

ADV3008: PRINCIPLES OF ADVERTISING

FALL 2018



Instructor: Kara Page

E-mail: kara.page@jou.ufl.edu

Phone: 352-294-1558

Course Communications:

Questions about assignments or class content? Email me at kara.page@jou.ufl.edu using the subject line "ADV3008." Please make sure to include as much information as possible in your email to allow me to provide you with an accurate and detailed response.

Course Goals:

To empower students of advertising to succeed in their subsequent advertising classes and enable non-majors to understand the impact of advertising. To clarify the role advertising plays in people's lives and present debates about the good or harm that advertising may foster. To describe functions and jobs in the industry so students can make informed choices about whether their careers will intersect with organizations that involve advertising.

Course Objectives:

In this course you will learn to:

- Identify and define key basic concepts in advertising and marketing communications
- Describe jobs in advertising
- Analyze the social and ethical issues that surround the practice of advertising
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global advertising

Required Text:

Arens, Weigold, Arens, 15e (2017). Contemporary Advertising and Integrated Marketing Communication. Burr Ridge, IL: McGrawHill/Irwin. The text is a digital product that accompanies an online homework system (Connect Plus) and learning system (LearnSmart). You can access McGraw Hill Connect directly through Canvas. Instructions for setting up Connect can be found here: http://createwp.customer.mheducation.com/wordpress-mu/success-academy/students-registering-for-connect-from-canvas/?tab=connect100&tutorial=true&button_title=Linking+to+your+LMS

Class Demeanor:

Mastery in this class requires preparation, passion, and professionalism. Students should expect to watch all lectures and videos, complete all readings, and submit work in accordance with published deadlines.

Technical Support:

For technical support in Canvas contact the UF Help Desk, available 24-7, at <https://my.it.ufl.edu/CherwellPortal/UFITServicePortal>. For assistance with McGraw Hill Connect or your text, contact the CXG Support Center at: <http://mpss.mhhe.com/>.

My Role:

The online section of ADV3008 was originally developed by Dr. Weigold and will be taught by Kara Page. Please contact Kara if you have any questions, comments or concerns about the course or any assignments. My role as instructor is to identify critical issues related to the course, direct you to resources, teach 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. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

It is your responsibility to follow along with the course modules, watch lectures and complete all assignments by the due date listed in Canvas.

***Please note that your quizzes and exams will be housed in the McGraw Hill Connect platform that you can access through E-Learning.**

Grade Components:

Your final course grade will be composed of the following assignments:

**All quizzes and exams must be submitted through the online McGraw Hill Connect system.*

- **Homework:** Each week you will be tasked with reading a chapter and completing a homework assignment in Canvas that will have you apply that week's concepts Each homework is worth **30 points**.
- **Quizzes:** Each week your mastery of the material will be tested through a short online chapter quiz. You will have two attempts for each quiz. The highest score will be included in your overall grade. Each quiz is worth a maximum of **20 points**.
- **Exams:** A mid-term and final exam will test your retention of the chapter and lecture materials. Both will be timed online 60-minute examinations featuring 70 questions. Exams are closed book and closed note. No proctoring service is required. Each exam is worth a total of **125 points**.

Exams = 25% or 250 Points
Quizzes = 30% or 300 Points
Homework = 45% or 450 Points

Grading Policies:

Unless you notify me in advance and have a documented reason for why you cannot complete an assignment in a timely manner and with the exception of factors listed at the UF link below, late submissions on homework, exams, and quizzes will not be accepted. To see exceptions to the rule stated above, please see requirements for class attendance and make-up exams, assignments, and other work in at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Final Course Grades:

A represents outstanding distinction and excellence = 90-100% or 90-1000 Points

B signifies levels of solid accomplishment and goodness = 80- 89% or 800-890 Points

C signifies average- simple, common, adequate but ordinary = 70-79% or 700-790 Points

D results from achievements that are less than standard and/or mediocre- just passable = 60-69% or 600-690 Points

E is failure = less than 59% or 590 Points or fewer

UF Policies:

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.

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

The Honor Pledge:

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

**NETIQUETTE: COMMUNICATION COURTESY:

All members of the class are expected to follow rules of common courtesy in all email messages and discussions. <http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

Getting Help:

For issues with technical difficulties for E-learning in Connect, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Semester Calendar:

Each week will consist of a lecture, reading assignment, homework application assignment and quiz based on the assigned material. Weeks later in the semester might feature more than one chapter. For those weeks, both chapters will be included on the homework and quiz assignments. Each homework and quiz assignment will be open for several days to allow time for completion. It is suggested that students first watch the lecture and read the assigned chapter. Upon completion of the material overview, students will then apply their knowledge to application homework assignments. To finish the week, students will complete a chapter quiz to test their retention of the concepts.

Due Dates:

Chapter quizzes and homework assignments will be due by 11:59 p.m. on Sundays of the week assigned unless otherwise noted in Canvas.

There will be a midterm exam and a final during the semester in addition to the weekly assignments. The midterm will be during the eighth week and the final will be during the sixteenth week. The exams will be open for several days to allow students to complete the exam on a day that works best for their schedules. The chapters included on the exams are listed in the course schedule below. Both exams will be completed using the McGraw Hill Connect platform accessible through Canvas. The exams are not proctored.

Homework: Open Monday-Sunday, Due Sunday by 11:59 p.m.

Quizzes: Open Monday-Sunday, Due Sunday by 11:59 p.m.

Exams: Open Monday-Sunday, Due Sunday by 11:59 p.m.

Weekly Schedule:

Week 1 (8/22-8/26) Chapter 1	HW 1 + Quiz 1 Due 8/29 @ 11:59 p.m. (special due to drop/add)
Week 2 (8/27-9/2) Chapter 2	HW 2 + Quiz 2 Due 9/2 @ 11:59 p.m.
Week 3 (9/3-9/9) Chapter 3	HW 3 + Quiz 3 Due 9/9 @ 11:59 p.m.
Week 4 (9/10-9/16) Chapter 4	HW 4 + Quiz 4 Due 9/16 @ 11:59 p.m.
Week 5 (9/17-9/23) Chapter 5	HW 5 + Quiz 5 Due 9/23 @ 11:59 p.m.
Week 6 (9/24-9/30) Chapter 6	HW 6 + Quiz 6 Due 9/30 @ 11:59 p.m.
Week 7 (10/1-10/7) Chapter 7	HW 7 + Quiz 7 Due 10/7 @ 11:59 p.m.

MIDTERM - WEEK 8 DUE 10/14 @ 11:59 p.m. (Covers Chapters 1-7)

Week 8 (10/8-10/14) Chapter 8	HW 8 + Quiz 8 Due 10/14 @ 11:59 p.m.
Week 9 (10/15-10/21) Chapter 9	HW 9 + Quiz 9 Due 10/21 @ 11:59 p.m.
Week 10 (10/22-10/28) Ch. 10	HW 10 + Quiz 10 Due 10/28 @ 11:59 p.m.
Week 11 (10/29-11/4)	HW 11 + Quiz 11 Due 11/4 @ 11:59 p.m.
Week 12 (11/5-11/11)	HW 12 + Quiz 12 Due 11/11 @ 11:59 p.m.
Week 13 (11/12-11/18) Chapters 13-14	HW 13 (due 11/18) + Quiz 13-14 Due 11/18 @ 11:59 p.m.
Week 14 (11/19-11/25) Chapters 17-18	HW 14 (due 11/25) + Quiz 17-18 Due 11/25 @ 11:59 p.m.
Weeks 15-16 (11/26-12/2) Chapters 15-16	HW 15 + Quiz 15 Due 12/2 @ 11:59 p.m.

FINAL EXAM- WEEK 16 DUE 12/9 @ 11:59 p.m. (Covers Chapters 8-18)

*This is the expected schedule for the semester. Due dates may change with advanced notice. Schedule changes will be communicated via Canvas announcement or email.