

Course Syllabus ADV 3008 Prof. Weigold

Principles of Advertising Fall 2018 Section: 0056 MCCC 100 T:3-4, H 3

Office Hrs: M-H by email appointment mweigold@jou.ufl.edu TA:

Course Learning Objectives:

- Students can identify and define key 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 and processes involved in creating an advertising campaign
- Students can successfully identify criteria used in creating and executing plans for media, creative, strategy, research, and campaigns
- Students will demonstrate an understanding of the diverse people and jobs in advertising and related professions
- Students will demonstrate an understanding of the history and role of professionals and institutions in shaping modern advertising

Course Text:

Arens & Weigold, 15e (2017). Contemporary Advertising and IMC. Burr Ridge, IL: McGrawHill/Irwin. **Purchase the text and homework (Connect Plus) in our Canvas shell.** The book is digital and purchasing will also give you access to the homework system. If you would prefer a paper copy the publisher will mail you one for \$20 more.

Note: If you are waiting for financial aid to disburse McGraw Hill gives you two weeks of free access if you request it. Don't wait to buy the book as you will miss homework.

Course Description:

This is a foundations course about advertising. As such, its purpose is to provide a broad overview of the important concepts, processes, people, organizations, and trends. Success in the course will involve mastering these concepts. In future advertising classes, it is expected that you will be familiar with them.

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 people within each of these types of organizations. You will also find out about how they do their job, what life is like inside the business, 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 200 possible.

A = 183, A- = 180, B+ = 174, B = 163, B- = 160, C+ = 154, C = 143, C- = 140, D = 120, E = <120

Points come from two sources: exams (worth 150 points total, 3 exams worth 50 points each) and homework (50 points total). Extra credit is available but optional (see below).

Information on current UF grading policies for assigning grade points can be found here:

<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 Schedule

Exam 1: Sep 27; Lectures and material from chapters 1-6.

Exam 2: Oct 25; Lectures and material from chapters 7-9, 13, 14

Exam 3: Dec 4; Lectures and material from chapters 15-18, 10-12

Homework

Found in McGraw Hill Connect

9 assignments, 5.56 points each, approx 50 points total. When referencing posted homework due dates, the homework will open the day before at 12 am and close at 11pm on the due date (i.e., you have approximately 47 hours to complete the homework). Missed homework cannot be made up

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. Questions come from issues of the journal published starting 3 weeks prior to the exam through the day before the exam. Questions will all come from articles appearing on Page B1 "Business and Finance"

Absences

Class attendance is expected. If you miss a class please work with other students to get information from lectures and find out about class announcements. I do not share Power Points from lectures, Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Exam Absences

Missing an exam without permission results in a zero. You can make up an exam if:

- you had an unexpected and unpreventable emergency and
- you can provide written documentation of the emergency (doctor's note, accident report) and
- You (or someone at your request) contacts 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 be in class at the start of period 3, 9:35.

Classroom Behavior

Be engaged and respectful in class. Use your computer only for taking notes. Contribute in a positive way to the classroom environment. Disruptive behaviors will lower your grade. Please arrive on time and do not leave before the end of class.

Academic Integrity and Honesty

Familiarize yourself with UF's honor code by following the link below. <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> Links to an external site.

Accommodations:

Accommodations must be registered with the DSR (<https://drc.dso.ufl.edu/>). Once you have your letter, please arrange an office visit so I can provide the accommodation that you need. This should occur during the first two weeks of the semester.

Key Dates and Module (Homework) Number:**For Exam 1:**

8/30-HW Chs 1-2, 9/13-HW Chs 3-4, 9/20-Chapters 5-6, Exam 1 Sept 27 in class

For Exam 2:

10/04 -Chapter 7, 10/11 Chapters 8-9, 10/18-Chapters 13-14, Exam 2 Oct 25 in class

For Exam 3:

11/08-Chapters 15-16, 11/15 Chapters 17-18, 11/29-Chapters 10-12, Exam 3 Dec 4 in class

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>.

Student Honor Code:

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel.

If you have any questions or concerns, please consult with me.

Should you find that your or another member of the UF community requires university counseling services and mental health services: call 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx> or the University Police Department: 392-1111 or 9-1-1 for emergencies.

For any concern about well-being, either for yourself or another student you may contact: <http://www.umatter.ufl.edu/>