

Loyola University  
**COMM 336: Search & Display Advertising**  
Spring 2022 Course Syllabus

**Instructor:** L. Bobby Papoulias, Ed.D.  
**Cell Phone:** (562) 805-1942  
**E-Mail:** LPapoulias@LUC.edu  
**Office:** Online  
**Office Hours:** By Appointment  
**Class Day(s):** Online – Posted Thursdays 2pm CT  
**Class Time(s):** Weekly Format  
**Location:** Online

**Textbook (through Stukent):**

A textbook will not be assignment for this course. Given the ever so changing landscape of search & display advertising, newer content (articles, journals, etc.) will be provided to the students each week by the professor.

**Course Description:**

This communication course's goal is to educate and instill core values around methodologies and strategies to launch and maintain performance campaigns including search and display strategies. This course is designed to learn the importance, techniques and strategies by understanding the various products from search and display and what KPIs they can fulfill for a company's advertising and marketing goals. Students will learn when to use which methods, how to structure campaigns, optimize for optimal performance and drive ROI for companies to drive low cost-per-acquisitions and high volumes of conversions.

**Learning Objectives**

1. The overall performance marketplace and how it's driving online conversions for businesses
2. Ability to write strategy briefs, compile pitch presentations & media plans for your clients
3. Ability to identify ideal budget recommendations for AdWords campaigns
4. Audience Targeting Analysis and Strategies in AdWords

**How the Class Will Operate**

Class will primarily consist of lecture and discussion. We can all learn from each other. Therefore, you are expected to have read the appropriate text chapters and outside materials prior to each class. I will facilitate class discussions on the material contained in the assigned readings. We will not discuss all of the materials or content contained in each chapter. However, you will be responsible for it on exams. When possible, we will have guest speakers who are specialists in the areas we are discussing.

**Course Requirements**

1. All text materials will not necessarily be covered in class. However, students are responsible for all chapter of the textbook. Assigned materials must be read before coming to class each day.
2. Other assignments and due dates will be covered/explained in class. Assignments are due on time. 10% will be deducted for every day an assignment is turned in late.
3. Students are expected to have active e-mail accounts and to be able to use them.
4. Active class participation is a requirement of this course.

### **Class Attendance and Professionalism**

The seminar format of this class requires that students actively participate in class discussions and team activities. Students are expected to attend every class, arrive on time and be fully prepared to discuss the assigned reading. Students who miss classes are responsible for the material covered, including any changes in class readings or schedules. Failure to participate, lack of preparedness or excessive absences or tardy arrivals will be reflected in final grades. Professional behavior is expected and required to every student. Please be respectful to the opinions of others. You will be allowed two unexcused absences. Every absence thereafter will constitute a 5% deduction from your Attendance & Participation grade.

*Class attendance and participation are essential to a good grade in this online course.*

### **Grading Policies and Assignments**

All work will be judged by professional standards. Neat, well-written, typed, carefully edited copy (i.e. no spelling, punctuation or grammatical errors) is expected. Due dates for all assignments will be communicated in class. Assignments are due at the beginning of the class designated.

### **Class Participation**

There will be plenty of opportunity in discussion forums to discuss the material, relate the material to personal experience and observations, and probe for even greater understanding of corporate communication. Students will be expected to participate in all online discussion forums.

### **Plagiarism**

Plagiarism is a serious form of violation of academic integrity. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgment and appropriate citation that the material is not one's own. It is true that the very thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the deliberate taking and use of specific works and ideas of others without proper acknowledgment of the source. Plagiarism on the part of the student in academic work or dishonest examination behavior will result minimally in the instructor assigning a grade of "F" for the assignment or examination. All instances of academic dishonesty must be reported to the chairperson of the department involved.

### **Disability**

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and due dates of their assignments.

### **School of Communication Statement on Academic Integrity**

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. These examples of academic dishonesty apply to both individual and group assignments.

Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Taking an examination by proxy. Taking or attempting to take an exam for someone else is a violation by both the student enrolled in the course and the proxy.
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring, and using for course credit a pre-written paper.
- Submitting the same work for credit in two or more classes, even if the classes are taken in different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at [https://www.luc.edu/academics/catalog/undergrad/reg\\_academicintegrity.shtml](https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml).

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the Associate and Assistant Deans of the School of Communication. Instructors must provide the appropriate information and documentation when they suspect an instance of academic misconduct has occurred. The instructor must also notify the student of their findings and sanction.

The Associate and Assistant Deans of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

[http://www.luc.edu/academics/catalog/undergrad/reg\\_academicgrievance.shtml](http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml) .

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations.

1. **Students with Disabilities:** Students who need special accommodations for exams or class meetings because of a learning disability will provide you with a letter documenting the type of accommodations needed. If they claim to have a physical or psychological condition that hinders their ability to perform in class, medical documentation must be provided to the Student Accessibility Center (SAC) and that office will assess whether or not your collaboration is required. These matters are confidential. The following language should be included on your syllabus:

**Please include this language on your syllabi:** Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

2. **Official University Policy for Students missing classes while representing Loyola:** You may not penalize students who are absent while representing Loyola if the student gives you proper documentation. This includes students participating in intercollegiate athletics, debate, model government organizations, etc. You must allow make up exams and make any

handouts missed available to the student. It is up to the student to get lecture notes from someone and to properly document their absences.

**Military Service:** Students who have been called into the armed services of the United States and who are consequently withdrawing from the university before the end of the withdrawal period will receive a refund of all tuition and fees paid for the period in question but no academic credit. If they withdraw after the end of the withdrawal period, they will receive full academic credit for the semester with grades as of the date of withdrawal but no refund of tuition.

### Grading

Grades are as follows:

A	93 – 100%	B	83 - 86.99%	C	73 - 76.99%	D	64 - 66.99%
A-	90 - 92.99%	B-	80 - 82.99%	C-	70 - 72.99%	D-	60 - 62.99%
B+	87 - 89.99%	C+	77 - 79.99%	D+	67 - 69.99%	F	Below 60%

### Student Evaluation Points

<b>Class Discussion Boards</b> (3 Total @ 25 Points Each)	75
<b>Quizzes</b> (3 Total @ 25 Points Each)	75
<b>Homework Assignments</b>	50
<b>Individual Project</b>	50
<b>Final Exam</b>	100
<b>Total</b>	<b>350</b>

COM 336   Spring 2022		
Week	Dates	Subject/Chapter/Lesson
1	1/20	Introduction, Syllabus Review
2	1/27	Topic 1 Review
3	2/3	Topic 2 Review
4	2/10	Topic 3 Review <b>Quiz 1: Topics 1-3 (Due 2/16, 11:59pm)</b>
5	2/17	Chapter 4 Review <b>Discussion Forum to Complete (Main Post due by Saturday 2/19, 11:59pm)</b>
6	2/24	Topic 5 Review / Topic 6 Review <b>Individual Project Review</b> <b>Quiz 2: Topics 4-6 (Due 3/2, 11:59pm)</b>
7	3/3	Homework Week #1: Assignment Discussion <b>Homework #1 Due: 3/16, 11:59pm</b>
8	3/10	Spring Break – No Class
9	3/17	Topic 7 Review / Topic 8 Review
10	3/24	Topic 9 Review <b>Quiz 3: Topics 7-9 (Due 3/29, 11:59pm)</b>
11	3/31	<b>Discussion Forum to Complete (Main Post due by Saturday 4/2, 11:59pm)</b>
12	4/7	Homework Week #2: Assignment Discussion <b>Homework #2 Due: 4/20, 11:59pm</b>
13	4/14	Easter Holiday – No Class
14	4/21	Final Exam Review (Chapters 1-9) <b>Discussion Forum to Complete (Main Post due by Saturday 4/23, 11:59pm)</b>
15	4/28	<b>Final Exam (Due 5/4, 11:59pm)</b>

16	5/5	Finals Week Individual Project Due: 5/5, 2:00pm-4:30pm CT (Must be uploaded during this time frame)
----	-----	--