

International Advertising

ADV4400 180 (27011) | UFO1 (27239)
Fall 2021

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Course Description

This course is designed to assist students in acquiring knowledge and skills necessary to develop and implement marketing plans and advertising strategies in global markets. Students learn about a range of issues, challenges, and opportunities that exist in international advertising as they study comparative cultural, economic, legal, political, and social conditions in various countries and regions around the world.

Course Objectives

At the conclusion of the course, students will be able to:

1. Demonstrate understanding of trends, drivers, and restraints in international advertising
2. Identify macro-environmental factors that exist uniquely in specific countries and regions
3. Explain the concepts of values and cultures and their relationship to consumer behavior
4. Analyze strategies demonstrated in successful international advertising campaigns
5. Develop and implement an international marketing plan and advertising strategies for a global brand

Prerequisites

- ADV3008 with a minimum grade of C

Textbooks

Required: Mueller, Barbara (2017), Dynamics of International Advertising: Theoretical and Practical Perspectives (third edition). New York: Peter Lange Publishing, Inc.

Recommended: De Mooij, Marieke (2019) Global Marketing and Advertising: Understanding Cultural Paradoxes (5th Edition) Sage.

[The above books are available electronically through CDL.]

Technology Requirements

Students must have access to the following technologies/programs. More information is provided in Canvas.

- UF VPN to access UF library databases and resources off-campus
- Microsoft Office such as Word, Excel, and PowerPoint
- Zoom with audio and video capability

Grading Criteria & Scale

Quizzes	25%
Discussion participations	25%
International market analysis	50%

A	93.4 – 100	B–	80.0 – 83.3	D+	66.7 – 69.9
A–	90.0 – 93.3	C+	76.7 – 79.9	D	63.4 – 66.6
B+	86.7 – 89.9	C	73.4 – 76.6	D–	60.0 – 63.3
B	83.4 – 86.6	C–	70.0 – 73.3	E	0.00 – 59.9

UF's grading policies are at: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Course Structure

This course consists of 11 learning modules. For each module, students need to read the assigned chapters of the textbook, watch lecture videos, take a quiz, and complete assignments. In addition, students work in a team to analyze a global brand's current marketing and advertising situation in an international market and develop new, more effective strategies for the brand's future advertising campaigns in the market. The course is designed such that students follow the modules in a sequential order. **All requirements of a module must be completed to unlock the next module.** The following is general information about the main requirements for the course. Detailed descriptions are provided in Canvas.



Quizzes: Quizzes assess students' comprehension and retention of the module's content. Each quiz has a time limit and must be taken individually. Although students may use their notes and refer to the text, they need to have a firm understanding of the module's content to be able to answer questions accurately and quickly within the given time.



Discussion Participations: Students' contributions to online discussions are a major part of this course. At various times during the semester, students are asked to respond to discussion prompts related to the module topic and provide feedback on classmates' posts. It's important that the posts reflect students' in-depth understanding of the module content, while responses to classmates' posts contain unique and insightful perspectives rather than reiteration of views and opinions expressed by classmates. The specific instructions and grading rubric are available in Canvas.



International Market Analysis: Students in a team of 2 or 3 people conduct a situation analysis of a global brand in an international market and develop original, creative advertising strategies for the brand. Students examine a diversity of issues, challenges, and opportunities that the international market poses for the brand throughout the semester. For the final report, they compile and synthesize all the analyses and propose a more effective direction for the brand's future advertising campaigns in the market. The instructions for individual analyses as well as the final report and grading rubric are available in Canvas.

Course Format & Policy

This is an asynchronous online course and thus gives you flexibility of when and where you "attend" the class. However, it is EXTREMELY IMPORTANT that you set aside a "class time" each week to study the course materials and complete the assignments. Typically, a learning module is released on Monday while assignments are due by the end of the week. Students will not be excused for turning in the assignment late unless the reason is approved by the department chair or program director. Students' personal travel schedule and conflict with another course's deadline are not excusable reasons for turning in an assignment late, for example. Do not wait

until the day before the assignment is due to contact the instructor with questions. Keep up with the readings and lecture videos and start assignments early.

Late Submission: Some assignments may be submitted after the deadline. When a late submission is allowed, students have up to **six days** after the due date to submit the assignment. **Twenty percent of the assignment's grade is deducted each day the assignment is turned in late. In addition, students cannot access the next module until all assignments in a module are completed.**

Formatting, Spelling, and Grammar: All assignments must be prepared and presented professionally and proof-read thoroughly. Students must take special care to use proper words and spelling, grammatically correct sentences, and logically flowing content. Points will be deducted from assignments where the content has formatting, spelling, and grammar errors.

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Honor Code

Students are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of the student will result in a minimum academic sanction of a zero on the assignment. We take originality in writing and creative work very seriously, and expect students to fully understand what is considered plagiarism. We are always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at <http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

Recording of Class Lectures

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript

of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Accommodations

Students with disabilities requesting accommodations should first register with the UF Disability Resource Center at (352) 392-8565 or <https://www.dso.ufl.edu/drc> by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester.

Counseling and Wellness Center

Contact information for the Counseling and Wellness Center is available at (352) 392-1575 or <http://www.counseling.ufl.edu/cwc/Default.aspx>. Contact University Police at (352) 392-1111 or 911 for emergencies.

Course Schedule

The following is a tentative course schedule. Please use it as a reference to keep up with the readings, assignments, and deadlines. Additional readings and assignments may be added. The instructor will advise the class of any necessary changes in advance.

Week 1	Course Orientation	
Aug 23 – Aug 29	Lecture	Instructor Introduction & Course Overview
	Discussion	Post your comments on the discussion topic by Aug 27
		Respond to your classmates' posts by Aug 29
Assignment	Complete the Course Planning Survey by Aug 27	
Week 2	Module 1: Growth of International Business and Advertising	
Aug 30 – Sep 5	Reading	Mueller Ch 1
	Lecture	Growth of international business and advertising
	Project	Submit team member information and a project proposal by Sep 3
Provide your feedback on classmates' project proposals by Sep 5		
Week 3	Module 2: Research in the International Arena	
Sep 6 – Sep 12	Reading	Mueller Ch 8
	Lecture	Research in the international arena
	Resource	UF library resources by Guest Speaker Ms. April Hines
	Quiz	Take the quiz on Module 1 and Module 2 content by Sep 11
	Discussion	Post your comments on the discussion topic by Sep 10
Respond to your classmates' posts by Sep 12		
Week 4 ~ 5	Module 3: International Marketing Mix	
Sep 13 – Sep 26	Reading	Mueller Ch 2
	Lecture	Paradoxes in culture
		Global branding
		International marketing mix
	Quiz	Take the quiz on Module 3 content by Sep 18
	Discussion	Post your comments on the discussion topic by Sep 17
Respond to your classmates' posts by Sep 19		
Project	Submit your brand analysis 1 by Sep 26	
Week 6	Module 4: International Marketing and Advertising Environment	
Sep 27 – Oct 3	Reading	Mueller Ch 3
	Lecture	International marketing and advertising environment

	Quiz	Take the quiz on Module 4 content by Oct 2
	Discussion	Post your comments on the discussion topic by Oct 1
		Respond to your classmates' posts by Oct 3
Week 7 ~ 8	Module 5: Cultural Environment	
Oct 4 – Oct 17	Reading	Mueller Ch 4
	Lecture	Values and culture
		Dimensions of culture
		Culture and consumer behavior
	Quiz	Take the quiz on Module 5 content by Oct 9
	Project	Submit your country analysis 1 by Oct 10
Submit your country analysis 2 by Oct 17		
Week 9	Module 6: Creative Strategy and Execution	
Oct 18 – Oct 24	Reading	Mueller Ch 6
	Lecture	Creative strategy and execution
	Quiz	Take the quiz on Module 6 content by Oct 23
	Discussion	Post your comments on the discussion topic by Oct 22
		Respond to your classmates' posts by Oct 24
Week 10	Module 7: Advertising Media in the International Arena	
Oct 25 – Oct 31	Reading	Mueller Ch 7
	Lecture	Advertising media in the international arena
	Quiz	Take the quiz on Module 6 content by Oct 30
	Project	Submit your brand analysis 2 by Oct 31
Week 11 ~ 12	Module 8: Advertising in Various Regions	
Nov 1 – Nov 14	Lecture	Advertising in South America
		Advertising in East Asia
		Advertising in India
	Quiz	Take the quiz on Module 8 content by Nov 6
	Discussion	Post your comments on the discussion topic by Nov 5
		Respond to your classmates' posts by Nov 7
Project	Submit your target market/consumer analysis by Nov 14	
Week 13 ~ 14	Module 9: Coordinating and Controlling International Advertising	
Nov 15 – Nov 28	Reading	Mueller Ch 5, 9
	Lecture	Coordinating and controlling international advertising
		Advertising regulatory considerations in the international arena

	Quiz	Take the quiz on Module 9 content by Nov 20
	Project	Submit your industry analysis and competitive analysis by Nov 28
Week 15	Module 10: Ethics and Beyond	
Nov 29 – Dec 5	Reading	Mueller Ch 10
	Quiz	Take the quiz on Module 10 content by Dec 4
	Project	Submit your positioning statements and advertising strategies for the brand by Dec 3
		Provide your feedback on classmates' positioning statements by Sep 5
Week 14 ~ 16	Module 11: Putting It All Together	
Dec 6 – Dec 8	Project	Submit your final report by Dec 5