



**ADV 3001**  
**Advertising Strategy (#1H29)**  
**Spring 2016**

Department of Advertising  
College of Journalism and Communications  
University of Florida

Class Meeting: M 10-11 (5:10 – 7:05 p.m.) & W 10 (6:15 – 7:05 p.m.) Weimer 1070  
Professor: Eunice Kim, Ph.D.  
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Office Hours: M 4-5 (10:40 – 12:35 p.m.) or by appointment

### Course Description

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Welcome to Advertising Strategy! Advertising Strategy is an overview of the strategic planning process required to develop a successful advertising and/or integrated marketing communications (IMC) campaign. The overall goal of this course is to deepen and broaden your understanding of brand integrated communication management by accomplishing the following:

- Present you with a wide range of interconnected, integrated communication management decisions that are similar to what you will encounter in the “real world.”
- Present you with “the case method”—a structured, field-tested approach to decision-making that is a practical and useful method for addressing a variety of communications management issues.
- Utilize individual assignments to demonstrate your writing skills and communication problem solving abilities.
- Utilize the team case analysis and class presentation to closely approximate the work environment of a management position on the client side or from within an agency.

To accomplish these objectives, this course requires you to:

- Think in a precise, structured manner and follow a structured decision-making process.
  - Assess problems and opportunities, isolate key facts, and rank-order salient management issues.
  - Make decisions and create action plans appropriate to the situation under consideration.
- Efficiently and persuasively write up and present your analysis and sell your recommendations.
- Justify and defend a proposed recommendation against criticism from your colleagues.
- Learn independently and from each other to make up for areas you have not yet studied.

### Textbook

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- Murphy, John H., Isabella C.M. Cunningham, & Liza Stavchansky de Lewis (2011), *Integrated Brand Promotion Management: Text, Cases, and Exercises* (1st edition). Kendall Hunt, ISBN 0757577911.

### Course Website

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- All announcements, assignments, and grades will be posted on Canvas (<https://lss.at.ufl.edu/>).
- Be sure you have a valid email address connected with Canvas. It is your responsibility to check Canvas regularly.

## Expectations

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Students have a responsibility to actively participate and engage in the work presented in this course. Successful course completion is heavily contingent on your ability to work effectively in a small group setting. The bulk of class time will focus on discussion of readings and case presentations. Come prepared and ready to take an informed stand. **A lively discussion among colleagues is the objective.** You should be prepared to state and defend your position, as well as refute the position of others in a cogent manner. Ask questions. There are no wrong questions. Throughout your academic career you've heard this phrase. But in this class, it is imperative that you believe it.

## Evaluation

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Your evaluation in this course will be based on the following components:

Written team case analysis and presentations (2)	125 points	25%
Team final project	75 points	15%
Individual assignments & quizzes	125 points	25%
Exams (2)	150 points	30%
<u>In-class participation/attendance</u>	25 points	5%
<b>Total</b>	<b>500 points</b>	<b>100%</b>

Final letter grades will be assigned based on your final point total at the end of the semester.

Letter Grade	100 Scale (100%)	500 Scale (total points for this class)
A	94-100%	470-500 points
A-	90-93.9%	450-469 points
B+	87-89.9%	435-449 points
B	84-86.9%	420-434 points
B-	80-83.9%	400-419 points
C+	77-79.9%	385-399 points
C	74-76.9%	370-384 points
C-	70-73.9%	350-369 points
D+	66-69.9%	330-349 points
D	64-66.9%	320-329 points
D-	60-63.9%	300-319 points
E	Below	0-299 points

To be fair to all students, **all numbers are absolute and will not be rounded up at any stage** (e.g., a B+ will be inclusive of all scores of 435 through 449.999). My hope is that you will focus on learning rather than grades in this class. **What I won't do is negotiate grades.** My goal is to be fair to everyone in the class, which means I will hold everyone to the same standards.

## 1. Written Team Case Analysis and Presentations (12.5% × 2 = 25%)

In this course, you are on “agency account team” (of approx. 5-6 team members depending on enrollment). The grade is a team grade, meaning that each team member receives the same grade, as in the “real world.” The grade is divided between the team case analysis grade (50 points) and the team presentation grade (12.5 points).

In the second week I will introduce you to the case method and our first case. Each member of the class will write a rough draft of this case study and bring three copies to a writing workshop. The writing workshop will serve as an opportunity to go through peer editing and get feedback on the drafts.

### First Team Case Project (12.5%):

After that point, **four groups will analyze each new case. Two of those groups will present the case to the class and turn in a group paper.** The members of the non-presenting group will prepare individual papers on that same case (see #3 in the syllabi). Note that this format ensures that one half of the class is very well-prepared to discuss each formally presented case.

Papers must be professionally written, with complete sentences and fully explained ideas. The paper grade is based on format, statement of the problem, list of critical factors, definition of alternatives, a pro/con discussion, and conclusion/additional comments. The presentation grade is based on your professionalism, introduction, teamwork, delivery, visual aides, and how you handle Q&A. The grade rubric will be available on Canvas.

There will be two presentations on each presentation day. Each presenting group should plan on talking for approximately 15 minutes, with an additional 10 minutes for questions from the class. The question and answer sessions at the end of each presentation are a very important part of this course. Be prepared for questions. Have responses planned – maybe even supplementary slides.

As you work your way through these cases, immerse yourself fully in the data and details provided. If you have questions that can't be answered by the data, feel free to look outside the case for additional information. However, I expect this paper to be your own writing and not a collection of quotes from outside sources. You should use your outside sources to back up your claims, but not to replace your own voice.

- **Case paper format: Single-spaced (12 pt.), no more than 4 pages (not including the reference page), and follow the format covered in class. Upload to Canvas under “Assignments”.**
- **Powerpoint slides: Have your slides ready on the computer screen before class begins. Upload to Canvas under “Assignments”.**
- **Due: See the course schedule**

The rest of the class should come prepared, because comments and questions posed on presentation days are important opportunities to earn participation points.

## Second Team Case Project (12.5%):

Your agency team will prepare an **advertising campaign plan** by applying the strategic planning process (case method) to the given case scenario. More details will be given in class.

- **Case paper format: Single-spaced (12 pt.), no more than 4 pages (not including the reference page), and follow the format covered in class. Upload to Canvas under “Assignments”.**
- **Powerpoint slides: Have your slides ready on the computer screen before class begins. Upload to Canvas under “Assignments”.**
- **Due: April 4<sup>th</sup>, Monday**

## 2. Team Final Project (15%)

Your agency team should develop **the full integrated marketing communications (IMC) campaign plan** using the various types of persuasive communication techniques discussed in class (details will be given in class) and make final team presentations. The objective of the project is to provide students a chance to apply persuasion communication concepts to a real-world marketing situation. Teams will make a final 10-min presentation to the class to report its plan at the end of the semester. The final plan should be easy to read, visually appealing and look professional.

- **Case paper format: Single-spaced (12 pt.), no more than 10 pages (not including the reference page), and follow the format covered in class. Upload to Canvas under “Assignments”.**
- **Powerpoint slides: Have your slides ready on the computer screen before class begins. Upload to Canvas under “Assignments”.**
- **Due: April 18<sup>th</sup>, Monday**

### Peer Evaluation:

While your team case presentation and paper grade is the same for all team members, your team project grade differs. Your individual grade for the project is subject to adjustments according to your average peer evaluation. Your grade will be significantly lowered by a poor peer evaluation. If your agency does not think you have put forth the same amount of effort and the same quality of work as they have throughout the length of the project, your peer evaluation will negatively influence your final grade. Example: Your average peer evaluation [95%] x the total group project score [100] = Individual score [95].

**If you have any problems with your group or a particular group member, you need to address and resolve it immediately.**

We respect your right to privacy, so you may print out the form, fill it out in private, and bring it to hand in on the day it is due in class. We will have a sealed envelope and these forms are CONFIDENTIAL. Not turning one in on the due date is a 10-point deduction.

- **Due: April 18<sup>th</sup>, Monday**

### 3. Individual Assignments & Quizzes (25% total)

#### **Individual Case Analysis (35 points):**

The members of the non-presenting group will prepare individual papers on that same case that will be presented in class (see the course schedule for due dates). We will use the same grade rubric as for your team case analysis paper.

- **Case paper format: Single-spaced (12 pt.), no more than 3 pages (not including the reference page), and follow the format covered in class. Upload to Canvas under “Assignments”.**

#### **Individual Research Assignment (40 points):**

For this assignment, you will be asked to complete **two in-depth interviews** and then analyze the data. The objective of this assignment is to provide students a chance to apply research methods to understanding the target audiences and their socio-psychological motivations. More details will be given in class.

- **Due: March 7<sup>th</sup>, Monday**

#### **After-Class Quizzes (40 points):**

To encourage you to keep on schedule with the reading and pay attention to classes, there will be quizzes right after lecture. During the course of the semester, we will have **five (5) after-class quizzes**. These quizzes will generally consist of five short-answer questions based on the lecture and/or reading assigned for the class in which the quiz is administered. You may not use any books, notes, or electronic devices (including mobile phones) during quizzes.

We will **only count your four (4) highest grades, and each quiz will count for 10 points** so, four quizzes =  $10 \times 4 = 40$  points) towards the final course grade. If you miss a class or are ill, etc. in which a quiz is given, you can drop that quiz. If you take at five quizzes, you can drop your lowest quiz (if you get 100 on all the quizzes then you will still have to drop one quiz). **NO other quiz make-up opportunities will be given** unless the absence is accused by the university.

#### **Current Event Presentation (10 points):**

You will be assigned a day to present in class a current event or a late development in the field of advertising/marketing communications. Examples can be obtained from various resources (e.g., Advertising Age, Ad Week). This is your chance to introduce a creative topic in class, provide some current data, point at some thought-provoking ideas and future developments, while leading a class discussion. Be ready to talk and share and express your views. You will turn in five discussion questions, along with the article you chose for class discussion. I will choose one or two topics and bring copies of your articles and questions.

- **Due: No later than 11:59 p.m. the day before class**
- **Case paper format: Include 5 open-ended discussion questions and a link to the source. No more than 1 page. Upload to Canvas under “Assignments”.**

#### 4. Exam (15% × 2 = 30%)

Exam is designed to test your knowledge and application of the main ideas covered in the textbook, assigned readings, lecture material, class discussions, team presentations, videos, and guest lectures.

**You are responsible for everything covered** in the previously stated areas.

Throughout the semester there will be **TWO exams**, which will be held in class during the regularly scheduled class period. The exams will be primarily made up of multiple-choice questions and short answer/essay-type questions.

**NO make-up opportunities** will be offered unless valid excuse is presented and approved **in advance** by me.

Exam Dates:

- **Exam 1: February, 24<sup>th</sup> (Wednesday)**
- **Exam 2: April, 20<sup>th</sup> (Wednesday)**

#### 5. Attendance & In-Class Assignments (5%)

There is a high correlation between regular class attendance and the best grade. Each student is allowed two excused absences for the semester without penalty to the final attendance point total. **Absences beyond TWO—for any reason—will result in a reduction of the course grade by 1/3 of a letter grade (for each additional class absence) or failure of the class.** Students are responsible for any information missed during an absence.

If you have a valid and unavoidable reason for missing class, you will need to provide me with proper documentation (e.g., a doctor's note or hospitalization record) for your absence on your first day back.

Because this class relies heavily on your ideas, your reactions, and your questions, **your constant participation is critical.**

To encourage you to learn how to apply concepts learned in class into advertising strategy and IMC plan practice, there will be some in-class assignments. These assignments will consist of questions based on the lecture and/or reading assigned for the class.

## General Course Policies

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### Absences

In order to receive an excused absence, you must let me know you will miss class **BEFORE** the class meets except in certain (rare) emergency situations. Explain why you will not be in class, and bring in a written documentation to verify your excuse when you come back to class. Make sure to make a photocopy of the documentation if you need it for other classes.

Excused absences include:

- Religious holidays (only the holiday).
- Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor's note or prescription). The Student Health Center will provide you a specific kind of note that indicates they think you should've missed class or will need to miss additional days.
- University competitive events (that means athletes).

The following is a partial list of the types of situations that are **NOT** considered excused absences

- Social events, meetings, entertaining out-of-town guests, holiday/travel plans, weddings, etc.

### Assignments

All assignments are to be typed. Team and individual assignments and are **due by the beginning of class on the due date.** If you have a conflict with the deadline, alert me and turn it in early.

Late work policy:

Advertising is a deadline business. All due dates for assignments, once set, are final. If an assignment or activity is not received prior to the deadline, **a grade of ZERO** will be assigned unless PRIOR arrangements are approved by me. If prior arrangements are not possible due to the circumstances of the absence, an excused absence must be requested in writing and documentation provided for verification. If an excused absence is granted, late work may be accepted with penalties assessed for late submission.

### E-mail Policy

As e-mail has become a favored way to communicate in academia and industry, you must learn to use it appropriately. Thus, when e-mailing me, address it formally. I will generally return it within 24 hours of receiving it on weekdays or by Monday evening if I receive it on the weekend. If you need to discuss something in length, come see me during office hours or we can schedule an alternative time.

### Professional Courtesy

As a courtesy to your instructor and to your classmates, please make sure at the beginning of each class period that your cell phones are turned **OFF**. In-class laptop usage is restricted to taking notes about this particular class. Inappropriate use of a laptop—using the internet for reasons not related to this class—**will NOT be accepted.**

### **Policy on Scholastic Dishonesty**

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Please read more information on academic dishonesty at <https://www.dso.ufl.edu/scr/process/student-conduct-honor-code/>

### **Students with Disabilities**

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

### **Religious Holy Days**

By UF policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day must notify me of his or her pending absence prior to the date of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

### **Online Course Evaluation**

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last 2-3 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>.

### **Tentative Nature of the Syllabus**

I reserve the right to change and/or add readings throughout the semester. Furthermore, I reserve the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events (cancellations or guest speakers). If changes in the schedule are necessary, students will be held responsible for such changes, which will be announced in class ahead of time.

## COURSE SCHEDULE

*The course outline is subject to change*

### Week 1:

W: 1/6- Welcome & Course Overview

### Week 2:

M: 1/11-Case Method & Situation Analysis

Chap.1

W: 1/13- Situation Analysis (con't)

Case 3-1

➤ *Turn in your topic for Current Event Assignment*

### Week 3:

M: 1/18-Martin Luther King Day – No Class

W: 1/20- Writing Workshop

Case 3-1

➤ *First Case Draft Due (Bring Three Copies to Class)*

### Week 4:

M: 1/25- Market Segmentation, Targeting, & Positioning

Case 3-3

W: 1/27- Market Segmentation, Targeting, & Positioning (con')

➤ *Current Event: Targeting Markets and Positioning*

### Week 5:

M: 2/1- Team Presentations (Home Depot)

Case 3-3

➤ *Presenting: Teams 1 & 2/ Writing: Individuals in Teams 7 & 8*

W: 2/3- Integrated Brand Promotion (IBP) Research

Chap.4

### Week 6:

M: 2/8- Integrated Brand Promotion (IBP) Research (con't)

Chap.4

- Team Presentations (Don't Mess with Texas)

Case 5-2

➤ *Presenting: Teams 3 & 4/ Writing: Individuals in Teams 5 & 6*

W: 2/10- Establishing Integrated Brand Promotion (IBP) Objectives

Chap. 5

➤ *Current Event: Advertising/Marketing Research & Objectives*

### Week 7:

M: 2/15- Developing Creative Strategies

Chap.7

➤ *Current Event: Creativity in Advertising/Marketing*

W: 2/17- Developing Creative Strategies (con't)

Case 7-2

### Week 8:

M: 2/22- Catching Up in Lecture

- Exam 1 Review

W: 2/24- **Exam 1**

### Week 9:

M: 2/29- Spring Break – No Class

W: 3/2- Spring Break – No Class

**Week 10:**

- M: 3/7- Team 2<sup>nd</sup> Case & Final Project Brief  
- Developing Media Strategies Chap.8  
➤ *Individual Research Assignment Due*
- W: 3/9-Team Presentations (Healthy Dog Gourmet) Case 8-2  
➤ *Presenting: Teams 7 & 8/ Writing: Individuals in Teams 1 & 2*

**Week 11:**

- M: 3/14- Developing Media Strategies (con't)  
➤ Current Event: Strategic Use of Media
- W: 3/16- Public Relations & Integrated Communications Chap.12 & Case 12-3

**Week 12:**

- M: 3/21- Team Project Meeting (Work Day)
- W: 3/23- Event Sponsorships Chap.13  
➤ Current Event: Event Marketing & Sponsorships

**Week 13:**

- M: 3/28- Team Presentations (Shiner Beer) Case 13-1  
➤ *Presenting: Teams 5 & 6/ Writing: Individuals in Teams 3 & 4*
- W: 3/30- Digital Media Marketing

**Week 14:**

- M: 4/4- Team Presentations  
➤ *Team 2<sup>nd</sup> Case Project Due*
- W: 4/6- Digital Media Marketing (con't)  
➤ Current Event: Digital Media Marketing

**Week 15:**

- M: 4/11- Individual Team Meeting with Professor
- W: 4/13- Exam 2 Review

**Week 16:**

- M: 4/18- Final Team Presentations  
➤ *Final Team Project Due*  
➤ *Team Peer Evaluations Due in Class*
- W: 4/20- **Exam 2**