

International and Cross-Cultural Advertising
(ADV 4400 – section 0469)
Spring Semester, 2016

Mr. Linwan Wu

Office: G042 Weimer Hall

Email: linwanwu@ufl.edu

Office hours: Thursday 2:00 pm to 4:00 pm / Other times by appointment.

Course description

This course is designed to introduce students to the opportunities and challenges involved in developing strategies and for implementing communication plans for international markets. The course examines the topic of international advertising from an “inside out” perspective, beginning with an exploration of marketers’ opportunities among consumers in the U.S. and then expanding the scope of discussion to international and global markets. The course attempts to provide balance between the practical and theoretical concepts that advertisers must consider if they are to effectively operate in the global marketplace.

Text book

1. ADText (2011) is available online at www.adtextonline.org. Published by the Advertising Educational Foundation and distributed by Johns Hopkins University Press Project MUSE. (Required)
2. Mueller, Barbara (2011), *Dynamics of International Advertising: Theoretical and Practical Perspectives* (second edition). New York: Peter Lange Publishing, Inc. (Required)
3. Supplemental readings assigned by module will be posted on the ARES course reserves accessible online through the UF Library website.

Your course goals (SLOs)

1. Understand the issues and concerns in international advertising campaigns;
2. Examine relevant theories associated with understanding advertising and promotion planning decisions used to address international markets;
3. Analyze international advertising strategies demonstrated in successful advertising campaigns.

Graded Assignment

Percentage	Assignment
25%	Weekly Question & Answer Assignments
20%	Quizzes
20%	Small Group Discussions/Assignments
15%	Individual Assignment
20%	Group Project
100%	Total

Weekly Question & Answer Assignments (25%)

Each week you need to submit two questions about the weekly reading. The questions can be ones that you are either curious about or are interested in discussing further based on how it was addressed in the readings. Every time, you need to ask one concept question and one context question. Concept questions test others’ knowledge on basic definitions or terms introduced in the

readings. Context questions present a situation (real or hypothetical) and ask about how a concept can be applied to that situation.

Create two questions from an assigned module for each week and then provide answers for the each question you raised. The questions and answers need to be relevant to the assigned class materials.

The assignments will be graded on the quality of the questions and answers which indicate your comprehension and thoughtfulness of the reading materials. It is due by **Friday 9 PM** every week.

Quizzes (20%)

You will have four quizzes with 10 questions each. Each quiz question is worth 2 points. Quizzes are scheduled approximately every three weeks. Quiz questions will be presented in a multiple-choice format and will cover content for modules completed up to the quiz point. For example, quiz one will only cover the content of modules 1-3; quiz two will cover only the content of modules 4-6, and so on.

Quizzes are normally due by **9:00 PM on Friday**. All quizzes will be open for 3 days. That is to say, you can get access to the quiz on Tuesday that week. Each quiz will last 20 minutes, so once you start the quiz, work steadily to complete the quiz within the designated period. Please review the course schedule for the designated quiz dates.

Small Group Discussions / Assignments (20%)

The purpose of the small group discussions is to provide you with an opportunity for idea exchange and interaction with other students. Early in the semester, you will be assigned to a small group to work with other students for four graded discussions throughout the semester and for the group presentation (see Group Project).

For a small group discussion, you will be given a topic to discuss by posting your comments on the discussion board. At times, you will not only be asked to post your own comments, but also to review and respond to the comments of your peers. Some discussions will be graded on your own posting, and some will be judged upon your individual posting and how you respond to others' posting. Discussion topics that require peer review will be indicated clearly.

Two deadlines for every discussion: (1) Posting your own comments on the board is due by **9:00 PM Friday**; (2) Responding to others' comments is due by **9:00 PM Saturday** if the discussion requires peer review. Please review the course schedule for the designated due dates.

Individual Assignments (15%)

You will have one individual assignments. For this individual assignment, you will be asked to compare two countries for international marketing campaign feasibility. The submission should be typed or word-processed. The manuscript must be double-spaced in 12-point Times New Roman font (no narrow fonts) with pages numbered consecutively in the upper right corner throughout the entire paper (title page is page 1). Allow margins of at least one inch on all four sides. Use one font style only (e.g., Times New Roman). Papers must be left justified. Papers should be prepared according to APA style (<https://owl.english.purdue.edu/owl/resource/560/01/>). Students are strongly recommended to ask the instructor if they are not familiar with the mentioned formats.

File naming convention – The name of your file must follow this format:

LastName _ FirstName_Assignment_Spring16.doc or .docx (Only.doc and .docx files will be considered. Improperly formatted files will NOT be considered and could lead to 0 points for that submission)

Late, missed, or revised assignments will be accepted only if **approved by the course instructor**. Those who have medical emergencies or other situations that are supported by UF leave policies can obtain approval to submit assignments without getting penalized. 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 seven days students will forfeit all possible points for that assessment. This assignment is due by 9:00 PM Feb 26.

Group Project (20%)

You will have one group project. The purpose of the group project is to provide you with an opportunity for deeper understanding how a specific topic reviewed over the term is implemented. At about mid-semester, each discussion group will be asked to submit a group project proposal with a topic. All topics must be approved in advance of proceeding to work on it. Once approved, group members should collaborate regularly to allow adequate opportunity for project development before the due date. Each small group will complete a PowerPoint that will be shared with the class via course site post at the end of the semester. Please review the course schedule for the designated due dates.

Extra Credit

At various times throughout the semester, students 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 students time to make any necessary arrangements.

Grading

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

A = 100 - 93	C = 76 - 73
A- = 92 - 90	C- = 72 - 70
B+ = 89 - 87	D+ = 69 - 67
B = 86 - 83	D = 66 - 63
B- = 82 - 80	D- = 62 - 60
C+ = 79 - 77	E = 59 and below

Academic honesty

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-honorcode/>) 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.

Students with disabilities

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.

Counseling and Wellness Center

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

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/>.

Schedule of Topics and Assignments

Module	Lecture Topic	Date	Quiz/Assignments
1	Defining Multiculturalism	Jan 5 – Jan 8	“Getting Started Discussion”
2	Gender, Race, Ethnicity, Sexuality, and Class	Jan 11 – Jan 15	Group Discussion 1
3	Multiculturalism in the Market Place: Targeting Latinas and African American women	Jan 19 – Jan 22	Group Discussion 2
4	Multiculturalism in the Market Place: Targeting GLBT Consumers	Jan 25 – Jan 29	Quiz 1 (Modules 1-3)
5	The Growth of International Business and Advertising	Feb 1 – Feb 5	Group Discussion 3
6	The International Marketing Mix	Feb 8 – Feb 12	Quiz 2 (Modules 4-6)
7	The International Marketing & Advertising Environment	Feb 15 – Feb 19	

8	The Cultural Environment I	Feb 22 – Feb 26	Individual Assignment (By 9:00 PM, Feb 26)
	Spring Break		
9	The Cultural Environment II	Mar 7 – Mar 11	Group Discussion 4
10	The Creative Strategy and Execution	Mar 14 – Mar 18	Quiz 3 (Modules 7-10)
11	Advertising Media in the International Arena	Mar 21 – Mar 25	Group Project Proposal (By 9:00 PM, Mar 25)
12	Research in International Advertising	Mar 28 – Apr 1	
13	Corporate Social Responsibility	Apr 4 – Apr 8	Quiz 4 (Modules 11-13)
14	Group Project Submission & Wrap-up	Apr 11 – Apr 15	Group Project Final Submission (By 9:00 PM, Apr 15)