Assignments

**Articles:** During the course of the semester, you must locate and bring to class four articles that appear in current newspapers or magazines, excluding Ad Age and Ad Week. You may turn in one additional article for extra credit points. The articles may be from newspaper or magazine web sites, but the source must be credible and identified. Two of the articles must be submitted before mid-semester (date) and the other two are due by the next to last week of class, excluding finals week. You may submit 3 or 4 articles during the first half of the semester, but you may not submit more than 2 during the second half.

The articles must be about an advertising controversy. The controversy must involve the advertising, not merely a controversial product. Articles about new campaigns, consumer preferences among commercials or personnel or client changes at agencies do NOT comply with the requirement of this assignment.

**Del Monte Case:** You are to read the National Advertising Division case involving certain Del Monte food products and answer the following questions:
1. What type(s) of ads are being complained about?
2. Who is complaining and what is the nature of their complaint(s)?
3. What does Del Monte argue in defense of its ads?
4. What does the hearing panel decide?
5. What authorities does the hearing panel point to in making its decision?
Your answers are to be typed.

**HOME**

The case file is relatively large and may take a while to load.