

Advertising Strategy

ADV3001 Section 150C – Spring 2022

Tuesday: Periods 5-6 | 11:45am-1:40pm | [FLG0275 \(Florida Gym\)](#)

Thursday: Period 6 | 12:50-1:40pm | [WEIM2056 \(Weimer Hall\)](#)

“Planners shouldn’t decide whether the work is right or wrong; creatives hate absolutism and truth. There is a perception that we have to separate dead campaigns from live ones. Guide, don’t judge. Planning is not an end, it’s a means to an end.”

— Jeff Goodby, Goodby Silverstein & Partners

Instructor

Moritz Cleve, Ph.D. Student, Department of Advertising

Email: mcleve@ufl.edu

Office: G029 Weimer Hall

Office Hours: Tuesday and Thursday, 2:30-3:30pm

About the Instructor

Moritz “Mo” Cleve (M.S. in Strategic Communication, Kansas State University, 2015) is a current doctoral student in the Department of Advertising in the College of Journalism and Communications at the University of Florida. His professional background is spread across the field of mass communications with stops in advertising consulting and sales, public relations, sports and event marketing, and radio news writing/editing. Mo’s research is centered around stereotype perceptions of immigrants through social media. His teaching philosophy is taking a fresh look at the classical Bloom’s Taxonomy of dynamically stacking building blocks of learning (knowledge, understanding, application, analysis, evaluation, and synthesis). His approach to developing student assessments, lecture materials, and class activities combine real-world concepts with research insights to deliver effective learning outcomes.

Course Description

From the UF undergraduate catalog: Overview of the strategic planning process required to develop a successful strategic, persuasive communication plan such as an advertising, integrated marketing communications, or social marketing campaign. Case studies and projects teach the skills needed to address a variety of communications management issues and engage audiences in diverse marketplaces.

Course Prerequisites

MAR 3023 and ADV 3008 with minimum grades of C and ADV major.

Course Learning Objectives

After taking this course, you should be able to:

- ⇒ Develop strategic advertising plans, considering theoretical perspectives in consumer behavior, marketing, mass communication, and psychology
- ⇒ Turn secondary and primary research findings into a campaign that is “on strategy”

- ⇒ Tailor advertising strategies for diverse markets, considering regulatory and ethical practices in the industry
- ⇒ Creatively and critically evaluate advertising strategies
- ⇒ Write a creative brief, marketing plan, and strategic analysis for a brand, product, or service

Required Textbooks

1. Kocek, C. (2013). The practical pocket guide to account planning. Austin, TX: Yellow Bird Press.
2. Steel, J. (1998). Truth, lies, & advertising: The art of account planning. New York, NY: John Wiley & Sons, Inc.
3. Additional required readings will be posted on Canvas.

Recommended Materials

Advertising Age

Advertising Week

Media Week

Wall Street Journal Media & Marketing Section

New York Times Media & Advertising Section

ATTENDANCE POLICY AND MAKE-UP POLICY

Attendance will be taken each class. If you miss a class, you are responsible for getting class materials and finding out about in-class announcements. It is your responsibility to contact the instructor about what was discussed in class when you were absent. You may have two unexcused absences with no penalty to your grade. Absences will be considered unexcused unless (a) you speak with the instructor BEFORE the absence and provide justification and/or documentation, or (b) you provide written (e.g. medical, legal, or academic) documentation AFTER the absence (you will have one week to provide the instructor with pertinent documentation).

Make-up Policy

If you miss an exam or activity without a written excuse provided in advance or documentation after an illness or other emergency, you will receive no credit (zero) for that exam/activity. Make-up exams/activities are subject to be in a different format from regular exams/activities and might be worth a different number of points. Acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition, or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved at the instructor's discretion.

Class Demeanor

Electronic Communication: This class relies on electronic communication. All course materials will be posted on Canvas. Students are required to check for emails and postings at least twice weekly prior to class sessions. It is the student's responsibility to check for messages and postings on Canvas.

Late work policy: You need to turn in your assignments and projects on time. Each additional day late will result in 5% off your grade for that assignment.

Lateness: Please arrive on time for class. Arriving late to class is EXTREMELY disruptive to the instructor and your classmates. Please be considerate.

Discussing ideas: Part of the learning process is sharing different points of view and discussing interesting topics. Therefore, you are encouraged and expected to participate on a regular basis. This means regular attendance is important. In this class, you always have the right to disagree with the instructor or your peers, as long as it is

done in a civilized manner. However, respect for the views of the instructor and your classmates are mandatory. I will not accept behavior that makes others in the class feel inferior or uncomfortable.

Participation: Class participation is very important - it enhances your learning experience and makes it easier to understand concepts, study for exams, and complete assignments effectively. Make sure you read the assigned materials and be ready to engage in group discussion, to share your ideas, and to ask questions. I strongly encourage questions, comments, and the sharing of ideas as they relate to course material.

Office hours: If you have concerns about your performance in the class as the semester progresses, please do not hesitate to talk to me during my office hours. You can also email me to set up an appointment if the office hours do not fit into your schedule. Do not wait until the end of the semester to ask for help or to explain unusual circumstances that have affected your grade. At that point, it will be too late.

Assignment	Points	%
<i>Exams:</i>	<i>160</i>	<i>40</i>
Exam 1	80	20
Exam 2	80	20
<i>Creative Brief Project</i>	<i>160</i>	<i>40</i>
Section 1: Situation Analysis + SWOT	32	8
Section 2: Consumer/Brand Research	32	8
Section 3: Big Idea, IMC & Evaluation	32	8
Section 4: Creative Brief	32	8
Presentation	32	8
<i>Assignments</i>	<i>60</i>	<i>15</i>
Assignment 1	20	5
Assignment 2	20	5
Assignment 3	20	5
<i>Attendance & Participation</i>	<i>20</i>	<i>5</i>
TOTAL	400	100%

Students are expected to prepare thoroughly for class by reading assigned materials prior to class, to participate actively in class discussions, and to complete the assigned tasks. These activities should be completed on time and in a professional manner. Except for exams, all assignments will be submitted online via Canvas. The final grade is computed as follows:

a) *Exams (160 points):* The course will include two in-class closed-book exams. Each exam is worth 80 points towards the student's final grade in the course. The exams will cover material from the textbook, class discussions and presentations, and any other additional material used in class. The format of the exams will consist of a mix of multiple-choice, true-false, and/or short essay questions. The exams are not cumulative. A study guide will be posted online. Make-up exams will not be given unless extenuating circumstances are present, and documentation is provided. If that rare case occurs, the make-up exam will be administered at the instructor's discretion.

b) *Creative Brief Project (160 points):* You will work in teams of 3 students throughout the semester to develop a creative brief for a brand. Students will choose one of three brands (TBA) to work with during the semester. This project will consist of four sections due at different points during the semester: (1) a situation analysis + SWOT, (2) consumer and brand research, (3) big idea definition and rationale, IMC strategies, and evaluation, and (4) the creative brief itself and a presentation. All sections of the Creative Brief will be submitted via Canvas. The purpose of the projects is to deepen book-learning by putting it into practice. Additional details about these projects will be given as the semester progresses.

c) *Assignments (60 points):* Three assignments will be assigned throughout the semester to help you engage with the content, as well as apply the concepts learned.

d) *Attendance & Participation (20 points)*: Please refer to the Attendance Policy section of this syllabus.

e) *In-class Activities*: There will be several in-class activities throughout the semester. These activities will not have grades but will count toward your participation grade. Keep in mind that there are no make-ups for these activities as they will be completed in class.

Points required	%	Grade	Grade Points
376.0	94	A	4.00
360.0	90	A-	3.67
348.0	87	B+	3.33
336.0	84	B	3.00
320.0	80	B-	2.67
308.0	77	C+	2.33
296.0	74	C	2.00
282.0	70	C-	1.67
268.0	67	D+	1.33
256.0	64	D	1.00
244.0	61	D-	0.67
Less than 244.0	0	E	0.00

Note: There will be no rounding up of grades. For example, if you got a total of 359.50 points, you would receive a B+, not an A-. If you got a total of 319.80, you would receive a C+, not a B-, and so forth. Complaints or questions about grades should be done in writing within one week of receiving the grade. More information on grades and grading policies is here: <https://catalog.ufl.ugrad/current/regulations/info/grades.aspx>

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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 accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

Students 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 students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

University Honesty Policy

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 (<https://www.dso.ufl.edu/sccr/process/studentconduct-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. If you have any questions or concerns, please consult with the instructor in this class.

Religious Holy Days Policy

At the University of Florida, students and faculty work together to allow students the opportunity to observe the holy days of their faith. A student should inform the faculty member of the religious observances of their faith that will conflict with class attendance, with tests or examinations, or with other class activities prior to the class or occurrence of that test or activity. The faculty member is then obligated to accommodate that particular student's religious observances. Because students represent a myriad of cultures and many faiths, the University of Florida is not able to assure that scheduled academic activities do not conflict with the holy days of all religious groups. Accordingly, individual students should make their need for an excused absence known in advance of the scheduled activities. The Florida Board of Education and state law govern university policy regarding observance of religious holidays.

The following guidelines apply:

- Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith.
- Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.
- Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

In-Class Recording Policy

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.

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

Campus Resources

Health and Wellness

U Matter, We Care: If you or a friend are in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

Academic Resources

E-Learning Technical Support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
<https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<https://writing.ufl.edu/writing-studio/>.

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.

Course Schedule (Subject to Change)

Week	Day	Date	Topic	Readings	Activities/Assignments Due
Welcome to ADV3001 – Let's become strategy experts!					
1	Thu	Jan 6	Introduction and Syllabus		
Module 1: Fundamentals of Account Planning					
2	Tue	Jan 11	Account planning history and practice	<ol style="list-style-type: none"> 1. Steel, Chapter 2 2. Kocek, pages 6-19 3. What is account planning?, by APG 4. Account planning, by Ad Age 	In-class activity 1
	Thu	Jan 13	How account planning fits in a campaign	<ol style="list-style-type: none"> 1. Steel, Chapter 1 2. How to do account planning – a simple approach, by Mark Pollard 	
3	Tue	Jan 18	Library workshop <i>Creative Brief group formation</i>		Assignment 1 due @ 11:59pm
	Thu	Jan 20	Social media monitoring tools <i>Instructions for Creative Brief section 1</i>		
4	Tue	Jan 25	Situation analysis	Kocek, pages 126-138	
Module 2: Understanding the Consumer and Developing Insights					
	Thu	Jan 27	Consumer perceptions		In-class activity 2
5	Tue	Feb 1	Understanding the consumer mindset Using research, part 1	<ol style="list-style-type: none"> 1. Steel, Chapter 3 2. Kocek, pages 27-57 	<i>Continue on next page ⇒</i>

				3. Ethnographic methods for advertising	
	Thu	Feb 3	Understanding the consumer mindset Using research, part 2		
Module 3: Developing Insights					
6	Tue	Feb 8	Developing insights, part 1	Cases: 1. Baby Carrots 2. NY Public Library 3. Microsoft	CB section 1 due
	Thu	Feb 10	Developing insights, part 2		In-class activity 3
7	Tue	Feb 15	Review/study day for Exam 1	Study guide	Assignment 2 due @ 11:59pm
	Thu	Feb 17	Exam 1		Content: Readings and lectures from modules 1-3
Module 4: Target Segmentation					
8	Tue	Feb 22	Segmenting the target market		In-class activity 4 Assignment 3 due @ 11:59pm
Module 5: Understanding the Brand					
	Thu	Feb 24	Brand positioning & personality	1. Kocek, pages 110-119 2. Finding your audience	
9	Tue	Mar 1	What is a Big idea?	1. Steel, Chapter 4 2. Kocek, pages 66-70 3. What's the Big Idea, by Ad Age	
Module 6: The Big Idea & the Creative Brief					
	Thu	Mar 3	Brand Essence <i>Instructions for Creative Brief section 2</i>		
Spring Break, Mar 5-12. Enjoy, relax, and come back rejuvenated!					
10	Tue	Mar 15	Group meetings with instructor	Max. 20 min per group	
	Thu	Mar 17	Creative Brief work session 1	<i>I will be available in my office or via Zoom!</i>	CB section 2 due
11	Tue	Mar 22	What's in a Creative Brief? Part 1		In-class activity 5
	Thu	Mar 24	What's in a Creative Brief? Part 2		
12	Tue	Mar 29	Review/study day for Exam 2	Study guide	
	Thu	Mar 31	Exam 2		Exam 2 content: readings and lectures from modules 4-6
Module 7: IMC & Campaign Evaluation					
13	Tue	Apr 5	Integrated marketing communication <i>Instructions for Creative Brief section 3</i>		
	Thu	Apr 7	Campaign evaluation <i>Instructions for Creative Brief section 4</i>		
14	Tue	Apr 12	Creative Brief work session 2	<i>I will be available in my office or via Zoom!</i>	CB section 3 due
	Thu	Apr 14	Creative Brief work session 3		CB section 4 due
15	Tue	Apr 17	In-class Presentations		PowerPoint due
	Thu	Apr 19	In-class Presentations (if needed)		PowerPoint due