



Advertising Syllabus 2025-2026

J.L. Mann High School

Teacher Information

Mrs. Jocelyn Slaughter

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[Website](#)

Class Phone: 864.452.1045

Please feel free to email or call me and I will respond within 24 hours during the school week. To request a conference, please reach out at any time. I look forward to working with both students and parents this year! I am committed to helping all students build confidence and prepare for the real world.

Additional help is available Monday - Friday 8:00am-8:30am, before school on Tuesdays from 7:30am-8:30am (an email pass is needed), and as requested.

COURSE DESCRIPTION

The Advertising course is designed to introduce students to the world of advertising: marketing, creative concepting, analyzing different forms of media, planning and preparing campaign ads, and evaluating success. Students will also analyze and implement communication and career development skills in preparation for career-readiness.

SEQUENCE OF TOPICS

This schedule is subject to change.

Week 1

- Explain classroom procedures and build community
- *Introduce iCEV*
- Examine ethical scenarios
- Define advertising vs. marketing

Weeks 2-3

- Marketing concepts/terms overview (review for some)

Weeks 4-5

- Advertising fundamentals
- **Ethical advertising debate**

Week 6

- Discuss and research careers in advertising
- Advertising best practices
- **Guest speaker**

Weeks 7-8

- Forms of media
- Planning and research

Week 9-10

- Branding guidelines
- Creative concepting
- Create ads for different mediums (print, billboard, radio, social media); possible targeted business: The Chocolate Shoppe
- Commercial production challenge (tv ad)

Weeks 11-12

- Advertising budget simulation
- Promotional activities

Weeks 13-14

- Analysis of advertising results / measuring success
- [Guest speaker \(week 13\)](#)

Weeks 15-16

- Analyze and then create/present an advertising campaign for a movie or other business

Week 17

- Global considerations in advertising

Week 18

- Examine ethical scenarios and case studies incl. global view

INSTRUCTIONAL MATERIALS

Students are required to bring a pen/pencil, notebook paper and their charged Chromebooks to class every day.

GRADING

This grading policy is in compliance with the Greenville County Schools' policy.

Major Grades (min. 4 per quarter): Tests, projects, campaigns, debate, other	60%
Minor Grades (min. 12 per quarter): Daily assignments, questions of the day, quizzes, other	40%

CLASSWORK POLICIES

[Click here](#) for the late work policy. [Click here](#) for the makeup work policy.

CLASSROOM RULES / EXPECTATIONS

1. Be considerate and respectful of each other as well as the teacher.
2. Be ready to learn when entering class. Bring charged Chromebook and instructional materials daily. Please participate!
3. No cell phones, wireless earbuds, etc.*
4. Immediately take your seat and start on the Question of the Day.
5. Be attentive and follow directions and procedures.
6. Please do not ask to use the bathroom during the first or last 10 minutes of class or during direct instruction.
7. No food or drinks (except water).

Please follow all J.L. Mann High School policies established in the Student Handbook.

CONSEQUENCES - If the rules are not followed, the following steps will be taken:

1. Warning to student
2. Parent contact
3. Teacher consequence
4. Referral

***Cellphone, Earbuds, and Electronic Devices Usage:**

1. During Class:

- *All cellphones, earbuds, and other personal electronic devices must be out of sight and on silent during class time.*
- *Acceptable places to store your devices include your backpack, pocket, or purse.*
- *Devices cannot be on your desk or in your lap.*

2. Permitted Usage Times:

- *Before School: Students are allowed to use their devices before the official start of the school day.*
- *After School: Device usage is permitted after the conclusion of the school day.*
- *Lunch: Students are welcome to use their cellphones and other electronic devices during lunchtime.*
- *In the Hallway: Feel free to use your devices while transitioning between classes in the hallway.*

MagicSchool AI Tools for Students

This year, students will have access to MagicSchool AI, a generative AI platform built for schools that will help them learn to use the technology safely and responsibly.

With tools like ChatGPT and others being used in the professional world, it's important that students learn how to use the technology safely. By using MagicSchool in our classes, your student will be prepared for the future of technology in the workforce.

While students use MagicSchool tools for purposes such as receiving real time feedback, getting their questions answered, generating images, and in other exciting ways, I will have access to their chats to ensure that it's used appropriately. Rest assured, MagicSchool does not collect or train on student data.

Be sure to ask your child about how they're using AI in the classroom and take a look at the engaging ways they've utilized the MagicSchool tools to enhance their learning!

For more information, go to www.magicschool.ai or reach out directly with questions.