Advertising 465 presents the economic, ethical, regulatory and legal issues of the advertising industry. Students will examine advertising as an institution, historically and in contemporary society. It is intended to help students develop perspective about the roles advertising plays in our culture. Knowledge gained in this class might help future practitioners avoid costly mistakes during their careers.

Attendance is expected as is participation in class discussion. Examination questions may be drawn from material presented in class as well as from assigned readings. There will be in-class assignments and quizzes. While I do not punish non-attendance, I do reward conscientious attendance with extra credit points.

Sections 2 of Advertising 465 meets on Monday and Wednesday from 12:40 to 2:30 a.m. in room 226 of Erickson Hall.

Your texts are Advertising and Contemporary Society by Kim Rotzoll (and others) and Law and Advertising by Dean K. Fueroghne. You also will receive some hand-out reading material during classes. Reading assignments are shown on the class schedule portion of this syllabus. Reading assignments are to be prepared in advance of the class for which they are designated. Not all material covered in reading assignments will necessarily be discussed in lectures and not all material covered in lectures is necessarily covered by reading assignments. Both the text and lectures are fair game for examination questions.

My office hours generally are Thursday and Friday from 8:00 to 10:30 a.m.. Feel free to e-mail me with questions or to request an appointment at a time other than during office hours. My office is located at 331 Communication Arts Building. Phone: 353-5465. E-mail: cowles@msu.edu