

Principles of Advertising
ADV 3008: Section 0009
Turlington Hall: L005
M, T, W, R, F 3rd (11am-12: 15am)

Instructor: Ms. Naa Amponsah Dodoo
Office: G042 Weimer Hall
Email: naa.dodoo@ufl.edu; I'm available by email for quick questions or appointments to be set up (I will usually reply no later than 24 hours, Mondays to Fridays). I will also be available before and after each class for quick questions.
Office hours: Wednesday (1:00pm-3:00pm) and by appointment.

Course Description

Welcome to Principles of Advertising. The pervasiveness of advertising in society is noteworthy and as such offers an opportunity for consideration of various dimensions of advertising. This course provides a basic overview of principles and practices of advertising and examines various issues that are relevant to advertising. It presents a foundation that will prepare you for advanced advertising courses as well as general communication classes.

Course Website

UF's E-learning System, Canvas, will be this course's website. Please be sure to check Canvas regularly for announcements, grades, course calendar and any additional course materials that may be assigned. Please note that it is your responsibility to check the Canvas course website for any e-mail notices or additional reading materials.

Your Student Learning Objectives (Course Goals)

At the end of this class you should be able to:

- Understand basic advertising concepts and practices.
- Understand previous and current advertising environment.
- Discuss advertising and its role and influence in America as well globally.
- Understand the advertising industry's structure in relation to the organization as well as personnel.
- Identify different career opportunities in the advertising and related fields.

Required texts

1. Arens, Weigold, Arens, 14e (2013). Contemporary Advertising and IMC. Burr Ridge, IL: McGraw Hill/Irwin

Connect System: <http://connect.customer.mheducation.com/products/connect-for-arens-contemporary-advertising-14e/>.

Please make sure you choose Connect Plus w/Textbook. It will give you a digital copy of the textbook and your homework platform.

Course Section: <http://connect.mheducation.com/class/n-dodoo-adv30082016>

[Connect User Help](#)

[Connect FAQ](#)

Other Resources

Adage- www.adage.com

Adweek- www.adweek.com

Course requirements**Assessments****Exams (150 points)**

- There will be 3 exams worth 50 points each. Exams will be held during regularly scheduled class period. Exams consist of 50 multiple choice questions worth 1 point each. Exams will consist of both lectures and textbook chapters. Make-up exams will be allowed only for students with documented excused absences that are valid. Please ensure that you inform me with enough prior notice as much as possible in order to arrange make-up exams in an efficient way.
- Exam dates:
Exam 1: Chapters 1-6, **5/27***
Exam 2: Chapters 7-9, 13,14, **6/10***
Exam 3: Chapters 15-17, 10-12, **6/17***

Homework (150 points)

- There will be 10 homework assignments worth 15 points each. Each homework assignment is open one day before the due date and is due by **11:59pm** on the dates listed below.
- **Due Dates: 5/13, 5/17,5/20, 5/24,5/27,5/31,6/3,6/7,6/10/, 6/14**

Extra Credit

- Throughout the semester, you may have the opportunity to earn extra credit through participation in various activities (e.g. research participation). Extra credit opportunities will be made known as and when available. 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. I will use my discretion in awarding points for extra credit.

Attendance & Participation

- You are required to be in attendance, on time, on days when classes are scheduled. Excused absences 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) and court –imposed legal obligations (e.g., jury duty or subpoena). You must inform me no later than a day before class at least and at most no later than an hour before class through an email for an excuse to be given. Other requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.
- Though this class is structured in a lecture format, I welcome participation from you especially in instances, which require active participation from all of you. Please come to class prepared. I encourage you to read ahead as much as possible in order to keep up with the lectures.

Class expectations

- Technology use

While technology is an essential part of this course, laptop use in class should only be in relation to class tasks. To ensure minimal distraction of laptop, tablet and/ cellphone use, please endeavor to restrict device use except for stated class activities.

- **Classroom behavior**

Please ensure that you conduct yourself at all times in this class. Please arrive on time so as to not disrupt the lecture. Respect your classmates and me by comporting yourselves in the classroom environment. Failure to observe these rules will lead to loosing points.

Grading

Your grades will be calculated on a numbers system. Course grades will be based on your performance in 2 main areas (i.e. Exams and Homework). Your grade is based on the number of points that you earn out of 300 possible.

A = 279 points	C+ = 231 points
A- = 270 points	C = 219 points
B+ = 261 points	C- = 210 points
B = 249 points	D = 180 points
B- = 240 points	E = below 180 points

UF's grade policy: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Academic Honesty

The UF Conduct Code will be enforced at all times in this class:

“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-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.” Feel free to consult me if you have any questions or concerns.

Special needs

My wish is for all of you in my class to be as comfortable in the classroom environment and to thrive as a student. Please inform me as soon as possible if there are any conditions that may limit or affect your participation in this course so I can make necessary arrangements. However, I can only do that when you have first registered with the Dean of Students Office. The Dean of Students Office will provide documentation to you as a student, which you must then present to me. For more information please visit <http://www.dso.ufl.edu.drc> or call 352-392-1261.

Counseling Services

As a student, there are many challenges that you might face that may be overwhelming in terms of personal or health issues such as stress, anxiety, depression, career uncertainty that may interfere with your capacity to function academically. The Counseling and Wellness Center at

the University of Florida is the primary provider of counseling, mental health, and psychiatric services for UF students. The Center’s goal is to help students to be maximally effective in their academic pursuits: first, by reducing or eliminating emotional, psychological and interpersonal problems that interfere with your academic functioning and secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. For more information, visit the Center’s website- (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>) or call them on 352-392-1575

Course Evaluations

Each of you as a student is 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 usually open during the last two or three weeks of the semester, but you 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 Course Schedule**

DATE				TOPIC	DUE
May	Week 1	9	M	Course and Syllabus Overview	
		10	T	Introduction to Advertising (Ch. 1)	Email Bio
		11	W	Social, Legal and Historical Issues (Ch. 2-3)	
		12	R	Social, Legal and Historical Issues (Ch. 2-3)	
		13	F	Social, Legal and Historical Issues	Homework 1
	Week 2	16	M	Social, Legal and Historical Issues	
		17	T	Agencies and Advertisers (Ch. 4)	Homework 2
		18	W	Advertising and Marketing (Ch. 5)	
		19	R	Strategy (Ch. 6)	
		20	F	Guest Speaker	Homework 3
	Week 3	23	M	Research (Ch. 7)	

		24	T	Research (Ch. 7)	Homework 4
		25	W	Planning and Persuasion (Ch. 8)	
		26	T	Review	
		27	F	EXAM 1	Homework 5
May/ June	Week 4	30	M	Memorial Day Holiday	
		31	T	Planning and Persuasion (Ch. 8)	Homework 6
	1	W	Media: Planning, Print Broadcast, Digital		
	2	R	Media: Planning, Print Broadcast, Digital		
	3	F	Guest Speaker	Homework 7	
	Week 5	6	M	Media: Planning, Print Broadcast, Digital	
		7	T	Media: Planning, Print Broadcast, Digital	Homework 8
		8	W	Creativity and Creating Ads (Ch. 12-14)	
		9	R	Creativity and Creating Ads/Review	
		10	F	EXAM 2	Homework 9
	Week 6	13	M	Creativity and Creating Ads	
		14	T	Creativity and Creating Ads	Homework 10
		15	W	Supplementary (Ch. 9, 15-18)	
		16	R	Supplementary/Review	
		17	F	EXAM 3	

*** Exam dates are subject to change**

**** Although I will make every effort to adhere to the above schedule, adjustments may be made based to accommodate class input and unforeseen circumstances.**