

# University of Florida

ADV4400

Spring 2018

## **International and Cross-Cultural Advertising**

Monday: 7-8 & Wednesday: 7

Room: Weimer 2050

Instructor: Ms. Aqsa Bashir

Office: 2041D Weimer Hall

Office hours: Monday 11:45pm- 1:30pm

Wednesday 3:00pm- 4:30pm

**A copy of the syllabus can also be found on Canvas under the syllabus tab.**

### **Course Description**

Welcome to International and Cross-Cultural Advertising. This course is designed to introduce you to the opportunities and challenges involved in developing strategies and for implementing communication plans for international markets. The course examines the topic of international advertising from an “inside out” perspective, beginning with an exploration of marketers’ opportunities among consumers in the U.S. and then expanding the scope of discussion to international and global markets. The course attempts to provide balance between the practical and theoretical concepts that advertisers must consider if they are to effectively operate in the global marketplace.

### **Prerequisites for the course**

ADV 3001 - Advertising Strategy **OR**

ADV 3008 - Elements of Advertising

### **Your Objectives for the Course**

1. Understand the issues and concerns in international advertising campaigns;
2. Examine relevant theories associated with understanding advertising and promotion planning decisions used to address international markets;
3. Analyze international advertising strategies demonstrated in successful advertising campaigns.

### **Required textbooks:**

1. Mueller, Barbara (2017), Dynamics of International Advertising Theoretical and Practical Perspectives (third edition). New York: Peter Lange Publishing, Inc.

3. Additional readings will be provided on Canvas.

**Evaluation Criteria:** In an effort to immerse you into the thinking and planning needed to execute an advertising campaign on a global scale, the completion of a series of related

assignments is required. The final project, homework readings, in-class discussions, and assignments will make up the majority of this course and will be evaluated accordingly.

The criteria applied to student evaluation and point totals assessed by item will be based on the following:

International advertising campaign	150
In class assignments and participation	25
Practicum Presentation	25
TOTAL	200

The following scale will be administered to assign final course grades:

90-100 = A  
87 - 89 = B+  
80 - 86 = B  
77 - 79 = C+  
70 - 76 = C  
67 - 69 = D+  
60 – 66 = D  
59 and below

**Instructor Availability:**

You can meet with me during office hours, Monday 11:45pm- 1:30pm, Wednesdays 3:00pm-4:30pm, or by appointment. Emails will be responded to within 24 hours Monday-Friday. Feedback on assignments will be given one week after the due date unless otherwise noted.

**Late Submissions:**

There is no such thing.

**Class Demeanor:**

As UF students, you are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class must be completed as directed. My role as instructor is to identify critical issues related to the course, direct you to and present 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. At all times it is expected that you will welcome and respond professionally to assessment feedback, and may discuss your grades and feedback with me. You are also expected to treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can. Tardiness and the use of cell phones in class is in excusable. In the event you are late to class or are expecting an important phone call you are advised to notify me before time. You are allowed

## Academic Integrity Policy

University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. As a student at the University of Florida, you have agreed to comply with the University Honor Code. I encourage you to review the information posted online that explains what academic dishonesty violations are, how to avoid those, and what the penalties are for those found guilty of violations. <http://www.dso.ufl.edu/sccr/honorcode.php>

In ADV4400, if you are found to have committed an academic honesty violation in an assignment or the final project, **you will receive a zero for the assignment, and your violation will be reported to the Dean of Students office.**

Academic honest violations include:

- Using someone else's material as your own – including copying another current or past student's assignment or using material from another source (such as a case study, newspaper article, online periodical or academic journal) without appropriate attribution.
- Making up quotes or information (i.e., fabrication).
- Using quotes or information without appropriate attribution. (That can include using quotes from a source in another publication without attributing to that publication.)
- Using someone else's campaign design for assignments that require you to make your own ads and media plan for

## Copyrighted Materials

All UF students are also expected to fully understand and obey the proper usage of copyrighted materials, as ascribed in the University Honor Code. Proper citation of all cited work is expected for all assignments submitted over the duration of the module.

## Disability Services

University Policy on Accommodating Students with Disabilities: Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>).

The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations. Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. You can contact the DCR by phone at 352-392-8565