Examinations: Your grade will be based primarily on examination scores. There are no midterm or final examinations in this class, but there are a series of 8 to 10 quizzes that have a cumulative point value equal to a midterm and final. The questions on them will be either multiple choice or short answer.

In-class Assignments: Occasionally, you may be given an in-class writing or analysis assignment. These are not shown on your schedule. If you are not present, you will not be permitted without evidence of a university defined excused absence.

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.

Participation: While I do not penalize students for non-attendance, I do reserve the right to reward those who do attend regularly by allocating extra points to those who are present during any class period when it appears to me that attendance is lower than it should be. Participation in class discussions also will be a component of your grade.

Grading in this class is based on the straight percentage scale shown below. You can figure your grade at any time by adding up the total points you have received on your quizzes completed and dividing that number by the total points possible. If your final grade does not coincide with the percentage range you calculate, don’t hesitate to contact me. Occasionally, a mathematical error is made when I record your grades.

- 90 % or above = 4.0
- 85 to 89.9 % = 3.5
- 79 to 84.9 % = 3.0
- 72 to 78.9 % = 2.5
- 65 to 71.9 % = 2.0
- 58 to 64.9 % = 1.5
- 51 to 57.9 % = 1.0
- 50.9 % or below = 0.0