

# ADV3001

## Advertising Strategy Spring 2017 (Section 1H29) Weimer 1076

Days/Times: M/10-11 (5:10pm-7:05pm); W/10 (5:10pm-6pm)

Instructor: Ms. Naa Amponsah Dodoo  
Office: 2019 Weimer Hall  
Office hours: Wednesdays (2:30pm-4:30pm) and by appointment.  
Email: [naa.dodoo@ufl.edu](mailto:naa.dodoo@ufl.edu); (I usually reply no later than 24 hours Mondays through Fridays). I will also be available before and after each class for quick questions.

### Overview

Welcome to Advertising Strategy! Advertising Strategy emphasizes the steps necessary to plan and develop an approach that distinguishes a brand in the competitive marketplace. The course will give you regular opportunities to build fundamental skills needed to develop and implement an integrated communications plan.

### Goals

The goal of this course is to provide you with the fundamental skills needed to devise and present a complete marketing communications plan. The student learning outcomes for the course will be introduced and/or reinforced through regular opportunities that reinforce skills in critical thinking, problem solving, oral and written communication, and peer collaboration. Skills emphasized during this course are:

- 1) The application of reading/articulating written and verbal information about marketing and advertising situations
- 2) The ability to employ decision-making skills in the analysis and evaluation of strategic alternatives
- 3) The ability to evaluate, justify, and defend a proposed strategic alternative or recommendation.

## Requirements

A minimum grade of C in ADV3008, MMC2100, and MAR3023 are required as prerequisite courses.

## Course Materials

Required Textbook:

*Advertising Campaign Strategy: A Guide to Marketing Communication Plans* (4<sup>th</sup> Edition) by Donald E Parente, (copyright 2006).

Supplemental Reference

*Strategic Thinking for Advertising Creatives* by Alice Kavounas Taylor (copyright 2013).

## Online Site for Course Information

Please check **Canvas** (UF E-learning System) frequently for course materials, assignments and announcement. Please note that you are responsible for checking the Canvas course website prior to each class period in order to obtain lecture outlines, e-mail notices, and other additional reading material. Lecture notes will be made available on the CANVAS. You should understand that the notes are merely an overview of class discussion. Therefore, the notes only serve as a supplement to regular attendance, class participation, and “old fashioned” note taking.

## Evaluation

Your student development and skills performance will be assessed according to the bulleted categories below.

- Individual assignments (up to 5 @ 10-20 points based on assignment)
- Discussion Boards (5/10/15 points based on assignment)
- Quizzes (6 CANVAS quizzes, up to 10 points per quiz, every two weeks)
- Attendance (1x weekly)
- Team Project (100 points)
- Team Presentation (25 points)
- Plus any extra credit points (Points assigned at my discretion)

Letter grades for this course will be based on the total points accumulated over the term. Final grades are calculated based on your accumulated points relative to the base of points offered during the semester. Grades will be allocated based on your calculated percent-of-base with final grades guided by the University's standards for grade distribution. Students who earn a C or better will fulfill pass requirement for ADV3001.

### Grading

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

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

### Class Assignments

In order to fully comprehend the process of strategic planning, you must have the opportunity to apply the skills learned in the course. The quality of your experience in this course can be attributed, in part, to your level of involvement in the learning process. Therefore, you are expected (and encouraged) to be part of the learning process through regular and consistent participation.

You should be prepared to contribute your views and explanations on the various topics covered during the semester. Participation opportunities will occur in the form of peer collaboration assignments, in-class discussions, quizzes, and individual assignments – discussion boards and mini-cases completed outside of regular class time, for example – all of which will help you become more proficient in mastering the concept and application of the advertising planning process.

Your student submission of written assignments generally will be done through a Canvas assignment folder or discussion board unless otherwise specified. Assignments should be submitted within the time period designated to avoid point reduction or forfeiture.

### Quizzes

Quizzes are intended to be short-form, low-stakes assessments that gauge the student's knowledge and understanding of topics examined in class. The assessment content covers topics addressed in class discussion, main ideas covered in the textbook or lecture, and concepts illustrated via class case studies, in-class exercises, or by way of

individual homework assignments. Quizzes also build from knowledge that students are expected to have acquired from course prerequisites, such as ADV3008 and MAR3023.

Information tested is cumulative up to the quiz date, so you can best prepare for the quizzes by attending class, being an active participant in class discussions, and seeking regular opportunity to “translate” what is introduced during class time to “real world” examples outside of class.

You are allowed only one attempt per quiz. Quizzes will be administered via CANVAS on a biweekly schedule, and contain anywhere from 7 to 10 questions. Each quiz is timed for 20 minutes and will automatically close at the end of the designated time period. The “open date” for quiz assessments is generally on Thursday at 5:00 PM of quiz week until the following Sunday at 5:00 PM. You must take the quiz within the designated 72-hour open period to avoid forfeiting the quiz opportunity.

One make-up quiz will offered at the end of the semester for students who miss a quiz opportunity due to legitimately documented reasons (i.e., illness, university-related scheduling conflicts, etc.). You should inform me of any extenuating circumstance that could disrupt the scheduled exam schedule prior to the missed exam whenever possible so that arrangements for a make-up exam can be made in a timely and expeditious manner.

## Project Overview

You will have the opportunity to work in a group project during the course of the semester. The objective of the project is to provide you a chance to apply concepts that are presented in the text and class discussions to a real-world marketing situation. At the conclusion of the project, you will have a basic understanding of 1) the process involved in conducting a business analysis, 2) how a consumer-focused integrated brand communications strategy is developed, and 3) how strategic decisions are communicated to staff and line functions of the agency team. Teams will make a final presentation to the class to report its plan at the end of the semester.

## Project Evaluations

Individual scores for the term project will be assigned according to two criteria: 1) the instructor’s assessment of the team’s final work product, and 2) a team member’s evaluation from his/her colleagues of the three parts of the project.

## Project Presentation

Each team is required to deliver a formal presentation of its team project at the end of the semester. The team presentation will be assessed according overall team presentation quality and clarity of information delivered in context with the strategy assignment.

## 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.

## Class Format, Expectations and Protocol

Class periods are meant to be interactive. I aspire for you to gain confidence enough to make your points with professionalism and conviction, yet to not be so thoroughly entrenched in “right-fighting” that you are not willing to be coached on alternative approaches to thinking through the problem solving process.

For the two-period lecture block, the class will have a short break about halfway through the discussion. Attendance, if taken, will generally occur in the second half of class.

Lecture slides are supplemental to the textbook, and are provided to minimize the need for rote dictation of the lecture points. Occasionally, class will dictate that you use technology in class as a tool to train on issues associated with the course. On these days, the use of laptops, tablets, or other data-access devices is welcome. The use of technology otherwise is discouraged.

Please silence or turn off your cellphone. To ensure minimal distraction of cellphone use and/tablet, please endeavor to restrict device use except for stated class activities.

- No food is allowed in class.
- You may have beverages in class, but please have a lid on the container. Don't leave the container in the classroom.
- Please come to the class on time. If you come late for several times, your grade will be negatively influenced.

## Inclusivity Statement

We understand that our members represent a rich 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:

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

### Class Attendance, Make-Up Exams, and Late Work

Attendance will be taken at random one class period during each week of the semester.

You must notify me within **the first two weeks** of class of any specific days that you will miss class for religious observance. If you cannot complete an assignment or take a quiz/exam at the scheduled time, arrangements must be made in advance with me. Failure to do so will result in the reduction of one grade level from the earned score on assignments, or zero on quizzes/exams. Exemptions and make-up exams may be made for excused absences. In order to receive an excused absence, it is your responsibility to 1) inform me **before** the class meets except in certain (rare) emergency situations, and 2) provide me with written documentation of emergency (e.g., medical note from a certified physician) when you come back to class. Documentation must be checked before an excused absence is accepted.

#### **Excused absences include:**

- Religious holidays (only the holiday). Your memo must be turned in before the holiday.
- Documented, necessary medical (a doctor's note or prescription) excuse or official documented legal excuse. The Student Health Center will provide you a specific kind of note that indicates they think you should missed class or will need to miss additional days. If your note will reflect that missing class was not medically necessary, I will likely not allow you to make-up any work missed.
- Death in the family. You must provide a funeral program and the phone number of the funeral home for me to verify.
- Car accidents. Again, I will need documentation. There should be a report filed with the police department that you can turn in.
- Course-related activities for other university classes—if dated letter of request is made by the professor of the class on official letterhead. Must be received before the absence.
- University competitive events (that means athletes and not fans). You will need a letter from your coach or the athletic department. These must be arranged before the

absence.

- Paid employment excuse—only if your supervisor requests the absence in a signed letter on business letterhead.

Other requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.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.

## Students with Disabilities

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. Please follow this procedure as early as possible in the semester if you require assistance.

## Counseling and Wellness Center

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; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

### Course evaluation

As a student, you 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 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/>

### Course Schedule

Whenever possible, I recommended that assigned readings and presentation review be completed prior to the class meeting in which the topic will be discussed in order to enrich your level of inquiry and engagement in the subject matter. Also included on the schedule are dates for exams, online quizzes, and in-class exercises. Please plan accordingly, as these activities likely will have a direct effect attendance, participation, and your overall skills competency.

**We will make every effort to adhere to the schedule as presented. I will advise the class in advance if there arises any the need for timeline adjustment.**

Tentative Course Schedule

Wk/Day	Class Discussion Topic	Read:	Activity:
January			
Week 1 (w/o 1/01)			
W1 (01/04)	Course Introduction/Syllabus Review		Before leaving class today, introduce yourself to two other students in the class.
Week 2 (w/o 1/08)			
M2 (01/09)	The Marketing Mix Strategy and Brand Planning	Chapter 1, 2	(Email Bios Due) In-class exercise – Group strategy exercise

W2 (01/011)	The Brand Strategy and the Strategy Brief		Team formation/Term project issued
Week 3 (w/o 1/15)			
M3 (01/16)	HOLIDAY		No class meeting
W3 (01/18)	Sifting Core Problems from Symptoms	Chapter 2,3	Case review
Week 4 (w/o 1/22)			
M4 (01/23)	Problems & symptoms (cont.) <i>Interrogating</i> the Situation through Situation Analysis	Chapter 3,4	In-class exercise: Interrogating the Situation through print ad audit
W4 (01/25)	Interrogating the situation through secondary resources	Chapter 3,4	In-class exercise Quiz 1 opens Thursday
February			
Week 5 (w/o 1/29)			
M5 (01/30)	Secondary Resources: SIMMONS & AdSpender		

W5 (02/01)	SIMMONS		In-class exercise
Week 6 (w/o 2/5)			
M6 (02/06)	Assessing the situation Strengths, Weaknesses, Opportunities, & Threats (S/W/O/T)	Chapter 4	
W6 (02/08)	From opportunities to marketing objectives	Chapter 4	Quiz 2 Opens Thursday
Week 7 (w/o 2/12)			
M7 (02/13)	Considerations for the Marketing Strategy Pricing & Distribution Strategy	Chapter 5	
W7 (02/15)	The Product Life Cycle Push vs. Pull promotion strategy	Chapter 5	In class exercise
Week 8 (w/o 2/19)			
M8 (02/20)	Identifying Target Markets Consumer Behavior, Adopter Categories	Chapter 2, 6	
W8 (02/22)	TBD		Quiz 3 Opens Thursday

Week 9 (w/o 2/26)			
M9 (02/26)	Brand Strategy & Brand Propositions	Chapters 5 & 6	
W9 (03/01)	Brand proposition statements clinical	Chapter 7	In class exercise: Auditing the brand proposition from the ad
March			
<span style="color: orange;">Week 10</span> <span style="color: orange;">SPRING BREAK WEEK!</span> <span style="color: orange;">No class meetings</span> <span style="color: orange;">(w/o 3/5)</span>			
Week 11 (w/o 3/12)			
M11 (03/13)	Communication Objectives & the Product Life Cycle	Chapter 8,9	Quiz 4 opens Thursday
W11 (03/15)	Consumer Behavior & Evoking Desired Response	Chapter 10	Individual Assignment due:
Week 12 (w/o 3/19)			
M12 (03/20)	Desired consumer outcomes Communication Tactics		
W12 (03/22)	Project Review		Discussion Board: The Role of the Creative Brief due

Week 13 (w/o 3/26)			
M13 (03/27)	Strategic Use of Media in Message Delivery	Chapter 7, 11	
W13 (03/29)	Digital Advertising and Marketing Trends		Quiz 5 opens Thursday
April			
Week 14 (w/o 4/2)			
M14 (04/03)	Planning for measurement and evaluation	Chapter 10,11	
W14 (04/05)	Back to the strategy brief	Chapter 6	
Week 15 (w/o 4/09)			
M15 (04/10)	Team Meetings		
W15 (04/12)	Team Meetings		Quiz 6 Opens Thursday

Week 16 (w/o 4/16)			
M16 (04/17)	Team Presentations		Optional Makeup Quiz Opens
W16 (04/19)	Final Team Projects, Peer Evaluations Due		

- **All dates indicated in this schedule are approximate and subject to change. Adjustments will be made based on progress in class and class input at my discretion.**