



**ADV 3001**  
**Advertising Strategy (#03G9)**  
**Fall 2017**

Department of Advertising  
College of Journalism and Communications  
University of Florida

Class Meeting: M 9-10 (4:05 – 6:00 p.m.) & W 9 (4:05 – 4:55 p.m.) Weimer G030

Professor: Eunice Kim, Ph.D.

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Office: Weimer Hall 2084, (352) 392-5059

Office Hours: M 3-4 (9:35 – 11:30 a.m.) or by appointment

TA: Bhakti Bhakti, Master's student

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Office: Weimer Hall G035

Office Hours: W 6-8 (12:50 p.m. – 2:45 p.m.)

## Course Description

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Welcome to Advertising Strategy! Advertising Strategy is an overview of the strategic planning process required to develop a successful advertising and/or integrated marketing communications (IMC) campaign. The overall goal of this course is to deepen and broaden your understanding of advertising and brand integrated communication strategy by accomplishing the following:

- Present you with a wide range of interconnected, integrated communication management decisions that are similar to what you will encounter in the “real world.”
- Present you with “the case method”—a structured, field-tested approach to decision-making that is a practical and useful method for addressing a variety of communications management issues.
- Utilize individual assignments to demonstrate your writing skills and communication problem solving abilities.
- Utilize the team case analysis and class presentation to closely approximate the work environment of a management position on the client side or from within an agency.

To accomplish these objectives, this course requires you to:

- Think in a precise, structured manner and follow a structured decision-making process.
  - Assess problems and opportunities, isolate key facts, and rank-order salient management issues.
  - Make decisions and create action plans appropriate to the situation under consideration.
- Efficiently and persuasively write up and present your analysis and sell your recommendations.
- Justify and defend a proposed recommendation against criticism from your colleagues.
- Learn independently and from each other to make up for areas you have not yet studied.

## Textbook

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- Course pack (UF Bookstore)
- Taylor, Alice K. (2013), *Strategic Thinking for Advertising Creatives*. Laurence King Publishing, ISBN 9781780672731.

## Course Website

- All announcements, assignments, and grades will be posted on Canvas: <http://elearning.ufl.edu>
- Be sure you have a valid email address connected with Canvas. It is your responsibility to check Canvas regularly.

## Expectations

Students have a responsibility to actively participate and engage in the work presented in this course. The bulk of class time will focus on case application and class discussions. A fundamental objective of the case approach is to integrate concepts with applications. This course places significant demands on your time for reading, absorbing, and integrating ideas across topics.

Another objective of the case approach is to encourage **lively discussion among colleagues**. Your **thorough preparation** is critical to the success of the course. You should be prepared to state and defend your position, as well as refute the position of others in a cogent manner.

## Evaluation

Your evaluation in this course will be based on the following components:

First written team case analysis and presentation	50 points	10%
Second written team case analysis and presentation	75 points	15%
IMC plan (final project)	75 points	15%
Exams (2)	150 points	30%
Individual case analysis (2)	75 points	15%
Individual research assignment	50 points	10%
In-class attendance	25 points	5%
<b>Total</b>	<b>500 points</b>	<b>100%</b>
(Extra Credit)	5 points (added to final grade)	

Final letter grades will be assigned based on your final point total at the end of the semester.

Letter Grade	100 Scale (100%)	500 Scale (total points for this class)
A	94-100%	470-500 points
A-	90-93.9%	450-469 points
B+	87-89.9%	435-449 points
B	84-86.9%	420-434 points
B-	80-83.9%	400-419 points
C+	77-79.9%	385-399 points
C	74-76.9%	370-384 points
C-	70-73.9%	350-369 points
D+	66-69.9%	330-349 points
D	64-66.9%	320-329 points
D-	60-63.9%	300-319 points
E	Below	0-299 points

To be fair to all students, **all numbers are absolute and will not be rounded up at any stage** (e.g., a B+ will be inclusive of all scores of 435 through 449.999). My hope is that you will focus on learning rather than grades in this class. **What I won't do is negotiate grades.** My goal is to be fair to everyone in the class, which means I will hold everyone to the same standards.

## 1. Written Team Case Analysis and Presentations (10% + 15% = 25%)

In this course, you are on “agency account team” (of approx. 5-6 team members depending on enrollment). Your team will be announced in class on **August 28 (M)**.

Papers must be professionally written, with complete sentences and fully explained ideas. The paper grade is based on format, statement of the problem, list of critical factors, definition of alternatives, a pro/con discussion, and conclusion/additional comments. As you work your way through the case, immerse yourself fully in the details provided. If you have questions that can't be answered by the data, feel free to look outside the case for additional information.

The presentation grade is based on your professionalism, introduction, teamwork, delivery, visual aides, and how you handle Q&A. The question and answer sessions at the end of each presentation are a very important part of this course. Be prepared for questions. Have responses planned – maybe even supplementary slides. The grade rubric will be available on Canvas.

The grade is a team grade, meaning that each team member receives the same grade, as in the “real world.”

- Case paper format: **Single-spaced (12 pt.), no more than 4 pages** (not including the title and reference page), and follow the format covered in class. Upload to Canvas under “Assignments” prior to class on the due date.
- Powerpoint slides: **Have your slides ready on the computer screen before class begins.** Upload to Canvas under “Assignments” prior to class on the due date.

In the second week I will introduce you to the case method and our first case. Each member of the class will write a rough draft of this case study and bring two copies to a writing workshop. The writing workshop will serve as an opportunity to go through peer editing and get feedback on the drafts.

### **First Team Case Analysis (10%; 50 points):**

For the first team case analysis, there will be two presentations on each presentation day. **TWO groups will analyze each new case, present the case to the class, and turn in a group paper (see the course schedule for due dates)**. Each case will be posted on Canvas on the day when a related topic is discussed in class. Each presenting group should plan on talking for approximately 10-12 minutes, with an additional 10 minutes for questions from the class. The grade is divided between the team case analysis grade (40 points) and the team presentation grade (10 points).

### **Second Team Case Analysis (15%; 75 points):**

Your agency team will develop a media strategy for a client by applying the strategic planning process (case method) and recommend the most desirable actions. The grade is divided between the team case analysis grade (65 points) and the team presentation grade (10 points).

- **Due: 11/13 (M)**

## 2. IMC Plan (Final Project) (15%)

As a group, develop an **integrated marketing communications (IMC) campaign plan** using knowledge and various types of persuasive communication techniques discussed in class, learned from readings, lectures, and case analyses.

Teams will make a final presentation to the class to report its plan at the end of the semester. You are required to present your campaign plan in a *professional* way. The final plan should be easy to read, visually appealing, and look professional.

**Teams will debate each other in class.** Debate teams will be announced in class on **November 17**. The grade is divided between the team final project grade (60 points), the team presentation grade (10 points), and the team debate grade (5 points).

- **Presentation slide format: No more than 35 pages (no less than 30 pages)** and follow the format covered in class. Upload to Canvas under “Assignments” prior to class on the due date. Have your slides ready on the computer screen before class begins.
- **Due: 12/6 (M)**

### **Peer Evaluation:**

For the success of group activities, each team member’s dedication and meaningful contribution are critical. While your team case presentation and paper grade is the same for all team members, **your individual grade for the second case analysis and final project** is subject to adjustments according to your average peer evaluation. Your grade will be significantly lowered by a poor peer evaluation. If your agency does not think you have put forth the same amount of effort and the same quality of work as they have throughout the length of the project, your peer evaluation will negatively influence your final grade.

**If you have any problems with your group or a particular group member, you need to address and resolve it immediately.**

We respect your right to privacy, so you may print out the form, fill it out in private, and bring it to hand in on the day it is due in class. We will have a sealed envelope and these forms are CONFIDENTIAL. Not turning one in on the due date is a 5-point deduction per day late.

Peer evaluation will be assessed at the completion of team second case analysis and final project.

- **Case Analysis Peer Evaluation Due: 11/13 (M)**
- **Final Project Peer Evaluation Due: 12/6 (M)**

### 3. Individual Case Analysis & Assignments (25% total)

#### **Individual Case Analyses (2) (7.5% × 2 = 15%; 75 points):**

During the semester, we will discuss several assigned cases in the textbook. Everyone must come to class prepared to talk. To ensure that students are very well-prepared to discuss the case, everyone must turn in write-up of the **TWO cases**. We will use the same grade rubric as for your team case analysis paper.

- **Case paper format: Single-spaced (12 pt.), no more than 2 pages** (not including the reference page), and follow the format covered in class. Upload to Canvas under “Assignments” prior to class on the due date.
- **‘Home Depot’ Case Due: 9/11 (M)**
- **‘Don’t Mess with Texas’ Case Due: 10/2 (M)**

#### **Individual Research Assignment (10%; 50 points):**

For this assignment, you will be asked to complete **two in-depth interviews** and then report and analyze the finding. The objective of this assignment is to provide students a chance to apply a structured research method to understanding the target audiences and their socio-/psychological characteristics. More details will be given in class.

- **Include 1) a one-page summary report (single-spaced), 2) the interview questionnaire, and 3) your own notes (typed).** Upload to Canvas under “Assignments” prior to class on the due date.
- **Due: 10/16 (M)**

### 4. Exam (15% × 2 = 30%)

Exam is designed to test your knowledge and application of the main ideas covered in the textbook, assigned readings, lecture material, class discussions, team presentations, videos, and guest lectures. You are responsible for everything covered in the previously stated areas.

Throughout the semester there will be **TWO exams** (see the course schedule on pages 9-10 for the exam dates), which will be held in class during the regularly scheduled class period. The exams will be primarily made up of multiple-choice questions, true/false, and short answer/essay-type questions.

**NO make-up opportunities** will be offered unless valid excuse is presented and approved **in advance** by me.

## 5. In-Class Attendance (5%)

Because this class relies heavily on your ideas, your reactions, and your questions, your class attendance and constant participation is *extremely* critical for this course. **You are expected to come to every class.** If you have a valid and unavoidable reason for missing class, you will need to provide me with proper documentation (e.g., a doctor's note or hospitalization record) for your absence on your first day back.

**IMPORTANT:** Each student is allowed **ONLY ONE** unexcused absence for the semester without penalty to the final attendance point total. **Unexcused absences beyond this (one absence) will result in a loss of 12.5 POINTS PER absence and may directly affect the student's grade or failure of the class (four or more unexcused absences).** Students are responsible for any information missed during an absence.

## 6. Extra Credit – Research Participation

Extra credits will be offered for research participation through CJC's SONA research management system (<https://ufl-cjc.sona-systems.com>). Please register a SONA account and earn **TWO CREDITS** to participate in to receive max. **five (5) extra credits** for this class. Check SONA regularly to see what studies have become available. Typically, it is not until around maybe the third week of the semester that studies will become available. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate and research opportunities will be limited by the end of the semester. In fact, it is probably wise to participate early in the semester when your course loads are the lightest. Please see this video below for how to set up your SONA account: <https://youtu.be/1OnT2ZU6QQ>. If you have any questions, please contact the CJC SONA administrator ([uf-cjc-sonasystems@jou.ufl.edu](mailto:uf-cjc-sonasystems@jou.ufl.edu)).

## General Course Policies

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### Absences

In order to receive an excused absence, you must let me know you will miss class **BEFORE** the class meets except in certain (rare) emergency situations. Explain why you will not be in class, and bring in a written documentation to verify your excuse when you come back to class. Make sure to make a photocopy of the documentation if you need it for other classes.

Excused absences include:

- Religious holidays (only the holiday).
- Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor's note or prescription). The Student Health Center will provide you a specific kind of note that indicates they think you should've missed class or will need to miss additional days.
- University competitive events (that means athletes).

The following is a partial list of the types of situations that are **NOT** considered excused absences

- Social events, meetings, entertaining out-of-town guests, holiday/travel plans, weddings, etc.

### Assignments

All assignments are to be typed. Team and individual assignments and are **due by the beginning of class on the due date.** If you have a conflict with the deadline, alert me and turn it in early.

Late work policy:

Advertising is a deadline business. All due dates for assignments, once set, are final. If an assignment or activity is not received prior to the deadline, **a grade of ZERO** will be assigned unless **PRIOR** arrangements are approved by me. If prior arrangements are not possible due to the circumstances of the absence, an excused absence must be requested in writing and documentation provided for verification. If an excused absence is granted, late work may be accepted with penalties assessed for late submission.

### E-mail Policy

As e-mail has become a favored way to communicate in academia and industry, you must learn to use it appropriately. Thus, when e-mailing me, address it formally. I will generally return it within 24 hours of receiving it on weekdays or by Monday evening if I receive it on the weekend. If you need to discuss something in length, come see me during office hours or we can schedule an alternative time.

### Professional Courtesy

As a courtesy to your instructor and to your classmates, please make sure at the beginning of each class period that **your cell phones and other electronic devices are turned OFF (no text messages).** In-class laptop usage is restricted to taking notes about this particular class (**No Internet, No email, No SNSs**). Inappropriate use of a laptop—using the internet for reasons not related to this class—will not be accepted.

### **Policy on Scholastic Dishonesty**

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Please read more information on academic dishonesty at <https://www.dso.ufl.edu/scr/process/student-conduct-honor-code/>

### **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 me when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

### **Religious Holy Days**

By UF policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day must notify me of his or her pending absence prior to the date of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

### **Online Course Evaluation**

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 2-3 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>.

### **Tentative Nature of the Syllabus**

I reserve the right to change and/or add readings throughout the semester. Furthermore, I reserve the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events (cancellations or guest speakers). If changes in the schedule are necessary, students will be held responsible for such changes, which will be announced in class ahead of time.

## COURSE SCHEDULE

*The course outline is subject to change*

\* course packet  
† Taylor (2013)

### Week 1:

8/21(M): Welcome & Course Overview

8/23(W): Case Method

Chap 1\*

### Week 2:

8/28(M): Situation Analysis

Case 3-1\*, Chap.1†

➤ *Case analysis team selection*

9/30(W): Market Segmentation, Targeting, & Positioning

### Week 3:

9/4(M): No Class – Labor Day

9/6 (W): Writing Workshop

➤ *First case (case 3-1) draft due (bring two copies to class)*

### Week 4:

9/11(M): Market Segmentation, Targeting, & Positioning (con't)

Case 3-3\*, Chap. 3†

➤ *Individual case analysis #1 due*

9/13(W): Team Case Presentations (Case 1: Teams 1 & 2)

### Week 5:

9/18(M): Online Targeting & Advertising Research

9/20(W): Establishing Objectives

Chap.2, Chap.4, Chap.10†

### Week 6:

9/25(M): Advertising Research (con't)/Individual Research Assignment Guideline

9/27(W): Team Case Presentations (Case 2: Teams 3 & 4)

### Week 7:

10/2(M): Catching up lecture/Exam 1 Review

Case 5-2\*

➤ *Individual case analysis #2 due*

10/6(W): **Exam 1**

### Week 8:

10/9(M): Developing Creative Strategies

10/11(W): Developing Creative Strategies (con't)

Case 7-2\*

### Week 9:

10/16(M): Developing Creative Strategies (con't)

Chap.5-6, 8-9†

➤ *Individual research assignment due*

10/18(W): Team Case Presentations (Case 3: Teams 5 & 6)

### Week 10:

10/23(M): Developing Media Strategy

Chap. 11†

10/25(W): Developing Media Strategy (con't)/Team 2<sup>nd</sup> Case Analysis Brief

Case 8-2, 8-3\*

**Week 11:**

10/30(M): Guest Lecture (Cliff Courtney from Zimmerman)  
Integrated Communications, Public Relations, & Sales Promotion

11/2(W): Event Sponsorships

Case 13-1\*

**Week 12:**

11/6(M): Catching up lecture/Exam 2 Review

11/8(W): **Exam 2**

**Week 13:**

11/13(M): Team 2<sup>nd</sup> Case Presentations (Teams 1-6)

➤ *Team 2<sup>nd</sup> case analysis due*

➤ *Case analysis peer evaluation due in class*

11/17(W): IMC Plan (Final Project) Brief

➤ *Debate team selection*

**Week 14:**

11/20(M): No Class – Project Work Day

11/22(W): No Class – Thanksgiving

**Week 15:**

11/27(M): IMC Plan Workshop

12/4(W): IMC Plan Q&A

**Week 16:**

12/6(M): IMC Plan Presentations/Wrap-up

➤ *IMC Plan due*

➤ *IMC plan peer evaluation due in class*