

# **ADV3008: Principles of Advertising**

## **Spring 2017**

**Section 11CC & 227C**

**Instructor:** Summer Shelton

**E-mail:** [sumshelt14@ufl.edu](mailto:sumshelt14@ufl.edu)

**Office Hours:** In-person- Mondays 10:00AM-12:00PM (or upon request)

**Online Office Hours:** Available upon request through Canvas conference

### **Course Description**

The role of advertising in a free economy and its place in the media of mass communications. A study of advertising appeals, product and market research, selection of media, testing of advertising effectiveness and organization of the advertising profession.

### **Required Text**

Arens, Weigold, Arens, 15e (2017). Contemporary Advertising and Integrated Marketing Communication. Burr Ridge, IL: McGraw Hill/Irwin. The text is a digital product that accompanies an online homework system (Connect Plus) and learning system (LearnSmart).

**The material needed for this course can be found by registering for the course here:**

<http://connect.mheducation.com/class/s-shelton-spring-2017-01>

If you are waiting for Financial Aid to disburse before purchasing the text, McGraw Hill allows use of the text for free for 2 weeks. Please reach out to me and I can provide you with that information.

### **Course Communication**

Questions about assignments or class content? Email me at [sumshelt14@ufl.edu](mailto:sumshelt14@ufl.edu) using the subject line "ADV3008" or post in the discussion forum in Canvas under "Course Questions Discussion Board." Use this discussion forum when answers may be relevant or helpful to other students as well.

### **Technical Support**

For technical support in Canvas contact the UF Help Desk, available 24-7, at <https://my.it.ufl.edu/CherwellPortal/UFITServicePortal> .

For assistance with McGraw Hill Connect or your text, contact the CXG Support Center at: <http://mpss.mhhe.com/>

For issues with technical difficulties for E-learning in Connect, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

**\*\* Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST email me within 24 hours of the technical difficulty if you wish to request a make-up.\*\***

### **Course Goals**

For our course, I hope to empower majors to succeed in subsequent advertising courses by providing a foundation of knowledge and interest in the area and to enable non-majors to understand how advertising works and its impacts on society or other subject areas.

Another goal for this course is to clarify the role advertising plays in people's lives and present debates about the good or harm advertising may foster.

This course will also describe the functions and jobs in the industry clearly enough that you may make an informed choice about whether your career will intersect with organizations that need advertising or create it.

I also hope that you enter this course with your own goals whether those be leaving the course with helpful portfolio pieces for your future career search, learning the basics of advertising to explore if you may be interested in the major, or any variety of other reasons. Advertising is an extremely exciting field and I hope that you meet your goals for this course and have a little fun with the subject matter along the way!

### **Course Objectives**

- Identifying and defining basic key concepts in advertising and marketing communications

- Describe various jobs in advertising
- Identify advertising and marketing jobs outside of strictly advertising agencies
- Analyze social and ethical issues surrounding advertising, from consumer, societal and agency perspectives
- Apply knowledge from our course to create effective ad layouts, media plans, as well as an edited video

### **Class Demeanor in Our Online Community**

We have a unique opportunity in our online community that enables us to learn from students right here on campus, as well as those from afar. This opportunity comes with requirements of preparation and professionalism by all students in the course. You should expect to watch each lecture and video posted, complete readings in the text as well as any posted readings, and submit work on time.

As an online course, you are expected to participate in online course discussions, group projects and small group activities which will allow us to take full advantage of our unique opportunity to learn from a variety of students! While completion of the minimal requirements will fulfill the completion requirement of an assignment, this does not guarantee an A for a particular assignment. Rubrics will be provided for course assignments which will enable you to distinguish what constitutes work that will receive an A grade. While you and I both will be able to distinguish the effort given to an assignment, the rubrics provided for each assignment will allow me to objectively determine an appropriate grade for the work submitted.

### **My Role in the Course**

We are very fortunate to have the developer of this online course in our college. Dr. Mike Weigold created the online section of this course and is who you will see in our lecture videos. While Dr. Weigold provides the lecture videos, I will be the instructor for this course and as such, any questions, comments or concerns about the course content or assignments should be directed to me.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is

essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

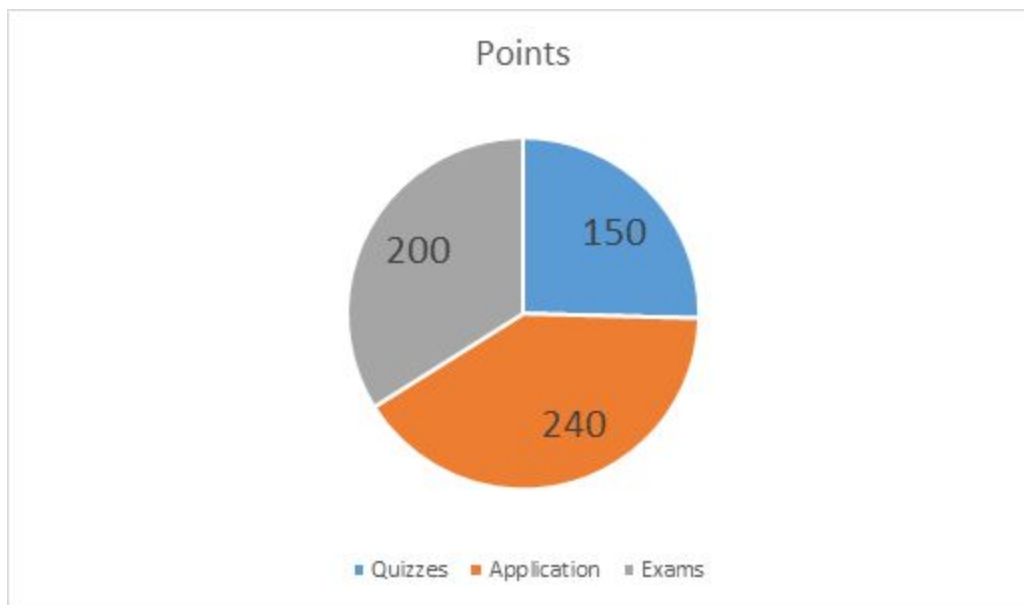
At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can. It is your responsibility to follow along with the course modules, watch lectures and complete all assignments by the due date listed in E-Learning. Please note that many of your assignments will be housed in the McGraw Hill Connect platform.

### **Grade Components**

While letter grades provide you with a way to assess your progress in the course, I realize that many of you may be coming into this course as beginners and that advertising may be a completely new or outside area of study for you. As such, I will view your progress over time and assess your work in this way, looking for progress in your work over the course of the semester.

**The letter grade provided to you in this course will be determined from your progress in four areas:**

- Exams: a midterm and a final exam, taken online. Each exam is worth 100 points. Dates for the exams are listed in our course schedule. Exams may be taken at any time in the listed dates. They are taken in Connect and timed for 60 minutes. Exams are based on lectures and the text.
- Homework: Available in McGraw-Hill Connect for each module. Each module homework is worth 10 points each for a total of 150 points.
- Application projects: Most weeks have an application project worth varying points based on the the work required. The total points available is 240 points.
- Extra credit: The “Big Idea Bonus Points” exercise in Module 5 affords an opportunity to earn 5 points of extra credit.



**Final grades for the course will be calculated according to the following ranges:**

<b>A- :</b>	<b>90 – 94%</b>	<b>D+:</b>	<b>67 – 69%</b>
<b>B+:</b>	<b>87 – 89%</b>	<b>D :</b>	<b>64 – 66%</b>
<b>B :</b>	<b>84 – 86%</b>	<b>D-:</b>	<b>60 – 63%</b>
<b>B- :</b>	<b>80 – 83%</b>	<b>E :</b>	<b>Below 60%</b>
<b>C+:</b>	<b>77 – 79%</b>		
<b>C :</b>	<b>74 – 76%</b>		
<b>C- :</b>	<b>70 – 73%</b>		

### **Grading Policies**

Grading rubrics for each assignment are listed in the relevant modules. Unless you notify me in advance and have a documented reason for why you cannot complete an assignment in a timely way, and with the exception of factors listed at the UF link below, late submissions on projects, exams, and quizzes will not be accepted. Please try your best to keep me informed of events as they arise. I will be understanding of situations or circumstances that arise but can only do so if I am properly informed.

To see exceptions to the rule stated above, please see requirements for class attendance at:

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

Information on current UF grading policies for assigning grade points may be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### **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/>

### **UF Policies**

**Accommodations for 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 the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

**Academic Misconduct:** Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>

**Netiquette:** All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats.

<http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

**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

### **University Honesty Policy: Cheating & Plagiarism**

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.

### **Course Assessments & Dates**

<b>Module</b>	<b>Assignment</b>	<b>Assignment Name</b>	<b>Points</b>	<b>Open Date</b>	<b>Due Date</b>
<b>1</b> What is advertising & IMC?	1	Introduce Yourself Discussion	10	12:00AM Jan. 2	11:00PM Jan. 6
	2	Syllabus Quiz	10	12:00AM Jan. 4	11:00PM Jan. 10
	3	Connect Quiz 1	10	12:00AM Jan. 5	11:00PM Jan. 6
	4	Respond to Introduce Yourself Discussion	10	12:00AM Jan. 5	11:00PM Jan. 9
		<b>Total</b>	<b>40</b>		
<b>2</b> The Evolution of IMC	1	Connect Quiz 2	10	12:00AM Jan. 12	11:00PM Jan. 13
		<b>Total</b>	<b>10</b>		



<b>3</b> Social & Legal Issues Surroundin g IMC	1	Connect Quiz 3a	10	12:00AM Jan. 19	11:00PM Jan. 20
	2	Connect Quiz 3b	10	12:00AM Jan. 19	11:00PM Jan. 20
	3	Ethical Analysis Discussion Post	10	12:00AM Jan. 17	11:00PM Jan. 20
	4	Ethical Analysis Discussion Response	10	12:00AM Jan. 21	11:00PM Jan. 23
		<b>Total</b>	<b>40</b>		
<b>4</b> The Scope of Advertising	1	Connect Quiz 4	10	12:00AM Jan. 26	11:00PM Jan. 27
	2	Agency Selection Discussion Post	10	12:00AM Jan. 24	11:00PM Jan. 26

	3	Agency Selection Discussion Response	10	12:00AM Jan. 27	11:00PM Jan. 29
		<b>Total</b>	<b>30</b>		
<b>5</b> Marketing & Consumer Behavior	1	Connect Quiz 5	10	12:00AM Feb. 2	11:00PM Feb. 3
	2	Big Idea Discussion Post	10	12:00AM Jan. 31	11:00PM Feb. 7
	3	Big Idea Bonus Points	5	12:00AM Jan. 31	11:00PM Feb. 7
		<b>Total</b>	<b>20(5)</b>		
<b>6</b> Market Segmentati on and the Marketing Mix	1	Connect Quiz 6	10	12:00AM Feb. 9	11:00PM Feb. 10
	2	Hacky Sack Activity	20	12:00AM Feb. 6	11:00PM Feb. 13

		<b>Total</b>	<b>30</b>		
<b>7</b> Research in Advertising	1	Connect Quiz 7	10	12:00AM Feb. 16	11:00PM Feb. 17
	2	Consumer Test Discussion Post	10	12:00AM Feb. 13	11:00PM Feb. 17
	3	Consumer Test Discussion Response Post	10	12:00AM Feb. 17	11:00PM Feb. 20
	4	Big Data Activity	5	12:00AM Feb. 13	11:00PM Feb. 20
		<b>Total</b>	<b>35</b>		
		Midterm, Modules 1-7 70 Questions, 1.43 Points each, Access in Connect, timed for 60 minutes	<b>100</b>		Feb. 21-Feb. 24

<b>8</b> Strategic Planning	1	Connect Quiz 8	10	12:00AM March 2	11:00PM March 3
	2	SWOT Analysis	20	12:00AM Feb. 27	11:00PM March 1
		<b>Total</b>	<b>30</b>		
ENJOY	SPRING	BREAK	MARCH	4-12!	
<b>9</b> Media Planning	1	Connect Quiz 9	10	12:00AM March 16	11:00PM March 17
	2	Media Plan Activity	30	12:00AM March 15	11:00PM March 22
		<b>Total</b>	<b>40</b>		
<b>10</b> Traditional Media	1	Connect Quiz 10	10	12:00AM March 23	11:00PM March 24

	2	Copy Platform Activity	15	12:00AM March 20	11:00PM March 27
		<b>Total</b>	<b>25</b>		
<b>11</b> Digital & Social Media	1	Connect Quiz 11	10	12:00AM March 30	11:00PM March 31
	2	Script Activity	20	12:00AM March 28	11:00PM April 4
		<b>Total</b>	<b>30</b>		
<b>12</b> Support Media	1	Connect Quiz 12	10	12:00AM April 6	11:00PM April 7
	2	Film Activity	20	12:00AM April 4	11:00PM April 11
		<b>Total</b>	<b>30</b>		
<b>13</b>					

Copy & Design	1	Connect Quiz 13	10	12:00AM April 13	11:00PM April 14
	2	Post Commercial Activity	30	12:00AM April 3	11:00PM April 19
		<b>Total</b>	<b>40</b>		
		<b>FINAL</b> Modules 8-13 70 questions, 1.43 points each, access in Connect, timed for 60 minutes	<b>100</b>		April 24-April 26

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