



COMM 3444

Advertising & Society

Summer 2025 (8 weeks)

3 credit hours

Online

Course overview

Instructor: Kara Fort

Email address: fort.40@osu.edu (preferred contact method)

Phone number: (614) 407 – 6747

Office hours: Tuesdays from 12:00-1:30pm, or by appointment

Prerequisites

Not open to students with credit for 644.

Course description

This course will be delivered 100% online. This class is designed to introduce you to the ways in which advertising influences and is influenced by society. In this class we will consider economic, legal & regulatory, ethical, and social issues that surround advertising. We will look at both intended and unintended effects of advertising on society. For example, we will address such issues as the history of advertising, regulation of advertising, and how advertising impacts our economy, our culture, perceptions of various groups within society, children and adolescents, health and risk behaviors, and politics.

Course learning outcomes

Students will understand the impact of advertising on a variety of institutions in society as well as how it impacts individual members of society. Students will be able to understand the interrelated system of players such as advertisers, the media industry, and consumers to better grasp advertising and its impact on society.

How this Online course works

Mode of delivery: This course is 100% online. There are no required sessions when you must be logged in to Carmen at a scheduled time.

Pace of online activities: This course is divided into **weekly modules** that will be released each Sunday with assignments typically due the following Friday. Students are expected to keep pace with weekly deadlines but may schedule their efforts freely within that time frame.

Credit hours and work expectations: This is a **3-credit-hour course**. According to Ohio State policy (go.osu.edu/credithours), students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

Attendance and participation requirements: Because this is an online course, your attendance is based on your online activity and participation. The following is a summary of students' expected participation:

- **Participating in online activities for attendance: AT LEAST ONCE PER WEEK**
You are expected to log in to the course in Carmen every week. (During most weeks you will probably log in many times.) If you have a situation that might cause you to miss an entire week of class, discuss it with me *as soon as possible*.
- **Office hours and live sessions: OPTIONAL**
All live, scheduled events for the course, including my office hours, are optional.

Course materials and technologies

Textbooks

Required

- **Textbook.** Sheehan, K. (2014). *Controversies in Contemporary Advertising* (2nd Edition). Thousand Oaks, CA: Sage Publications Inc.
 - **Note:** This textbook is available for online access through the library. Access is limited to three users at a time, so I would suggest downloading the book and/or chapters as needed.
- **PDFs.** I will provide PDFs of additional readings in the files section of Carmen.

Course technology

Technology support

For help with your password, university email, Carmen, or any other technology issues, questions, or requests, contact the Ohio State IT Service Desk. Standard support hours are available at ocio.osu.edu/help/hours, and support for urgent issues is available 24/7.

- **Self-Service and Chat support:** ocio.osu.edu/help
- **Phone:** 614-688-4357(HELP)
- **Email:** servicedesk@osu.edu
- **TDD:** 614-688-8743

Technology skills needed for this course

- Basic computer and web-browsing skills
- Navigating Carmen (go.osu.edu/canvasstudent)
- CarmenZoom virtual meetings (go.osu.edu/zoom-meetings)

Required equipment

- Computer: current Mac (MacOs) or PC (Windows 10) with high-speed internet connection
- Webcam: built-in or external webcam, fully installed and tested
- Microphone: built-in laptop or tablet mic or external microphone
- Other: a mobile device (smartphone or tablet) to use for BuckeyePass authentication

Required software

- Microsoft Office 365: All Ohio State students are now eligible for free Microsoft Office 365. Full instructions for downloading and installation can be found [at go.osu.edu/office365help](https://go.osu.edu/office365help).

Carmen access

You will need to use BuckeyePass (buckeyepass.osu.edu) multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:

- Register multiple devices in case something happens to your primary device. Visit the BuckeyePass - Adding a Device help article for step-by-step instructions (go.osu.edu/add-device).
- Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click **Enter a Passcode** and then click the **Text me new codes** button that appears. This will text you ten passcodes good for 365 days that can each be used once.
- Download the Duo Mobile application (go.osu.edu/install-duo) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service

If none of these options will meet the needs of your situation, you can contact the IT Service Desk at 614-688-4357(HELP) and IT support staff will work out a solution with you.

Grading and faculty response

How your grade is calculated

ASSIGNMENT CATEGORY	POINTS
Syllabus Quiz	5
Weekly Reading Quizzes (6)	20
Debate Activities (2)	20
Advertising Analysis Essays (2)	20
Case Study Portfolio	35
Total	100

See course schedule below for due dates.

Descriptions of major course assignments

Syllabus Quiz

Description: You will be asked to answer questions on course policies and assignments. You can retake this quiz as many times as needed to receive a 100%.

Weekly Reading Quizzes

Description: Each week you will be asked to answer questions about the readings and lectures from that week. Reading quizzes may not be retaken. You may not collaborate with others on your reading quizzes, though you are allowed to reference your readings and notes. There are seven assigned reading quizzes. The reading quiz with the lowest score will be automatically dropped.

Debate Activities

Description: There are two assigned debate activities that will ask you to present an argument in favor of or against a topic discussed that week. Original arguments will be presented in short videos. Students will be assigned to respond to two peers' videos by arguing the opposite side as their peers.

Advertising Analysis Essays

Description: You will choose two of three topics to write short essays on. In these essays, you will analyze an advertisement, using the resources discussed during class. Essays should be about 2 pages long.

Case Study Portfolio

Description: Your final assignment will be to analyze the effectiveness an advertisement campaign, using any and all resources we have covered during the class. You will make an argument on whether the advertisement was effective and how the campaign could have been improved. You will then provide a mock-up of how you think the advertisement should have looked. I will not grade for graphic design. Instead, you will provide explanations for the choices you made in your mock-up and why they are more effective than the original advertisement. AI may not be used in the written/presentation portion of the assignment, though it may be used in creation of the advertisement mock-up. This assignment cannot be turned in late.

- Format option: Students may choose to complete this assignment in a written or presentation format. Regardless of format, students must cite reference materials.
 - Written format expectations: Original advertisement analysis (about 3 pages), mock-up choices explanation (about 3 pages).
 - Presentation format expectations: Original advertisement analysis (about 5 minutes), mock-up choices explanation (about 5 minutes).

Late assignments

Late submissions will be accepted with an automatic deduction of 2% for each hour late. The Case Study Paper may not be turned in late.

Grading scale

100 - 93: A
 92.9 - 90: A-
 89.9 - 87: B+
 86.9 - 83: B
 82.9 - 80: B-

79.9 - 77: C+
 76.9 - 73: C
 72.9 - 70: C-
 69.9 - 67: D+
 66.9 - 60: D
 59.9 - 0: E

Instructor feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-4357(HELP)** at any time if you have a technical problem.)

- **Grading and feedback:** Syllabus quiz and weekly reading quiz grades will be posted automatically. Feedback on all other assignments should be available within 1-1.5 weeks.
- **Email:** I will reply to emails within **24 hours on days when class is in session at the university**.
- **Discussion board:** I will check and reply to messages in the discussion boards every **24 hours on school days**.

Other course policies

Discussion and communication guidelines

Communicating with the Instructor:

- **Communication Method:** Please communicate through email. Do not use Carmen messages, as messages are often deleted and therefore cannot be used as proof of a communication attempt.
- **Email Subject:** Please include “COMM 3444” in the subject of your email.

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online.
- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link. For essays, please cite your sources in APA format (see https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html for more information).

Professionalism

You must ensure that the work you submit is correct and accessible. Submitting the wrong link, submitting to the wrong location, submitting files that are corrupt, the wrong version, the wrong format, missing components, the wrong file type, etc. is unprofessional. It is your responsibility to check the integrity of your work immediately following submission. If we cannot access your submission, you forfeit all points for your submission.

Grade Appeals

You may send an email to instigate a grade appeal within 1 week after the grade has been posted. I will respond to appeal requests within 3 business days. An appeal is a formal process with explicit rules. Appeals can result in an unchanged grade, a higher grade, or a lower grade. If you wish to appeal a grade, email me that you wish to appeal and then await further instructions.

Missing Work & Making Up Assignments

If you become seriously ill or something happens to you that prevents you from participating in the course (e.g., mental illness or a friend's mental illness, taking care of an immediate family member, childbirth, etc.), please let me know as soon as possible, preferably before the assignment deadline so that we can negotiate a timeline to turn in your work.

Academic integrity policy

Written assignments: Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.

Reusing past work: In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.

Falsifying research or results: All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

Using AI or other resources: In general, using software, artificial intelligence, websites, or other tools to automatically generate answers to questions, ideas, sentences, or other portions of class assignments, quizzes, exams, or other submitted work will not be permitted in this course, unless otherwise noted. If I suspect that you have used AI, I will report my suspicions to the Committee on Academic Misconduct.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

If I suspect that a student has committed academic misconduct in this course, I am obligated by university rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the university’s *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- Committee on Academic Misconduct web page (go.osu.edu/coam)
- *Ten Suggestions for Preserving Academic Integrity* (go.osu.edu/ten-suggestions)

Student Services and Advising

University Student Services can be accessed through BuckeyeLink. More information is available here: <https://contactbuckeyelink.osu.edu/>

Advising resources for students are available here: <http://advising.osu.edu>

Copyright for instructional materials

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Statement on Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator at titleix@osu.edu

Commitment to a diverse and inclusive learning environment

The Ohio State University affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. We are committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among each member of our community; and encourages each individual to strive to reach his or her own potential. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

Land Acknowledgement

We would like to acknowledge the land that The Ohio State University occupies is the ancestral and contemporary territory of the Shawnee, Potawatomi, Delaware, Miami, Peoria, Seneca, Wyandotte, Ojibwe and Cherokee peoples. Specifically, the university resides on land ceded in the 1795 Treaty of Greenville and the forced removal of tribes through the Indian Removal Act of 1830. I/We want to honor the resiliency of these tribal nations and recognize the historical contexts that has and continues to affect the Indigenous peoples of this land.

More information on OSU's land acknowledgement can be found here:

<https://mcc.osu.edu/about-us/land-acknowledgement>

Your mental health

As a student you may experience a range of issues that can cause barriers to learn, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. No matter where you are

engaged in distance learning, The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, on-demand resources are available at go.osu.edu/ccsondemand. You can reach an on-call counselor when CCS is closed at 614- 292-5766, and 24-hour emergency help is also available through the 24/7 National Prevention Hotline at 1-800-273-TALK or at suicidepreventionlifeline.org. The Ohio State Wellness app is also a great resource available at go.osu.edu/wellnessapp.

Accessibility accommodations for students with disabilities

Requesting accommodations

The university strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability including mental health, chronic or temporary medical conditions, please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** slds@osu.edu; 614-292-3307; 098 Baker Hall, 113 W. 12th Avenue.

Accessibility of course technology

This online course requires use of CarmenCanvas (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.

- [Canvas accessibility \(go.osu.edu/canvas-accessibility\)](https://go.osu.edu/canvas-accessibility)
- Streaming audio and video
- CarmenZoom accessibility (go.osu.edu/zoom-accessibility)
- Collaborative course tools

Course schedule

Course schedule is subject to change. Refer to the Carmen course for up-to-date assignment due dates.

Week	Dates	Topics	Lectures & Reading	Assignments
1	05/06 – 05/10	Introduction & History of Advertising	1) Syllabus 2) Week 1 Lectures 3) Book: Ch 1, Ch 16 4) Videos: History of Advertising in 60 Seconds, How Ads (and People) Persuade You	All due 05/09 at 11:59pm: 1) Syllabus Quiz 2) Week 1 Reading Quiz
2	05/11 – 05/17	Economics of Advertising & Regulation of Advertising	1) Week 2 Lecture 2) Book Ch 3, Ch 4 3) Economic Impact of Ads Chapter 4) Puffery Chapter 5) Video: Are Influencers Too Influential?	Due 05/16 at 11:59pm: 1) Week 2 Reading Quiz 2) Debate Activity 1 – Original Video Post Due 05/18 at 11:59pm: 3) Debate Activity 1 – Peer Responses
3	05/18 – 05/24	Advertising & Materialism, Advertising & Politics	1) Week 3 Lectures 2) Book Ch 2, Ch 14 3) Influencer Political Ads Article 4) Videos: Daisy Girl Ad, Morning Again in America Ad, Swiftboat Veterans Against Kerry Ad	All due 05/23 at 11:59pm: 1) Week 3 Reading Quiz 2) Political Ad Essay (if chosen)
4	05/25 – 05/31	Advertising & Stereotypes: Race, Gender, & Beauty	1) Week 4 Lectures 2) Book Ch 6, Ch 7, Ch 8 3) Guilbeault et al., 2024 4) Videos: Advertising & Race from 1890-Today, The Dangerous Ways Ads See Women	All due 05/30 at 11:59pm: 1) Week 4 Reading Quiz 2) Race, Gender, or Beauty Ad Essay (if chosen)
5	06/01 – 06/07	Advertising and Age, Ability, and Sexual Orientation & Commercialization in Childhood/Children's Perception of Advertising	1) Week 5 Lectures 2) Book Ch 9, Ch 10 3) Packer et al., 2022 4) Is the Beauty Industry Glossing Over Disability? Allure 5) Videos: How Advertising Affects Children, Why	All due 06/06 at 11:59pm: 1) Week 5 Reading Quiz 2) Age, Ability, or LGBTQ+ Ad Essay (if chosen)

Week	Dates	Topics	Lectures & Reading	Assignments
			LGBTQ Ads Have Evolved	
6	06/08 – 06/14	Product Placement & Advertising Controversial Products	1) Week 6 Lectures 2) Book Ch 5, Ch 11, Ch 12 3) Just as Tobacco Causes Teen Smoking, Exposure to Alcohol Ads Causes Teens to Drink 4) Pharmaceutical Advertising 5) Videos: The Wacky World of Product Placement, The Subtle (and Not So Subtle) Military Propaganda in Movies	Due 06/13 at 11:59pm: 1) Week 6 Reading Quiz 2) Debate Activity 2 – Original Video Post Due 06/15 at 11:59pm: 3) Debate Activity 2 – Peer Responses
7	06/15 – 06/21	Advertising & Social Responsibility	1) Week 7 Lecture 2) Book Ch 15, Ch 17 3) Advertisers Warily Embrace AI 4) 5 Examples of Corporate Social Responsibility in Advertising 5) Video: What if Advertising Was Honest?	All due 06/20 at 11:59pm: 1) Week 7 Reading Quiz
8	06/22 – 06/27	Finals	No additional lecture or reading	Due 06/27 at 11:59pm: 1) Case Study Portfolio (Cannot be turned in late)