

ADV 3008: Principles of Advertising

Dr. Michael Weigold Spring 2017 Sect 5632 Room: Weimer 1064 T Per 3, R 3-4

www.drweigold.com Path Advising Office, Weimer Hall Office Hrs: M-H by email appointment

Email: mweigold@jou.ufl.edu Please use subject line: ADV3008

Course Text:

Arens & Weigold, 15e (2017). Contemporary Advertising and IMC. Burr Ridge, IL: McGrawHill/Irwin and McGrawHill. Purchase the text and homework (Connect Plus). The material you'll need is here:

<http://connect.mheducation.com/class/m-weigold-spring-2017> . You can follow that link to go directly to the purchase page.

Objectives:

- Students can identify and define key basic concepts in advertising and marketing communications
- Students can describe jobs in advertising, social and ethical issues that surround the practice of advertising, and the steps in creating an advertising campaign
- Students enrolled in more advanced advertising classes can apply important concepts to course activities involving media, creative, strategy, research, and campaigns

Description:

Advertising is a pervasive force in modern society. Each year advertisers spend upwards of a thousand dollars for each person living in the U.S. What is the purpose of such expenditures, and what are the effects? Those are some of the issues this course will deal with.

We also examine advertising from the inside, from the perspective of the advertiser (the client) and the specialists who create advertising, the ad agency. You will learn about the different roles within each of these types of organizations. You will also find out about how they do their job, what people inside the business are like, and what role you might someday play should you choose an advertising career.

Grades

Your grade is based on the number of points that you earn out of 300 possible.

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|-------------------|------------------------|
| • 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 |

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

Exams

3 exams worth 50 points each, 150 points total. Exams are objective (50 questions, multiple choice, 1 point each). Exam dates

Exam Schedule

Exam 1: Feb-10; Chapters 1-6.

Exam 2: March 14; Chapters 7-9, 13, 14

Exam 3: April 18; Chapters 15-18, 10-11

Homework

18 assignments, 10 points each, 2 low scores (or missed homeworks) are dropped leaving 160 points total. Homework opens the day before it is due and closes at 11pm on the due date. Missed homework cannot be made up.

Website

Course calendar, this syllabus, grade postings, everything you need at <http://www.drweigold.com/>

Extra Credit

Extra credit can be earned several ways:

- Participate in research studies. 2 points for each hour of participation, up to a maximum of 10 points.
- Bonus questions from the Wall Street Journal. Each exam will have five bonus questions. Other opportunities may be offered as well.

Absences

Class attendance is expected. If you miss a class you are responsible for getting the materials and finding out about class announcements from other students. Please do not email me for the notes or slides.

Excused Exam Absences

Missing an exam without permission results in a zero. You can makeup an exam if you

- had an unexpected and unpreventable emergency
- can provide written documentation of the emergency (doctor's note, accident report)
- notify (or have someone notify) me or the advertising office prior to the exam. You can contact me by email (mweigold@jou.ufl.edu) or call the Advertising Department (352-392-4046).

Lateness

Please arrive on time. Bus service can be tricky. Be sure to arrive early for exams as exams are not distributed after the start of the exam period.

Classroom Behavior

Please respect me and your fellow students by observing the lecture, using your computer to take notes, and respecting the classroom environment. Failure to observe these rules can lower your grade. Please arrive on time and do not leave before the end of class.

Academic Integrity and Honesty

If you are unaware of the UF conduct code, please follow the link below. It will be enforced at all times in the class.

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Accommodations:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to you. You then must bring the documentation to me when requesting an accommodation. We should meet to discuss the specific accommodations you request.

Course Evaluations:

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 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>.

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Key Dates and Module Number:

1/12-M 1

1/19-M 2 and M 3

1/26-M 4 and M 4b

2/02-M 5 and M 6

Exam 1 February 10 in class

2/16-M 7 and M 8

2/23-M 9

3/02-M 13

3/02-M 14

Spring Break March 6-10

Exam 2 March 14 in class

3-30-M 17 and M 18

4-05-M 15 and M 16

4/13-M 10 and M 11

Exam 3 April 18 in class

Contact:

Instructor: Mike Weigold mweigold@jou.ufl.edu