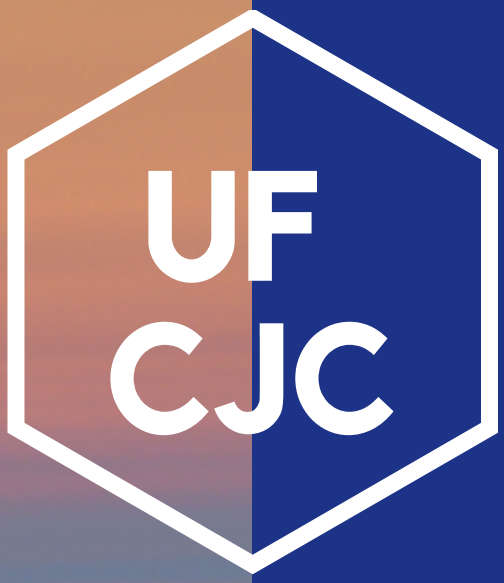
FALL 2021



ADV4400 International Advertising

INSTRUCTOR

Dr. Aqsa Bashir

FALL 2021

The best ads come when you understand Us!

CONTACT INFORMATION

Instructor: Dr. Aqsa Bashir, Adjunct Professor
Email: aqsabash@ufl.edu
Office Hours: By appointment via Zoom
Credit Hours: 3
For questions about course content, your grade, or other personal issues, use the Canvas mail tool. Expect a response within 24 hours.

COURSE INFOMATION

This course is designed to introduce students to the opportunities and challenges involved in developing strategies and implementing advertising campaigns in international markets. We are going to examine the topic of international marketing and advertising from various angles, beginning with an exploration of culture and how it influences people's lives and preferences throughout the world. The course attempts to provide a balance between the practical and theoretical concepts advertisers and marketers must consider if they are to operate effectively in the global marketplace.

COURSE OBJECTIVE

The objectives of the course are as follows:

- *To expose you to and encourage the understanding of 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.*

COURSE REQUIREMENTS

REQUIRED TEXTBOOK:
De Mooij, Marieke (2019) Consumer behavior and culture: Consequences for global marketing and advertising. (5th Edition) Sage.

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

PREREQUISITES

Prior to taking this course, you must pass ADV 3008 with a minimum grade of C.

MINIMUM TECHNOLOGY REQUIREMENTS

The University of Florida expects students to enter an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the Internet and related equipment (Cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

MINIMUM TECHNICAL SKILLS

To complete your tasks in this course, you will need a basic understanding of operating a computer and how to use word processing software.

MATERIALS/SUPPLY FEES

There is no supply fee for this course.

ZOOM

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.
You can find resources and help using Zoom at ufl.zoom.us.

COURSE POLICIES

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found at catalog.ufl.edu/UGRD/academic-regulations/attendance-policies
As this is an online class, you are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

LATE ASSIGNMENT

Late, missed, or revised assignments will **NOT** be accepted. Exceptions will only be approved by the course instructor if you have a DOCUMENTED medical emergency or other situations that are supported by UF leave policies.
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 7 days, students will forfeit all possible points for that assessment.

EXTRA CREDIT

At various times throughout the semester, you may have some opportunities 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 you time to make any necessary arrangements.

ASSIGNMENTS

Below is a description of assignments in the course. Refer to the "Course Summary" at the bottom of this page for due dates.

DISCUSSION

The first discussion you complete in this course will be a whole-class discussion. You will also reply to two peers.

GROUP DISCUSSION

1. The purpose of the small group discussions is to provide you with an opportunity to exchange ideas and engage with your peers. Early in the semester, you will be assigned to a small group to work with other student peers for eight graded discussions throughout the semester and for the team project (explained below). For the small group discussions, you will be given a topic on which to respond. Your discussions will be graded on your initial posts as well as on the quality of your response to your peers.
2. The deadlines for each discussion are Wednesdays 5:00 PM for posting your discussion response and Fridays at 5:00 PM responding to two of your peers unless stated otherwise on the discussion page.

QUIZZES

1. There will be two module quizzes consisting of 10 questions. Each quiz is worth 20 points. Each will be given over the term. Quiz questions will be presented in a multiple-choice format and will cover content for modules completed up to the quiz point.
2. Quizzes in this class will be due on Fridays at 5:00 PM. There will be no extensions or retakes.
3. Once a quiz has been started, it cannot be stopped until the allotted time (20 minutes) is complete.
4. Therefore you should take care to cover all materials prior to attempting the quiz and work steadily to complete the quiz within the designated time period. Please review the course summary at the bottom of this page for clarification on the designated quiz dates.

GROUP PROJECT: AD GONE BAD

1 **PART 1**
PROBLEM IDENTIFICATION

2 **PART 2**
PROBLEM ADDRESS

3 **PART 3**
NEW AD CREATIVES

PART 1

The aim of this first part is to choose an ad that missed its mark in the host country it was advertising in. (e.g., Nivea Re-civilize yourself, Sprite Brutally Refreshing, Dolce & Gabbana's Eating with Chopsticks). Once you have picked a brand, the country, and the ad, you will define what the problem is and how/why the ad missed its mark. Things to include in this assignment are a target audience analysis (demographics and psychographics) of who you think was being targeted in this ad. Also include a cultural comparison of the two countries (host and home), an economic overview of the host country, any trade agreements between the two countries. You must also include what medium the ad was published on as well as any backlash it received on social media or news articles. The use of graphs, charts, and visual supporting material is extremely important.

The assignment should be no more than 6 pages, 12-point Times New Roman (not including the cover page or references). References should be in APA format. Please note, I will stop reading your assignment after page 6, and anything beyond will be counted as missing. Assignments failing to follow the required format will be penalized.

PART 2

In this assignment, your group will either choose to address the problem identified in part 1 or ignore it and decide to launch a new ad. In either case, you need to justify your decision. Your assignment must include an audience analysis of your target audience, including demographics and psychographics. If you choose to target the same audience from Part 1, you can reuse the demographics and psychographics. In either case, you must justify your selection of the target audience. You must also include a media analysis of the channel(s) you wish to use and explain why you chose those media and specific outlets. Be as realistic as possible with the media selection. The use of graphs, charts, and visual supporting material is extremely important. You may use module 11 as a guiding point for this. This part sets the foundation of the final and main part of your project, so choose wisely and diligently.

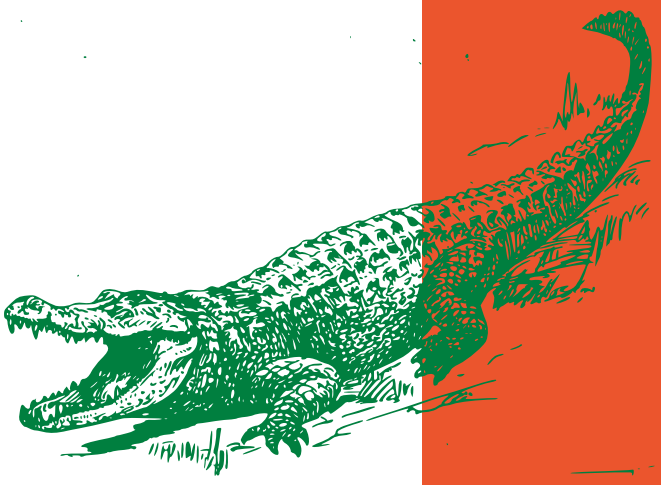
The assignment should be no more than 5 pages, 12-point Times New Roman (not including the cover page or references). References should be in APA format. Please note, I will stop reading your assignment after page 5, and anything beyond will be counted as missing. Assignments failing to follow the required format will be penalized.

PART 3

The last and final part of your project is the main portion to let your ***creativity shine***. In this part, you will put forth an ad based on your decision in Part 2. For this part, be cognizant of the cultural nuances as described in the lecture on Advertising Strategy and Culture and Execution Styles.

You may choose to create a still ad or a video spot. Your ad must be in the correct format and size for the media you have chosen. You can choose whichever design software you are comfortable with for making your ad. If you choose to create a video commercial and do not have the ability to do so, a well-made self-explained storyboard is sufficient (hand-drawn or photos. No stick figures). In addition to the ad, you will revise parts 1 and 2 of the project based on the comments from the instructor and combine them as one cohesive report. Your report must follow the following format:

1. Title page
2. Executive summary
3. Parts 1 and 2 revised and updated
4. Your advertisement with a title above it
5. References in APA format



GRADING POLICY

I will make every effort to have each assignment graded and posted within one week of the due date.

COURSE GRADING POLICY

I will make every effort to have each assignment graded and posted within one week of the due date.

ASSIGNMENT	POINTS
2 CLASS DISCUSSION (3 POINTS EACH)	6
8 GROUP DISCUSSIONS (15 POINTS EACH)	120
2 QUIZZES (20 POINTS EACH)	40
1 GROUP PROJECT (3 PARTS)	150
TOTAL	316

GRADING SCALE

GRADE	PERCENTAGE
A	100%-93%
A-	92%-90%
B+	89%-87%
B	86%-83%
B-	82%-80%
C+	79%-77%
C	76%-73%
C-	72%-70%
D+	69%-67%
D	66%-63%
D-	62%-60%
F	59%-0%

UF POLICIES

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, disability.ufl.edu) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

UNIVERSITY POLICY ON ACADEMIC CONDUCT

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 honesty 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 Student Honor Code and Student Conduct Code specifies a number of behaviors that violate this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

NETIQUETTE AND COMMUNICATION COURTESY

All class members are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats.

INCLUSIVITY STATEMENT

We understand that our members represent a wide 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:

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

GETTING HELP

TECHNICAL DIFFICULTIES

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- helpdesk.ufl.edu
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues should be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

HEALTH AND WELLNESS

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu to refer or report a concern, and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit counseling.ufl.edu or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit shcc.ufl.edu.
- University Police Department: Visit police.ufl.edu or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room/Trauma Center: For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.

ACADEMIC AND STUDENT SUPPORT

- Career Connections Center: 352-392-1601. Career assistance and counseling services career.ufl.edu.
- Library Support: Various ways to receive assistance for using the libraries or finding resources. cms.uflib.ufl.edu/ask
- Teaching Center: 352-392-2010 General study skills and tutoring: teachingcenter.ufl.edu
- Writing Studio: 352-846-1138. Help brainstorming, formatting, and writing papers: writing.ufl.edu/writing-studio

COURSE EVALUATIONS

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 professionally and respectfully is available at 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 ufl.bluera.com/ufl. Summaries of course evaluation results are available to students at gatorevals.aa.ufl.edu/public-results.

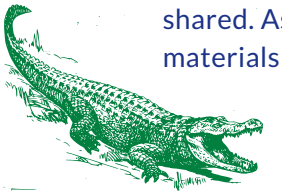
TIPS FOR SUCCESS

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the course's objectives.
- Print out the Course Schedule located in the Course Syllabus and check things off as you go.
- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

.

COVID-19 RECORDED COURSE STATEMENT

- For online courses with recorded materials, use the statement below to inform students of privacy-related issues, then delete this sentence.

Our class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilized a profile image agree to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, allowing students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials are prohibited.