

University of Florida
ADV4930
Special Studies in Advertising:
Content Marketing
Class #22073, Section HLD1
Fall 2020

Instructor: Robert Padovano, Adjunct Lecturer
Email: rpadovano@ufl.edu

Office: Weimer #2095 or
by Zoom appt. (preferred)

Class Times

Recorded lectures will be available Tuesday (9:30 am to 10:45 am)

Zoom synchronous live discussion on Thursdays Periods 3-4 (9:30 am to 11:25 am)

This is a hybrid course will be synchronous, that is – we will have class on **100% on Zoom** and you will submit assignments to UF e-Learning at <http://elearning.ufl.edu/>

You can download the Canvas App on iTunes and Android



Pre requisite: ADV 3008 Principles of Advertising

Course Description:

This class is also a team project where you will work and apply the skills in the course to grow awareness for the Department of Advertising.

1. You will have the opportunity to come up with your own ideas that will benefit your clients and grow your personal brand as well.
2. You will be assigned to a group of 4.
3. You will brainstorm, research, and create content (stories) that will increase brand awareness to the Department of Advertising.
4. You will learn about social media, basic copywriting, and tools of persuasion.

5. You will learn tools to generate attention in a world where attention spans are waning to create curiosity for the audience you seek to serve, taking action, and doing things better by doing better things.
6. We will be having weekly discussions based in on the required reading below as well as case studies that discuss effective content marketing.
7. You will prepare and present your projects using effective public speaking using effective eye contact, speaking rate, hand gestures, enthusiasm, eliminating filler words like “um”, making preview statements, and so on

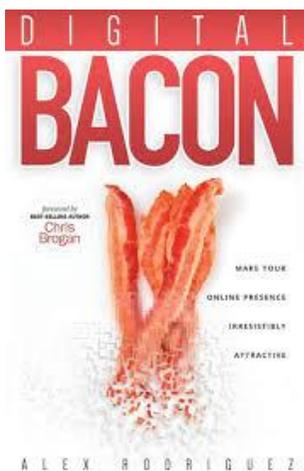
Learning outcomes:

To create content based on the five phases of the Digital BACON process and apply them to the Department of Advertising Facebook and Instagram accounts:

1. Based on Reality - Discovery Phase
2. Aimed toward Results – Strategy Phase
3. Creatively Developed – Production Phase
4. Organized in Propagation – Distribution Phase
5. Numerically Measured – Analysis Phase
6. Keeping in mind with marketing asking, “Who is it for?”
7. The importance of storytelling and adding value for our target audience we seek attract and serve.

Required Reading

Digital Bacon: Make Your Online Presence Irresistibly Attractive by Alex Rodriguez
@AlxRodz



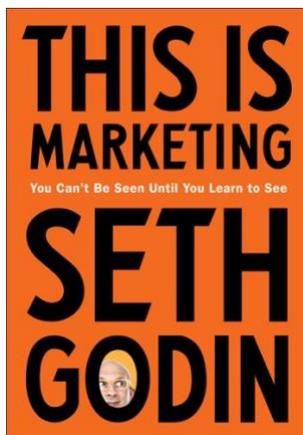
Using this book, you (us) will learn

Whether our product will sell before going online

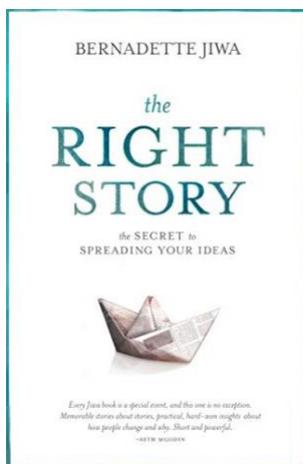
1. 19 pages of digital tactics
2. How to make visitors to our site do exactly what you want
3. The checklist we must follow before launching a website

Optional (but recommended):

This is Marketing: You Can't Be Seen Until You Learn to See, by Seth Godin
seth@sethgodin.com www.seths.blog



The Right Story: A Brief Guide to Changing the World, by Bernadette Jiwa
<https://www.linkedin.com/in/bernadette-jiwa-aa00b329/> @bernadettejiwa



Grading Scale

Your work for the course will be evaluated on the following scale.

A = 93 -100	353-380 points
A- = 90-92	342-352 points
B+ = 87-89	330-341 points
B = 83-86	315-329 points
B- = 80-82	304-314 points
C+ = 77-79	292-303 points
C = 73-76	277-291 points
C- = 70-72	266-376 points
D+ = 67-69	254-265 points
D = 63-66	239-253 points
D- = 60-62	228-238 points
E= 0-59	0-227 points

Course work

4 Discussion Boards	40
4 Assignments	40
2 Reflection Papers	50
Final Project	100
Test	50
Attendance/ Participation	100
Total Points	380

Discussion Boards (4)

You will be assigned to small group and have to respond with an initial post and provide two peer feedback responses. Due dates will be posted in Canvas.

Group Assignments (4)

You will be working with your team on the assignment creating a plan based on the five phases of the Digital BACON system.

Reflection Papers (2)

In one to two page double spaced papers you be asked to provide takeaways based on guest speakers and/or topic issues that relate to the course.

Final Assignment

The final assignment will be a collection of all of the work you did preparing the five phases. You will present live or record a presentation via Zoom or other recording platform describing how you addressed each phase: Discovery, Strategy, Production, Distribution, and Analysis. You team will prepare a slide presentation as well as 5 to 7-page double spaced final paper describing in detail the elements for each phase.

Attendance/Participation

In order to benefit from the class attending and participating is vital. If you miss many courses and do not engage it will affect your score.

Quiz/Test

There will be one quiz that will use Honorlock to test you on the material learned in the Digital BACON book and during class discussions.

Inclusivity Statement

We understand that our members represent a rich variety of backgrounds and perspectives. The College of Journalism and Communications and the Department of Advertising is dedicated to providing an atmosphere for learning that respects diversity. While working together to build this community, I ask all of you as members to:

- Share your unique experiences, values and beliefs.
- Be open to the view of others.
- Honor the uniqueness of your colleagues.
- Appreciate the opportunity that we have to learn from each other in this community.
- Value each other's opinions and communicate in a respectful manner.
- Keep confidential discussions that the community has of a personal (or professional) nature.

Academic Honesty

The UF Conduct Code will be enforced at all times in this class:

"UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student->

[conduct-honor- code/](#)) specifies a number of behaviors that are in violation of this code and the possible sanctions.

Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.” Feel free to consult me if you have any questions or concerns.

Students with Disabilities:

My wish is for all of you in my class to be as comfortable in the classroom environment and thrive. Please inform me as soon as possible if there are any conditions that may limit or affect your participation in this course so I can make necessary arrangements.

However, I can only do that when you have first registered with the Dean of Students Office. The Dean of Students Office will provide documentation to you as a student, which you must then present to me. For more information please visit <http://www.dso.ufl.edu.drc> or call 352-392-1261. Please follow this procedure as early as possible in the semester if you require assistance.

Support for Students with Challenges: 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 the Instructor when requesting accommodation.

Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected. Expect requests received for help after your performance has been negatively affected to be denied.



Your well-being is important to the University of Florida.

The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need.

If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at **352-392-1575**. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1

As a student, you are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but you will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

Course Schedule

The schedule below is a representation of the tentative outline of topics that will be covered over the duration of the course. Please use it as a reference for keeping up with assignments and deadlines. In the event of any changes to the present schedule, I will inform the class via emails and/or announcements via Canvas.

Week	Topic	Reading	Assignment
Week 1 8-31-	Introduction	Digital BACON pp. 1-24	Discussion Board
Week 2 9/7	Discovery Phase	Digital BACON pp. 25-46	Group Assignment
Week 3 9/14	Discovery Phase	Digital BACON pp. 47-62	Discussion Board
Week 4: 9/21	Discovery and Strategy Phase	Digital BACON pp. 65-88	Reflection paper re guest speaker Alex Rodriguez
Week 5 9/28	Review & discuss storytelling and trust in marketing	Review Digital BACON pp. 1-88 This is Marketing pp. 1-14 The Right Story Introduction	Discussion Board
Week 6 10/5	Strategy Phase	Digital BACON pp. 89-108	Assignment
Week 7: 10/12	Strategy Phase	Digital BACON pp. 108-114 This is Marketing pp. 15-41 The Right Story pp. 19-60	Discussion Board
Week 8 10/19	Production Phase	Digital BACON pp. 115-128	Assignment
Week 9 10/26	Production Phase	Digital BACON pp. 129-137 This is Marketing pp. 165-202 The Right Story pp. 61-102	Discussion Board
Week 10 11/2	Production Phase	Digital BACON pp. 138-152	Reflection Paper
Week 11 11/9	Distribution Phase	Digital BACON pp. 153-163	Research Assignment
Week 12 11/16	Distribution Phase	Digital BACON pp. 164-178	Assignment

Week 13 11/23	Analysis Phase	Digital BACON pp. 179-191 This is Marketing pp. 239- 247 The Right Story pp. 103- 138	
Week 14 11/30	Final Week	No readings. Work on final assignments	Final Presentations