals in Advertising, Journal of Advertising Research, September / October
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 6</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>Advertising and Materialism</b>
Meeting time and Venue	To be determined

In-class activity	Lecture / Class Activity
Out-of-class activity	Seminar Discussion Questions
Readings	Buijizen, M. Valkenburg, P. (2003) The Effects of Television Advertising on Materialism, Parent-Child Conflict and Unhappiness: A Review of Research, Journal of Applied Developmental Psychology, Vol. 24:4 September, pp. 437-456.
Assignments	<b><u>Prepare for the Midterm Exam</u></b>
Notes	
<b>WEEK 6</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>12. MID-TERM EXAM</b>
Meeting time and Venue	To be determined
In-class activity	Mid-term exam in class hours
Out-of-class activity	
Readings	
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 7</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>Political Advertising</b>
Meeting time and Venue	To be determined
In-class activity	Lecture / Class Activity
Out-of-class activity	Seminar Discussion Questions
Readings	Text: Chapter 4
Assignments	
Notes	
<b>WEEK 7</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>Guest speaker on Manuel Valls (candidate for Barcelona) communication campaign.</b>
Meeting time and Venue	To be determined
In-class activity	
Out-of-class activity	
Readings	
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	Each student will be required to ask at least one question.
<b>WEEK 8</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>Advertising, Popular Culture &amp; the Arts</b>
Meeting time and Venue	To be determined
In-class activity	Lecture / Class Activity
Out-of-class activity	Seminar Discussion Questions
Readings	Fowles, J. (1996) Advertising & Popular Culture - Foundations of Popular Culture, Sage, United States
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 8</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>Field trip</b>

Meeting time and Venue	To be determined
In-class activity	
Out-of-class activity	
Readings	
Assignments	
Notes	

WEEK 9		Date
<b>Lesson Number / title</b>	<b>Global Advertising &amp; Cultural Impacts</b>	
Meeting time and Venue	To be determined	
In-class activity	Lecture / Class Activity	
Out-of-class activity	Seminar Discussion Questions	
Readings	Pollay, R. Gallagher, K. (1990) Advertising and Cultural Values: Reflections in the Distorted Mirror, International Journal of Advertising. Vol. 9, pp 359-372	
Assignments	<b>Do the assigned reading for next session</b>	
Notes		

WEEK 9		Date
<b>Lesson Number / title</b>	<b>Advertising and social responsibility</b>	
Meeting time and Venue	To be determined	
In-class activity	Lecture / Class Activity	
Out-of-class activity	Seminar Discussion Questions	
Readings	Text: Chapter 16	
Assignments	<b>Prepare for the presentations / papers</b>	
Notes		

WEEK 10		Date
<b>Lesson Number / title</b>	<b>Project presentation</b>	
Meeting time and Venue	To be determined	
In-class activity	Project presentation	
Out-of-class activity		
Readings		
Assignments		
Notes	Final projects' paper should must be printed and handed in.	

WEEK 10		Date
<b>Lesson Number / title</b>	<b>Project presentation</b>	
Meeting time and Venue	To be determined	
In-class activity	Project presentation	
Out-of-class activity		
Readings		
Assignments	<b>Do the assigned reading for next session</b>	
Notes	Final projects' paper should must be printed and handed in.	

WEEK 11		Date
Lesson Number / title	Advertising and social responsibility	
Meeting time and Venue	To be determined	
In–class activity	Lecture / Class Activity	
Out–of–class activity	Seminar Discussion Questions	
Readings	Text: Chapter 16	
Assignments	<b><u>Do the assigned reading for next session</u></b>	
Notes		
WEEK 11		Date
Lesson Number / title	Advertising and social responsibility	
Meeting time and Venue	To be determined	
In–class activity	Lecture / Class Activity	
Out–of–class activity	Seminar Discussion Questions	
Readings	Coke case study	
Assignments	<b><u>Do the assigned reading for next session</u></b>	
Notes		
WEEK 12		Date
Lesson Number / title	Advertising and Social Media	
Meeting time and Venue	To be determined	
In–class activity	Lecture / Class Activity	
Out–of–class activity	Seminar Discussion Questions	
Readings	Kaplan, a. Haenlein, M. (2010) Users of the World Unite! The Challenges and Opportunities of Social Media, Business Horizons, vol 53, Issue 1, pp. 59-68	
Assignments	<b><u>Prepare for the finals</u></b>	
Notes		
WEEK 1 2		Date
Lesson Number / title	24. FINAL EXAM	
Meeting time and Venue	To be determined	
In–class activity		
Out–of–class activity		
Readings		
Assignments		
Notes		

## Attendance, Participation & Student Responsibilities

**Attendance:** CAPA has a mandatory attendance policy. Attendance is taken at the beginning of every class. Unless otherwise expressed by your instructor, the first time a student has an unexcused absence for a class, his/her grade will not be impacted. The second time a student has an unexcused absence in that class, it will result in a 3 percent reduction of the final grade (for example: an A- [92] will become an B+ [89]). The student will be placed on academic probation at this time. Three unexcused absences per class will result in failure of the course. A pattern of three absences in more than one course will result in dismissal from the program.



**Excused Absences:** Absences are only excused for medical reasons, for a family emergency or for a religious holiday. To request an excused absence, students must contact [excused.absence@capa.org](mailto:excused.absence@capa.org) ahead of time and provide evidence (e.g. a doctor's note) of the reason for his/her absence, otherwise the absence will not be excused. Even if the student knows the absence will not be excused, the student should still contact CAPA to inform CAPA they will not be in class.

In addition to contacting [excused.absence@capa.org](mailto:excused.absence@capa.org), it is the responsibility of the student to contact his/her instructor and make up any missed assignments.

**Class Participation:** Students are expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assignments BEFORE the class, and come in on time. Participation is a vital part of your grade: students are expected to participate orally in seminars and in online forums and discussions in a critical and evaluative manner; to interact with the faculty and fellow students with respect and tolerance; and to actively engage in discussion. Derogatory or inflammatory comments about the cultures, perspectives or attitudes of others in the class will not be tolerated.

**Any student who feels s/he may need an accommodation based on the impact of a physical, psychological, medical, or learning disability should contact the instructor and/or the director of academic affairs privately to discuss your specific needs.**

**Academic Integrity:** A high level of responsibility and academic honesty is expected. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work and class behavior. Plagiarism, self-plagiarism and cheating can result in dismissal from the program.

Self-plagiarism, copying an assignment entirely or partially to submit to a different class in an attempt to receive credit twice for one piece of work is unacceptable and considered cheating by duplication. Students risk receiving an "0" for any assignments in which they have duplicated their own work.

All substantial writing assignments (typically anything worth 20% or more of the final course grade) will be run through the plagiarism checking software Turnitin when submitted via CANVAS. See CAPA's Academic Standards and Policies for more information and resources on plagiarism.

**Sexual Misconduct, Required Reporting, and Title IX:** CAPA The Global Education Network is committed to encouraging a safe and healthy environment at our seven CAPA centers. This commitment includes the understanding of, and applicable adherence to, the guidelines outlined in Title IX of the Education Amendments of 1972. Title IX necessitates that US universities provide equity in all educational programs and activities without sex discrimination.

CAPA understands the implications of Title IX compliance for our institutional partners and thus endeavors to support this compliance as a vital aspect of partnership. The safety and security of all students during a program is a matter of crucial importance to CAPA. To facilitate this, CAPA encourages students to openly disclose any and all information that is Title IX relevant so that CAPA staff can provide support and connect students with appropriate resources. Because students may not understand the implications of Title IX abroad, CAPA will work to advise students about the resources available through Title IX and explain the importance of compliance in Title IX reporting. CAPA will work to build student confidence in CAPA's status as a mandated reporter by outlining the advantage of disclosure for the student, reassuring them that any information disclosed will not be used in an inappropriate manner, and stressing that individuals will only be informed on a need-to-know basis

**Use of electronic equipment in class:** All devices such as laptops, i-pods, i-pads, netbooks, notebooks and tablets, smartphones, cell phones, etc. are **NOT** allowed unless you have express permission from the faculty or you have been instructed to do so. If you require an accommodation to use any type of electronic equipment, inform the Associate Director of Academic Affairs at the beginning of Term.

**Use of Electronic Translators:** In Language courses students are NOT allowed to use electronic translators for writing texts in the target language: those submitting compositions and texts of whatever kind translated in such a fashion will receive a final F grade for the course.

**Late Submission:** Late submission of papers, projects, journal entries, pieces of homework and portfolios is only permitted with prior approval. A request must be made to the relevant Faculty member no later than two days prior to the due date. Late submission without prior approval will result in a full alpha grade penalty. In either case, work cannot be submitted after feedback has been provided to the rest of the class on the relevant assessment or one week after the due date whichever comes first, after which point a grade of F will be given for the assessment.

**Behavior during Examinations:** During examinations, you must do your own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, nor may you compare papers, copy from others, or collaborate in any way. Any failure to abide by examination rules will result in failure of the exam, and may lead to failure of the course and disciplinary action.