

10-12 Advertising Syllabus Outline

Dear Parents and Guardians

Welcome to Advertising at Lake Dallas High School! This syllabus outlines the course plan for your child's class this semester, including key topics, expectations, and how you can support their success. As required by Texas law (Senate Bill 12), this document serves as the instructional plan and is available for your review. I look forward to working with you and your child!

Contact Information

Teacher: C. Taylor Robertson, M.S.A.

Email: crobertson@ldisd.net

Phone: 940-497-4031

Conference Time: 7th Period – 1:25 PM to 2:10 PM

Best Way to Reach Me: Email or call the school office. I'll respond within 24 hours on school days.

Course Description

Students will explore advanced strategies in social media marketing, focusing on strategic planning, platform evaluation, analytics, risk management, legal and ethical considerations, and career development.

Tutorials

By appointment only during Football and Track seasons. During the off season, I will be available Tuesday and Thursday afternoon from 4–4:30 PM and on Wednesday mornings from 8–8:15 AM.

Course Materials – Needed Daily

- Paper
 - Pen and/or pencil
 - Charged Chromebook
-

Course Overview – August thru December 2025

First Week of School – Introduction to Advertising

- **Learning objectives:** Build relationships with students, review course expectations, and define advertising's role within marketing.
- **Activities:** Syllabus review, nameplates, introductions, discussion of memorable ads, and course tool overview.

10-12 Advertising Syllabus Outline

Unit 1: Foundations of Advertising

- **Learning objectives:** Understand the history, purpose, and functions of advertising and its relationship to the marketing mix. (TEKS 130.342.c.1–2)
- **Activities:** Notes and discussion on the history of advertising, examples of ad campaigns, small-group discussions, review, and assessment.

Unit 2: Target Markets & Consumer Behavior

- **Learning objectives:** Identify and segment target markets, analyze consumer behavior, and apply findings to advertising strategies. (TEKS 130.342.c.4–5)
- **Activities:** Market segmentation exercises, audience profile creation, consumer trend research, review, and assessment.

Unit 3: Creative Development & Message Design

- **Learning objectives:** Develop persuasive messages using copywriting, slogans, visual design principles, and storytelling techniques. (TEKS 130.342.c.6–7)
- **Activities:** Hands-on copywriting workshops, design projects in Canva/Adobe Express, peer review of ad concepts, review, and assessment.

Unit 4: Media Planning & Buying

- **Learning objectives:** Select appropriate advertising media (print, broadcast, online, outdoor, social) and create media schedules within a budget. (TEKS 130.342.c.8–9)
- **Activities:** Media plan creation, cost analysis exercises, sample ad placement scheduling, review, and assessment.

Unit 5: Campaign Execution & Ethics

- **Learning objectives:** Create and present a complete advertising campaign, addressing legal, social, and ethical considerations in advertising. (TEKS 130.342.c.10–11)
- **Activities:** Group campaign projects, final presentations, case studies on ethical advertising, and campaign critiques.

Work Standards

- Use 8 ½" x 11" ruled white paper
- Handwriting should be neat and legible
- Essays, reports, and projects must observe the appropriate instructions and deadlines (typed unless otherwise noted)
- Assignments submitted via Canvas or ICEV must meet the same deadlines as handwritten work
- No plagiarism or copying

Classwork and Homework

Class time will be used for notes, lectures, discussions, and various individual and group assignments. Students should use time wisely and turn in classwork the same day it is assigned. Homework (rare) should be

10-12 Advertising Syllabus Outline

turned in the next class day.

Students are responsible for making up missed work and notes after absences, with one day allowed for each day absent plus one additional day.

Communication

I will use Canvas, ICEV, Student Square/Parent Square, and/or student email accounts to communicate with students and parents. Please check email and Canvas regularly for announcements and reminders.

Grading Policy

- Class/Homework: 50%
- Tests: 50%
- Projects: Count as 2–5 test grades depending on the project.

Late Work Deductions:

- 1 day late = 10% deduction
- Additional 10% deduction per week late, up to the end of the grading period

Retake Policy:

- Available if the original score was below 70%
- Must request in writing, review material, and show evidence of increased understanding
- Maximum retake score: 85%

Academic Integrity:

Plagiarism and cheating will result in a zero for all involved and may lead to further consequences.

Mastery Learning:

Students may be allowed to resubmit projects/assignments after meeting with the teacher for feedback.

Expectations and Rules

- Be respectful, be on time, be prepared
 - No silliness, disruptive talking, or behavior unbecoming of a mature high school student
-

Discipline

1. Warning
 2. Conference with student
 3. Conference with parents
 4. Office referral if behaviors continue
- Severe infractions result in immediate office referral.*

10-12 Advertising Syllabus Outline

Food & Drinks

No food or drink in the computer lab to protect technology and respect food allergies.

Thank you for supporting your child's education! Feel free to contact me with questions.

Sincerely,

C. Taylor Robertson