

ADV3001 (03G9) | Advertising Strategy | Fall 2018 | Dr. Starr

Classroom: Weimer G030

Mondays: Periods 9 and 10

Wednesdays: Period 9

## Instructor

Instructor: Dr. W. John Starr

Email: [wjstarr@ufl.edu](mailto:wjstarr@ufl.edu)

Office: Weimer 2095

Office Hours: By appointment

## Course Description

Advertising Strategy is an overview of the strategic planning process required to develop a successful advertising campaign and integrated marketing communications (IMC) plan. The course deals with academic knowledge and practical information needed to develop and maintain successful brands advertised by companies, organizations and individuals.

## Course Objectives

The goal of this course is to provide students with the fundamental skills needed to analyze, evaluate, and develop an advertising/IMC campaign. This goal will be accomplished by focusing on three key elements central to the strategic planning process: brands, consumers, and communication. Specific course learning objectives are as follows:

- 1) To expose students to a set of fundamental theories and practical concepts used to develop strategically sound advertising campaigns;
- 2) To provide students with an understanding of the systematic process involved in developing a communication plan, including analyzing a market situation, formulating communication objectives, identifying potential target audiences, and developing an advertising campaign strategy; and
- 3) To give students regular opportunities to apply this knowledge by way of class exercises, assignments, and a team project.
- 4) To familiarize students with special issues in the current market and advertising industry;
- 5) To build capacity of students in delivering highly effective campaign proposal presentations.

## Textbook - required

- Parente, Donald (2006). *Advertising Campaign Strategy: A Guide to Marketing Communications Plans*, (Fourth Edition) Mason, Ohio: Thomson South-Western.
- Other readings are available through the course website on the University of Florida e-learning system, Canvas.

## Class Participation

Your attendance and active participation in class discussion are expected and required in every class. In order to participate effectively in class, you would need to have read the material ahead of class. You are expected to keep up with the readings for each class.

## Assessment

Students' grade will be based on their performance in four areas: two exams, topic presentation, one final group project, and class participation. You must earn a C or higher to successfully complete the

course. Extra credit opportunities will also be made available and points will be allocated at the instructor's discretion. The following provides a percentage allocation for each of these areas:

<u>Assignment Weighting</u>	<u>Points</u>
• 2 Exams	40 (20 each)
• Quizzes	18
• Team Project	20
• Class Participation (attendance, assignments, class discussions)	22
• Extra Credit Opportunities (research participation, etc., 0.5pt/ up to 3pt)	~
TOTAL	100

### Grading Scale

Points	Grade		Points	Grade
92-100	A		70 - 75	C
90 – 91.9	A-		66 – 69.9	D+
86 – 89.9	B+		60 – 65.9	Be D
80 – 85.9	B		Below 60	E
76 – 79.9	C+			

### Quizzes

There will be six in class quizzes administered about every other week, consisting of True and False statements and multiple-choice questions. Quiz dates will be provided on class schedule. Class lectures and reading assignments will be included in the quizzes and students will be informed as to the chapters and material covered in each quiz. **Make-up quizzes will be allowed only for the students who miss the class on the quiz date with the appropriate documentation and are excused prior to the quiz date.**

### Exams

There will be two in-class exams during the regularly scheduled class period. Exams are designed to test the student's cumulative knowledge of the main ideas covered in the lecture files, and in-class exercises up to the exam date specified on the syllabus. The general exam format consists of multiple choice questions. Sample questions and brief review guide of the exams will be provided prior to the first exam. **Make-up exams will be allowed only for the students who miss the class on the exam date with the appropriate documentation and are excused prior to the exam date.**

### IMC Team Project

For the final project with an actual local client, student groups with four to six members should develop a partial IMC campaign plan book and make a presentation to the client during the last week of the course. Specific guidelines for this project will be provided at the date in the course syllabus. Failure to make presentation on the assigned dates will result in zero credit for the project.

### Team Member Evaluations:

Students will spend much of their outside class time working with their team members, with the team projects accounting for a significant percentage of the final grade. In order to assess each team member's contribution to the team project, students are asked to evaluate their team members at each phase of the

team project. Students need to evaluate each of their team members using a form provided by the instructor. The total possible score is 20. For each point less than 20, the team project score for the individual student will be reduced by five (5) %.

The team member evaluation is due at the beginning of class the day of the presentation to the client. The rule regarding late assignments is applied to the team member evaluation. After the deadline, 10% of the project grade is deducted each day the team member evaluation is turned in late.

### Extra Credit

At various times throughout the semester, students may have an opportunity to earn extra credit. Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible to give students time to make any necessary arrangements.

### Academic Honesty

Academic honesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Visit the Student Conduct and Conflict Resolution's website

(<http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>) for more information.

### Respect

In the real world, you will have to be on time for work and not leave meetings early. Therefore, I am expecting you to do your best and to respect the class by:

- Attending all lectures, presentation, and exams.
- Being on time.
- Being prepared for class and being familiar with any announcements or e-mail notices via e-mail or course website announcement.
- Please do not bring any food during the class.
- Being focused on the lecture and being active learners: any personal conversation during class will distract the class-learning environment.

### Students with Challenges

I am committed to help students with any type of challenges, while abiding by the standard code of confidentiality and fairness. To address special academic needs, the instructor must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. Students affected by such challenges should provide an official statement from the Dean of Students Office

(<http://www.dso.ufl.edu/drc/>) explaining his/her situation.

### Counseling Services

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. Secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. Visit the Center's website (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>) for more information.