

ADV 4400 (Section 0469)
International and Cross-Cultural Advertising
Spring 2017

Instructor: Jihye Kim, Ph.D.

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Office hours: Mon.: 7th -8th (1:55-3:50), Wed.: 6th (12:50-1:40) (and by Appointment)

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Course Description

The International Advertising course is designed to introduce students to the opportunities and challenges involved in developing strategies and for implementing communication plans for international markets. The course examines the topic of international advertising from an “inside out” perspective, beginning with an exploration of marketers’ opportunities among consumers in the US and before expanding the scope of discussion to international and global markets. The course attempts to provide balance between the practical and theoretical concepts advertisers must consider if they are to effectively operate in the global marketplace.

Course Prerequisites

The prerequisites for ADV 4400 are a minimum grade of C in ADV 3008.

Required Textbook

Mueller, Barbara. (2011), *Dynamics of International Advertising: Theoretical and Practical Perspectives* (2nd edition), Prentice Hall: Upper Saddle River, NJ.

Recommended Textbook and Materials

Mooij, Marieke. (2014), *Global Marketing and Advertising: Understanding Cultural Paradoxes* (4th edition), SAGE Publications, Inc. Thousand Oaks, CA.

Ad Text Advertising Curriculum (2011) available online at www.adtextonline.org. Published by the Advertising Educational Foundation and distributed by Johns Hopkins University Press Project MUSE.

Other Lecture Material

The Canvas Course Website (<http://lss.at.ufl.edu/>): This course website provides all the course lecture and information including the PowerPoint lecture notes. You can access the Canvas course website at any time with your UF ID and password. Please note that you are responsible for checking the Canvas course website prior to each class period in order to obtain lectures, assignments, exams, e-mail notices, and other additional reading material.

Lecture and Lecture Notes: Lecture notes will be made available on the Canvas website as PDF file formats.

Student Objectives

The objectives of the course are as follows:

- To expose students to the issues and concerns in international advertising campaigns
- To examine relevant theories associated with understanding advertising and promotion planning decisions used to address international markets
- To analyze international advertising strategies demonstrated in successful advertising campaigns.

This course is a general introduction to international advertising, and it is not intended to make you a complete international advertising professional. However, by the end of this course, you will have an appreciation for the job of the international marketing professional and the process involved in making sound marketing and advertising decisions in global market.

Course Requirements

The requirements for this course have been designed to provide the student with the concepts and experiences needed to meet the above-stated objectives and to measure the amount of success toward reaching these objectives. The course requirements for students are:

**Examinations
(4 Times,
20 Percent)**

a. Four exams consisting of 10 questions each will be given over the term. Each exam question is worth 2 points. Exams are scheduled approximately every three weeks. Exam questions will be presented in a multiple choice format and will cover content for modules completed up to the exam point. For example, the first exam will only cover the content from modules X – Y; exam two will cover only the content covered in modules A – B, and so on.

b. Exams in this course will normally have a **9:00 PM Friday deadline**. All Exams will be open (Tuesday 9 PM) to students for 72 hours before the window for taking the exam closes. Each exam is timed to close in 20 minutes of opening, so once a student begins the exam, s/he should work steadily to complete the exam within

the designated period. Please review the course syllabus for clarification on the designated exam dates.

- Exam 1 due date → Jan. 27, Friday 9PM
- Exam 2 due date → Feb. 17, Friday 9PM
- Exam 3 due date → Mar. 24, Friday 9PM
- Exam 4 due date → Apr. 14, Friday 9PM

Small Group Discussions / Assignments (4 Times, 20 Percent)

a. The purpose of the small group discussions is to provide students with an opportunity for idea exchange and engagement with other class members. Early in the semester, students will be assigned to a small group to work with other student peers for six graded discussions throughout the semester and for the group presentation (explained below).

b. For a small group discussion, students will be given a topic on which to respond through discussion board post. At times, you will not only be asked to submit your opinion, but also to review and respond to the opinions of your peers. Some discussions will be graded on your responses, and some will be judged upon your individual posting and the number of peers reviewed postings. Discussion items require peer review will be posted clearly.

Two deadlines for every discussion:

- (a) Posting my discussion on the board → **9:00 PM Friday**
- (b) Re-posting on peer's discussion → **9:00 PM Saturday**

- Discussion 1 due date → Jan. 13, Friday/Jan. 14, Saturday 9PM
- Discussion 2 due date → Jan. 20, Friday/Jan. 21, Saturday 9PM
- Discussion 3 due date → Feb. 10, Friday/ Feb.11, Saturday 9PM
- Discussion 4 due date → Mar. 3, Friday/ Mar. 4, Saturday 9PM

Individual assignments (2 Times, 20 Percent)

a. For individual assignment 1, you will be asked to compare two countries for international marketing campaign feasibility.

b. Individual assignment 2 is to find and report good and bad examples of international advertising campaigns.

c. All submissions should be typed or word-processed, on 8 ½ x 11” All manuscripts must be double-spaced (excluding references) in 12-point Times Roman font (no narrow fonts) with pages numbered consecutively in the upper right corner throughout the entire paper

(title page is page 1). Allow margins of at least one inch on all four sides. Use one font style only (e.g., Times Roman). Papers must be left justified. Papers should be prepared according to one of the main academic styles: APA, Chicago Style, and Journal of Advertising. Students are strongly recommended to ask the instructor if they are not familiar with the mentioned formats.

File naming convention – All submission must have the following format:

LastName _ FirstName_ Assignment#_Fall13.doc or .docx
(Only.doc and .docx files will be considered. Improperly formatted files will NOT be considered and could lead to 0 points for that submission)

Late, missed, or revised assignments will be accepted only if approved by the course instructor. Those who have medical emergencies or other situations that are supported by UF leave policies can obtain approval to submit assignments without getting penalized. Travel, vacation, internship, tours, etc., will not be considered under this clause. A written petition to the instructor explaining the reason for assignment tardiness must be attached with the submission. Assignments not submitted within the initial deadline will lead to a grade penalty (usually 5% of the grade per day) and after seven days students will forfeit all possible points for that assessment.

- Individual Assignment 1 → Feb. 3, Friday 9PM
- Individual Assignment 2 → Mar. 17, Friday 9PM

**Group Project
(1 Time,
15 Percent)**

The purpose of the group project presentation is to provide the class with a resource for deeper understanding about how a specific topic reviewed over the term is implemented. Teams are challenged to use the course resources to build from in order to greater understanding of the topic to the class as a whole. At about mid-semester, each discussion group will be asked to submit a group project proposal with a topic. All topics must be approved in advance of proceeding to work on it.

Once approved, group members should collaborate regularly to allow adequate opportunity for project development before the due date. Each small group will complete a PowerPoint that will be shared with the class via course site post at the end of the semester.

- Due Date for the Proposal → Mar. 17, Friday 9PM
- Due Date for the Final Submission → Apr. 21, Friday 9PM

Team Member Evaluation

Students will spend much of their outside class time working with their team members, with the team projects accounting for a significant percentage of the final grade. In order to assess each team member's contribution to the team project, students are asked to evaluate their team members at each phase of the team project. Students need to evaluate each of their team members on a 100 point scale using the online survey available on the Canvas system. Team member evaluation grade takes 30% of an individual student's project grade.

E.g.) Team project grade (70%)=100 (out of 100)

Team member evaluation (30%) =70 (out of 100)

The individual student's project grade (100%)= (100 X 0.7)+(70x0.3)= 70+21 = 91

The team member evaluation is due by 9PM on each project due date. The rule regarding late assignments is applied to the team member evaluation. After the 9PM deadline, 10% of the project grade is deducted each day the team member evaluation is turned in late.

Weekly Question & Answer Submission (13 Time, 25 Percent)

Each week students will be asked to submit two questions about the weekly reading. The questions can be ones that the individual is curious about or is interested in based on how it was addressed in the readings. Questions take two forms: 1) concept questions or 2) context questions. Concept questions test others' knowledge on basic definitions or terms introduced in the readings. Context questions present a situation (real or hypothetical) asks about recognition or relevance to a concept.

*Create two questions from an assigned module for each week and then, provide brief answers for the each question you raised. The questions and answers need to be relevant to the assigned class materials.

A Good Example**1. How did each principal agent contribute to globalization?**

Soldiers and sailors completed the mission of spearheading the travel and conquering of specific locations. Through taking over and colonizing, soldiers and sailors were able to spread their own culture and customs in these new lands. Traders were able to physically bring their goods to new places. Oftentimes, the places that these new goods were introduced to would develop innovative ways to incorporate them into their existing lifestyles. Preachers brought and spread their religions. A very clear example of globalization would be the spread of Christianity; the spread of this religion is incredibly vast, reaching all over the world. Adventurers found their ways across the globe spreading as much of their knowledge and lifestyle as possible and also absorbing that of the places they visited and brought it back to their homelands.

2. Is it necessary for globalization to be ongoing or has it completed its purpose?

Although it is much easier to cross the threshold of one country to another nowadays and many aspects of different cultures and lifestyles have been spread, the purpose of globalization is to exchange goods, ideas, institutions and people. There are constantly production of new ideas and new goods that spread around the world. Also, the movement of people has not ceased. We now have much easier access to traveling and we still migrate around the world. Therefore, globalization will remain a constant in our lives for a very long time and is necessary for continuous progression of our world.

Students will be graded on the quality of the questions and answers presented in terms of his/her demonstration of material comprehension and thoughtfulness.

- Due date → Every Week Friday 9 PM (13 Weeks: Module 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13, 14, & 15)

Extra Credit

At various times throughout the semester, students may have an opportunity to earn extra credit. Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible in order to give students time to make any necessary arrangements.

Grades

- **Determining Your Final Grade (Formula for calculating your grade in this course)**

The student's overall course grade will be based on the following criteria:

		Points
Exams*	4 exams @ 20 pts. each	20
Small Group Discussions	4 times	20
Individual Assignments	2 times	20
Group Project	Team project grade (70%) Team member evaluation (30%)	15
Weekly Question Submission	13 times	25
Extra credit	Bio info, Millennial Quiz, Research participations, etc.	+α
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TOTAL		100

- * There is no final exam.
- **Determining Your Final Letter Grade**

Your grade is based on the number of points that you earn out of 100. If you earn 93 of 100 points, you are assigned an A, 83 is a B, etc. (Note that this course does not assign D+)

A = 93 - 100	C + = 77 - 79
A - = 90 - 92	C = 73 - 76
B + = 87 - 89	C - = 70 - 72
B = 83 - 86	D = 60 - 69
B - = 80 - 82	F = LESS THAN 60
- **Grading Criteria**

Letter grades for this course will be based on the total points accumulated over the term. Students who earn a C or better will fulfill the ADV3500 requirement for graduating with a degree in advertising and will not be required to retake the course.
- **Minus Grades**

Since this course uses minus grades, students should be aware of the resulting changes in the grade point equivalencies of letter grades. You can see the comparative chart depicting the changes to the official grading scale at:
<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

Personal Emergency

It is your responsibility to advise me of any personal emergency that might affect your performance in the course. In the case of any emergency or any circumstance that causes missing class over an extended period of time, please notify me or the advertising department office (phone: 392-4046) as soon as possible via telephone, e-mail, or message. You will be held responsible for missed class notes, handouts, and any announcements made in the absence.

Student with Special Needs

I am committed to helping students with special needs in the classroom. According to University policy, students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to me when requesting accommodation.

Additional Resources

- **Communication Coaching Center:** The Communications Coaching Center is a resource for all students in the College of Journalism and Communications. They critique resumes and coach mock interviews. Feel free to stop by for advice on classes, major choosing, or career and internship advice.

- **Reading and Writing Center:** (392-6420)- Offer students individual, half-hour sessions with an experienced grad student writing tutors. It is encouraged that students to call ahead to make an appointment, but they will also work with walk-ins if they have the time.
- **Computers:** Call 392-HELP for locations and hours of computer labs on campus.
- **Counseling and Wellness Center:** (392-1575)- Offer help to students to deal with problems and distress and providing brief, confidential counseling aimed at helping students succeed academically and interpersonally.
- **Disability Resources:** (392-8565)- Provide quality services to students with physical, learning, sensory or psychological disabilities. In order to ensure that you are utilizing the services/accommodations that have been provided for you, please contact the center.
- **Career Resource Center:** A centralized career center that provides a broad-range of career services for UF students and alumni. Visit <http://www.crc.ufl.edu/> for more details and to schedule an appointment.

Academic Dishonesty

As a student at the University of Florida, you have had a formal commitment to the Honor Code. Academic dishonesty is an important issue of concern at the University of Florida and scholastic dishonesty will be strictly enforced. I encourage you to visit and read all the academic violations at <http://www.jou.ufl.edu/academic/jou/honesty/>. You are responsible for producing your own work and are subject to penalties if you are found guilty of any infractions. Academic dishonesty violations include:

- Receiving or assisting others during an exam, otherwise known as cheating.
- Obtaining informational facts and quotes without the proper attributions on projects

An excerpt from the UF Honor Code's Preamble reads, in part:

"...students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action."

Therefore, on all work submitted for credit by students at the University of Florida, the following pledge is implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

If you have any information concerning another student conduct or have questions regarding the policy, please do not hesitate to contact me personally or contact the Office of Student Services at 392-1261.

Tentative Course Schedule

The following schedule is a representation of the tentative outline of topics that will be covered during the course. It is advised that you use it as a reference for keeping up with readings, assignments, and deadlines. I will make any announcement to the class of any events that require any changes to the present schedule. It is highly recommended to make sure and review the chapter before lecture to familiarize yourself with the content to be discussed in class.

Note: Extra reading materials available on the class Canvas site. They should all be available by week 2 of class.

Module	Date	Topic	Assignment	Reading
1	1/4 – 1/6	Introduction and Overview	1. Student Bio 2. The millennial quiz <i>Introduce yourself on the “Getting Started Discussions Forum” (extra credit)</i>	
2	1/9 – 1/13	The Growth of International Business and Advertising	Group Discussion 1	Chap.1
3	1/16 – 1/20	The International Marketing Mix	Group Discussion 2	Chap.2
4	1/23 – 1/27	Global Branding	Exam 1 (Modules 1-4)	(Mooij: Chap. 2)
5	1/30 – 2/3	The International Marketing & Advertising Environment	Individual Assignment 1	Chap. 3
6	2/6 – 2/10	The Cultural Environment	Group Discussion 3	Chap. 4
7	2/13 – 2/17	Culture and Consumer Behavior	Exam 2 (Modules 5-7)	(Mooij: Chap. 5)
8	2/20 – 2/24	Coordinating and Controlling International Advertising		Chap. 5
9	2/27 – 3/3	Culture and Advertising Appeals	Group Discussion 4	(Mooij: Chap. 9)

10	3/6 – 3/10	<i>Spring Break</i>		
11	3/13 – 3/17	Creative Strategy and Execution	Individual Assignment 2 Group Project Proposal	Chap. 6
12	3/20 – 3/24	Advertising Media in the International Arena	Exam 3 (Modules 8-12)	Chap. 7
13	3/27 – 3/31	Research in the International Arena		Chap. 8
14	4/3 – 4/7	Advertising Regulatory Considerations		Chap. 9
15	4/10 – 4/14	Corporate Social Responsibility	Exam 4 (Modules 13-15)	Chap. 10
16	4/17 – 4/21	Group Project Submission & Wrap-up	Group Project Submission (Apr. 21, Friday 9PM) <i>*The team member evaluation due by 9PM.</i>	