

**University of Florida**  
**ADV 3502, Section 084A**  
**Advertising Sales**  
**Spring 2017**

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This is an online course. Begin by going to the UF e-Learning site at  
<http://elearning.ufl.edu/>

After opening the link, click on LOG IN To E-LEARNING in **Canvas, which is located on the right hand side** of the page. You will then login using your UF Gatorlink username and password to access this course. Look for courses on the left hand side of the page and click. From there you will select ADV3502, Advertising Sales Spring 2017.

I encourage you to download the Canvas App for Free at the App store on iTunes and on Google Play for the Android. This will help provide you information regarding when announcements are made.



**Course Description**

Selling, in its simplest terms, is the process of persuading a person that your product or service is of greater value to him or her than the price you are asking for it. If you think about it, you are already pitching to people making mini sales presentations to customers at work, your professors, family, friends, networking, etc.

Advertising can be defined as the science of creating and placing media with the intent to interrupt the consumer and then gets her or him to take action

This course will combine the two, -- that is selling advertising effectively to clients that will inform and benefit consumers from the product and or service offered.

As an advertising salesperson, you will have the opportunity to build on your inherent selling skills as well as improve them persuading and influencing potential prospects to purchase advertising space from you. Your potential customers may have heard just about every sales pitch and presentation and, more than likely, are as well informed as you are in terms of buying advertising space, -- if not more. It is then your task as a salesperson to turn prospects into clients by building long-term relationships and to do that, you will learn the importance of people selling skills such as being likable, utilizing emotional intelligence, acting in an ethical manner, listening, being trustworthy while providing expert knowledge of your media outlet. In addition to focusing on sharpening your people skills the course will cover the entire sales process: prospecting, identifying problems, developing solutions, presenting, closing and negotiating a deal and finally providing premier service.

Thus, the purpose of this online course is to introduce students to selling advertising as a possible career opportunity. Even if you are not pursuing a career the material covered in this course may be beneficial to you by developing selling skills as well as learning how to build and develop business/client relationships.

### **Course Objectives:**

This course consists of three parts:

**Part 1:** Introduces the importance of attitudes, attributes, ethics, listening, the “AESKOPP” system of selling and Emotional Intelligence (EI) as to how each of these can be applied to sales and building relationships.

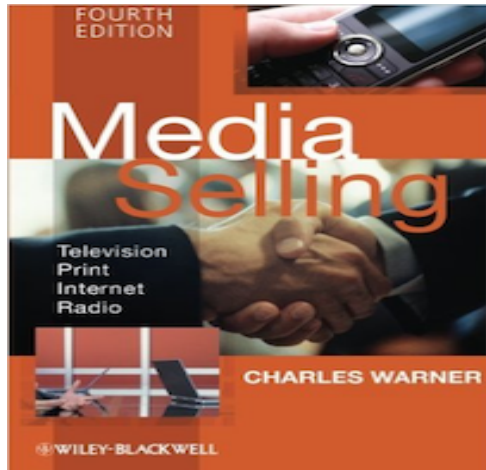
**Part 2:** We will examine the various types of media where advertising space is purchased: television, radio, magazines, newspaper the Internet and social media. In addition, we will take a look at the financial aspects attributed to selling: paperwork (sales proposals and travel and expense reports), rate calculations and understanding the basics of financial reports.

**Part 3:** Focuses on the overall structure and how to prepare and deliver effective and winning sales presentation to prospects and existing clients via the process of prospecting, problem solving, generating solutions, negotiating, closing, as well as ideas to create added value and addressing all types of objections and client resistance.

Each part is intended to provide the core components of advertising sales: 1) Developing the mindset for building long-term relationships with prospects and clients: positive attitude, being ethical and the importance of Emotional Intelligence (EI). 2) Understanding the importance of knowing the primary types of advertising space sold by having an “informational edge” over your competitors regarding ongoing changes and in the advertising and media industries. 3) Learn how to prospect potential clients, presenting and closing the sale by developing and delivering a professional, persuasive and closing winning presentation.

## Required Text:

1. **Warner, Charles (2009)**, *Media Selling: Television, Print, Internet, Radio* (4th edition), Wiley-Blackwell (a used textbook will cost about \$30 on Amazon and is also available in the Kindle Version on Amazon for \$47.99). (I have provided the links for each chapter via PDF.

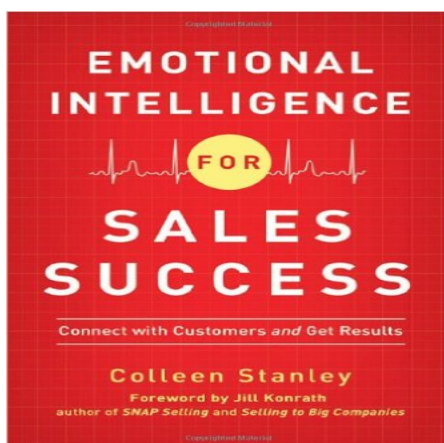


You can read the assigned chapters for **free** so you don't have to purchase the text.

## Optional Text:

There are tens of thousands of books written on sales and presentations and I have selected two that I think will benefit you when it comes to selling and making effective persuasive presentations. These books are not required but I strongly recommend you get them. (You can purchase both these books online on Amazon or eBay for about \$10 each).

1. **Stanley, Colleen (2013)**, *Emotional Intelligence For Sales Success – Connect with Customers and Get Results*, AMACOM, (available in UF bookstore as well as online at Amazon for less than \$10 and on Kindle for \$3.79)



### **Another *Totally Optional Text***

1. **Port, Michael (2015)**, *STEAL the SHOW from Speeches to Job Interviews, to Deal-Closing Pitches – How to Guarantee a Standing Ovation for All the Performances in Your Life*, Houghton, Mifflin, Harcourt, (You can purchase a copy of this book on Amazon or eBay for less than \$20.00 or a Kindle version for \$4.99)

This is a great book that I believe you will benefit from and enhance your public speaking ability.



### **Course Schedule:**

Modules will open on Monday of each week and end on Sunday of the following week at 11:59pm. Please note this schedule may vary during weeks during holidays and breaks. Please make sure to review the semester schedule on a regular basis, as it may be subject to changes.

Students will be notified of any scheduling adjustments via **Canvas** Announcement posts and by **Canvas** email if necessary.

\*\*Weekly module assignments (group discussions, individual assignments) are due on Sunday at **11:59 PM** unless otherwise specified.

**I will send out announcements during the beginning each week via Canvas and/or video using VoiceThread**

# Course Overview

Module/Date	Description	Assigned Work	Assignment(s) Due
Module 1 1/4-1/8	Introduction	Group Discussion Board (DB) (10) Extra Credit Syllabus/Handbook Quiz available until 1/31 (3)	Friday, 1/6, DB initial post Sunday, 1/8 Two DB Peer Feedback,
Module 2 1/9-1/15	Selling Assumptions and Approaches	Group Discussion Board (DB) (10)	Friday, 1/13 DB initial post Sunday, 1/15 Two DB Peer Feedback
Module 3 1/16-1/22	Ethics and AESKOPP	Group Discussion Board (DB) (10) Individual Activity (10) Mid Term Contact Name Due (10)	Friday, 1/20, DB initial post Sunday, 1/22, Two DB Peer Feedback, Ind. Activity & Mid Term Contact
Module 4 1/23-1/29	Attitudes and Goals	10 Mid-Term Interview Questions (10)	Sunday, 1/29 Mid-Term Interview Questions
Module 5 1/30-2/5	Communicating, Influencing and Finding Solutions	Group Discussion Board (10) Individual Activity (10) Quiz #1: Modules (1-4) (25) Available 2/1-2/2	Friday, 2/3, DB initial post Sunday, 2/5, Two DB Peer Feedback & Ind. Activity Complete Quiz #1 2/2 at 6pm
Module 6 2/6-2/12	Emotional Intelligence	Group Discussion Board (10) Individual Activity (10)	Friday, 2/10, DB initial post Sunday, 2/12, Two DB Peer Feedback & Ind. Activity
Module 7 2/13-2/19	Business and Finance	No assignment due	No assignment due
Module 8 2/20-2/26	Television	Mid-Term Paper Due (80) Individual Activity (10)	Sunday, 2/26, Mid-Term Paper & Ind. Activity
Module 9 2/27-3/5	Magazines and Radio	Group Discussion Board (10) Individual Activity (10)	Friday, 3/3, DB Initial Post Sunday, 3/5, Two DB Peer Feedback & Ind. Activity
3/6-3/12	Spring Break		

<b>Module 10</b> 3/13-3/19	<b>Newspapers, Internet and Social Media</b>	<b>Extra Credit (optional) (10-15)</b>	<b>No Assignment Due</b>
<b>Module 11</b> 3/20-3/26	<b>Influencing and Creating Value, Prospecting, Identifying Problems and developing solutions</b>	<b>Group Discussion Board (10) Quiz #2 3/22-3/23 Modules (6-10)</b>	<b>Friday, 3/24, DB initial post &amp; Extra Credit Sunday, 3/26, Two DB Peer Feedback Quiz #2 Closes 3/23 -6pm</b>
<b>Module 12</b> 3/27-4/2	<b>Creating solutions (Part 2) and Sales Presentations</b>	<b>Group Discussion Board Teams Schedule Final Presentation</b>	<b>Friday, 3/31, DB initial post Sunday, 4/2 Two DB Peer Feedback Final Presentations scheduled</b>
<b>Module 13</b> 4/3-4/16	<b>The Presentation, Closing the Deal and Handling Objections</b>	<b>Final Presentations (175) Quiz #3: Modules 11-13 Available 4/18- 4/19 (25)</b>	<b>Teams make final presentations 4/17-4/19 Quiz #3 Opens 4/18 Closes 4/19 at 6pm</b>

### **Grading**

Group Discussions (8)	80 points
Quizzes (3)	75 points
Individual Activities (5)	50 points
Mid-Term Contact Name Info	10 points
Mid-Term Interview 10 Questions	10 points
Mid-Term Interview Paper	80 points
Final Group Sales Presentation	<u>175 points</u>
<b>Total</b>	<b>480 points</b>

(Please note it takes up to one week to post your grades and provide feedback after each module is closed.)

### **Grading Scale**

A	450-480 points
A-	430-449 points
B+	415-429 points
B	400-414 points
B-	385-399 points
C+	370-384 points
C	355-369 points
C-	335-354 points

D+ 324-334 points  
D 318-323 points  
D- 312-317 points  
E 0-311 points

### **Discussion Boards:**

**You will be assigned to a group the first week of class of up to five to six team members to make your original post and two peer feedback responses.**

Discussion boards are intended for you to think and share your ideas with your designated team by sharing ideas and insights based on videos, real and hypothetical sales situations, concepts from Warner's text and news articles.

Each discussion board is worth 10 points: up to **5 pts. for your initial post, due by the end of the day on Fridays, and up to 5 pts. for your two peer feedback responses due by the end of the day on Sundays.**

Please read the Discussion Board Rubric for details.

Any original discussion board post made **after** the end of the day on Fridays when a discussion board is assigned will result in a **two and a half (2.5)-point deduction** from your overall score and any posts received after the module closes on Sunday will **NOT** be accepted.

### **Individual Assignments:**

The individual assignments will be based on various topics based on Warner's text as well as articles and various sales scenarios. (Each assignment is worth 10 points.)

### **Midterm Interview Paper:**

The Midterm assignment is an **individual** assignment worth a total of 100 points and is broken down into three parts.

*Why three parts?*

Interviews need to be set-up in advance to prepare you and the interviewee for the question and answer exchange to be successful and insightful. Typically, both interviews not scheduled and questions not prepared in advance greatly increases the risk for a poor interview due to lack of preparation.

Therefore, the purpose of this assignment is to go out and interview someone who has a knowledge of sales to gain a real world understanding and get a perspective as to what it takes for sales reps, account managers, executives, podcasters or any sales related position to be successful.

The first part will require finding the person you are going to interview. (10 points)

The second part is to think of 8 to 10 questions in advance for the interview that will help you understand the interviewee's background, daily tasks, responsibilities, i.e.

Some examples of questions to ask are:

- Describe a typical workday?
- What was their biggest challenge or set back (personal or business)? How was it overcome?
- Does education matter when hiring sales personnel?
- What characteristics make up a successful salesperson?
- Describe their (the interviewee) leadership style?
- How do they describe success?
- What books have they read that have inspired them?

I highly recommend before the interview to send your questions to the interviewee in advance so they can prepare their responses. (10 points)

The third and last part is to write a 650-800-word paper based on the responses you received during your interview. (80 points)

### **Quizzes:**

There will be three ten question multiple-choice quizzes based on questions from the textbook and lectures. Each quiz is worth 25 points (10 questions at 2.5 pts. each). You will have **20** minutes to complete each quiz. In addition there will be an extra credit quiz based on questions from the Syllabus and Handbook at the beginning of the semester worth 3 points.

### ***Quiz Dates are as follows:***

Syllabus/Handbook Extra Credit Quiz Opens Wednesday, 1/4 closes at 6pm Tuesday, 1/31 (3 points)

Quiz #1 – Opens Tuesday, 1/31 Wednesday, 2/1 closes at 6pm (Modules 1-4)

Quiz #2 – Opens Tuesday, 3/21- Wednesday, 3/22 closes at 6pm (Modules 5-10)

Quiz #3 – Opens Tuesday, 4/18- Wednesday, 4/19 closes at 6pm (Modules 11-13)

### **Final Sales Presentation:**

The details regarding the final sales presentation can be found in **Module 1** and tips to make a winning sales presentation can be located in an attachment located in Module 3 and will be available throughout the semester.

In Modules 11 and 12 provide the structure and framework for make a winning presentation. (175 points)

### **Contacting the Helpdesk**

If you run into technical issues please contact the UF Computing Helpdesk for assistance at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu) or by phone (352) 392-4357 (HELP)- select option 7. or



walk-in to the HUB help desk. If you are calling be prepared to provide your UFID# and/or Gatorlink User ID.

**Policies for Late Work and Exams:** There will be no make-up assignments without proof of excused absence. All assignments are expected to be turned in on the due date. If problems arise, contact me **immediately via email**, particularly if those problems might potentially hamper your class performance in terms of submitting your assignments and discussion board posts after the module due dates.

***Expect that late work will not be accepted.***

**Support for Students with Challenges:** Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected. Expect requests received for help after your performance has been negatively affected to be denied.



Your well being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1

**Academic Honesty Guidelines:** The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect.

Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity.

**Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code.** The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017).

You can review UF's academic honesty guidelines in detail at:  
<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student  
Judicial Affairs, P202 Peabody Hall, 392-1261.

**The Honor Code:**

**We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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."**