

# ADV 3001 Advertising Strategy Spring 2019



**Instructor:** Summer Shelton

Please feel free to call me Professor Shelton, Summer, Miss Shelton; whatever makes you feel most comfortable! I'll be your instructor for this course and am excited to help you develop your understanding of advertising strategy and develop a plans book that often becomes an important part of your portfolio as you search for jobs.

I am in the final semesters of my Doctoral program here at UF and received my Master's in Integrated Marketing Communications from Florida State University, and my Bachelor's in Advertising and Public Relations from Marietta College. I'm very much looking forward to working with you this semester and furthering your studies in advertising!

## **Meeting Time**

M - 6:15PM-7:05PM  
W - 5:10PM-7:05PM

## **Classroom**

Weimer 2050

## **Office**

Weimer 2019

## **Office Hours**

M - 3:00PM-5:00PM  
W - 2:00PM-4:00PM

I'm also very open to setting up meetings upon request/online meetings (Skype, GoogleChat, etc.). Just shoot me an e-mail!

## **Contact Information**

**E-mail:** [sumshelt@ufl.edu](mailto:sumshelt@ufl.edu)

**Phone:** (850) 321-8388

**Skype:** [sumshelt14@gmail.com](https://www.skype.com/people/sumshelt14@gmail.com)

**LinkedIn:** Summer Shelton

# COURSE DESCRIPTION

The advertising strategy course provides an overview of the strategic planning process that is required to develop a successful strategic, persuasive communication plan such as an advertising, integrated marketing communications, or social marketing campaign. Case studies and projects teach the skills needed to address a variety of communications management issues and engage audiences in diverse marketplaces. Prerequisites for this course include a minimum grade of C in MAR 3023 and ADV 3008. However, please check with academic advising in the PATH office to ensure you meet the prerequisites for this course.

# GOALS

The goal of this course is to provide students with the fundamental skills needed to devise and present a complete marketing communications plan. The student learning outcomes for the course will be introduced and/or reinforced through regular opportunities that reinforce skills in critical thinking, problem-solving, oral and written communication, and peer collaboration.

Skills emphasized during this course include:

- ❖ The application of reading/articulating written and verbal information about marketing and advertising situations
- ❖ The ability to employ decision-making skills (i.e., evaluate, justify, and defend) in the analysis and evaluation of strategic alternatives
- ❖ Written and verbal communication skills necessary to brief strategic planning partners (e.g., client, agency team, promotions specialists) about planning decisions.

I also want you to enter the course with your own professional goals, even if that means a goal of making connections to get a job after graduation or land an internship!

# REQUIREMENTS

A minimum grade of C in ADV 3008, MMC 2100, and MAR 3023 are required prerequisites for this course.

# REQUIRED TEXT

1. Strategic Thinking for Advertising Creatives by Alice Kavounas Taylor, (copyright 2013)
2. Advertising Campaign Strategy: A Guide to Marketing Communication Plans (5th ed.) by Donald E Parente and Kirsten L. Strausbaugh-Hutchinson, (copyright 2014).

\*\*\*I'm OK with any edition of either of these; whatever is the cheapest you can find!

# GRADE COMPONENTS

Attendance & Participation	<b>15</b>
Syllabus Quiz & 3 Canvas Quizzes	4 x 10pts. each = <b>40</b>
Careers in Strategy Assignment	<b>15</b>
Group research platform mini presentation	<b>20</b>
2 Exams	2 x 30pts. each = <b>60</b>
Final Project - Part 1	<b>20</b>
Final Project - Part 2	<b>30</b>
Final Project - Hard-copy plans book	<b>50</b>
Final project - Presentation	<b>50</b>
<b>Total</b>	<b>300</b>

# GRADING

Letter grades for this course will be based on the total points accumulated over the term. Final grades are calculated based on the student's accumulated points relative to the base of points offered during the semester (300). Students who earn a C or better will fulfill pass requirement for ADV 3001. I always round up for anything above .5 and down for anything below. For example, an 89.5% would round up to a 90% (A-) but an 89.4% would round down to an 89% which is a B+.

## **Grading Scale**

The following grading scale recognized by UF will be used for this course:

<b>Grade</b>	<b>Scale</b>	<b>Grade</b>	<b>Scale</b>
A	94-100%	C	73-76%
A-	90-93%	C-	70-72%
B+	87-89%	D+	67-69%
B	83-86%	D	63-66%
B-	80-82%	D-	60-62%
C+	77-79%	E	< 60%

# COMMUNICATION

I am very reachable by email. You can typically expect an email back from me within a few hours, unless it's a particularly busy day. If you have not heard back from me within 24 hours, please send your email again or attempt sending it through Canvas. If you have an emergency, please feel free to call me at (850)321-8388. I will make announcements meant for the class through Canvas announcements from time-to-time so please make sure you are checking these.

# ASSIGNMENTS

## Assigned readings

We use 2 textbooks in this course. One is much more practitioner focused; the book you will likely (and should!) keep as you move on to work in an agency. The other is more theoretical and provides rationale for why we do what we do and provides rationale behind the strategic decisions we make. Both are great and I hope that you will commit a bit of time each week to keep up with the readings. I know that often times reading for a course may fall to the wayside in favor of physical assignments that you turn in. **I would like you to come to class as prepared as possible so, our classroom allowing, I will plan to be in our classroom each day we meet (Mondays & Wednesdays) 30 minutes before the class begins and will commit this as a time for you to come if you are able and read the materials for that week.** This will provide us with a much deeper discussion and will help you feel more prepared for this discussion. **Mondays I will plan to be in our classroom 5:30-5:45 until class begins and on Wednesdays from 4:30PM until class begins (again, as long as there is no class before ours).** Use this time to read and ask me questions or as a time to catch up on advertising news from the week. This reading time is completely optional and will not affect your participation or other grades in any way.

## Participation/Attendance

**2 absences are allowed; no questions asked.** If you're using one of these days, no need to email me and let me know, unless you are doing so to set-up a meeting with me about what you've missed. Above these 2 absences, please let me know what's going on if you need to miss for any reason. I will take attendance randomly throughout the semester - typically once a week - but it is really on you to be in attendance when you need to be. Also, during the end of the semester, your team will be depending on you to be there and your absence will be noticed.

## Presentations

Advertising is all about presentations. In an agency setting, you may be giving presentations multiple times a week (depending on your position). In this class you will be asked to present with a small group on a research platform (more info provided in-class) and with your final project team. I will provide a rubric for this presentation later in the semester and your classmates will also evaluate your presentation. Later in the semester I will also provide a presentation on presenting do's and don'ts to spell out my presentation expectations for you.

## **Quizzes**

We will have the syllabus quiz along 3 other quizzes that will be completed through our Canvas shell. They will be open for a period of time (typically 72 hours - except our quiz before spring break which is open for a shorter time). You are able to take the quiz at any time that is convenient for you within the window. These quizzes typically will open on Wednesday mornings but please check our course schedule for specific quiz info. Some of these quizzes will be based on a case that I provide you with and all questions will be multiple choice or true/false. These will be timed for 30 minutes each.

## **Exams**

We will have 2 exams in this course which will be completed during our short period class (Mondays) on the dates provided in the course schedule. These will be similar to the quizzes in that they will be based on a case that I will provide to you at least a class period before the exam to allow you time to become familiar with the business case. The exams will be a combination of multiple choice, true/false, and some short answer.

## **Project components & Final Project**

For your final project in this course you will complete a strategy plansbook for a brand that I will reveal later in the semester. You will be paired with 4-5 classmates and will complete an executive summary, a problem statement, a situation analysis, a problems and opportunities analysis and opportunity recommendation, marketing objectives and strategies, a target market profile, product positioning statements, communication objectives and a communication strategy, a media strategy, IMC tactic recommendations, measurement and evaluation plans, and the creative brief. I know..it sounds like a lot right now, but, throughout the semester, you will turn in pieces of the project to me, per our course schedule so the project seems less daunting. At the end of the semester, you will turn in a completed, physical, bound copy of your team's plansbook as well as give a summative team presentation of your findings and recommendations. This plansbook will be a great portfolio piece for you and students who take this seriously and put their heart and time into it typically have a wonderful piece of work to take into a job interview that employers are happy to see.

# COURSE SCHEDULE

## WEEK 1 - January 7-13

- **Monday, January 7th**
  - **Topic:** Introductions, syllabus review
  - **Assigned:**
    - Syllabus quiz - Due 1/14
    - Strategist job assignment - Due 1/14
    - Reading assignment - Kavounas Taylor Introduction pg. 7-23
- **Wednesday, January 9th**
  - **Topic:** Defining Advertising Strategy - What is strategy? What do strategists do?
  - **Assigned:**
    - Syllabus quiz - Due 1/14
    - Strategist job assignment - Due 1/14
    - Reading assignment - Kavounas Taylor Introduction pg. 7-23
  - **Due:** Syllabus Quiz & Strategist job assignment **Sunday, January 13th 11:59PM**

## WEEK 2 - January 14-20

- **Monday, January 14th**
  - **Topic:** Understanding & Identifying Business Problems
  - **In-class:** lecture; discuss Strategist job assignment; case for Wednesday
  - **Assigned:**
    - Case for Wednesday discussion - read 2 times through and identify core business problem
    - Reading assignment - Kavounas Taylor Chapter 1
- **Wednesday, January 16th**
  - **Topic:** Understanding & Identifying Business Problems continued
  - **In-class:** lecture; Case Study Discussion - small groups & as class
  - **Assigned:**
    - Reading assignment - Parente Chapters 2 & 3; Kavounas Taylor Chapter 2

## WEEK 3 - January 21-27

- **Monday, January 21st** - No class - University holiday
- **Wednesday, January 23rd**
  - **Topic:** The situation analysis & using secondary resources to inform the situation analysis.

- **In-class:** lecture; teams divided for mini group project
- **Assigned:**
  - Research platform mini group presentation
  - Reading assignment - Kavounas Taylor Chapter 3; Parente Chp. 7

#### WEEK 4 - January 28-February 3

- **Monday, January 28th**
  - **Topic:** Using secondary sources continued & understanding MRI tables
  - **In-class:** lecture; MRI tables exercise
  - **Assigned:**
    - Research platform mini group presentations on Wednesday
    - Case for discussion on Wednesday
    - Quiz 1 opens in Canvas on Wednesday - Due 2/3
- **Wednesday, January 30th**
  - **In-class:** Research platform mini group presentations; Case discussion-breaking up facts of case into various sections of situation analysis
  - **Assigned:**
    - Reading assignment - Parente Chapter 4
    - Quiz 1
  - **Due:** Quiz 1 opens Wednesday, 1/30 9:00AM; **Due Sunday, Feb. 3 at 11:59PM**

#### WEEK 5 - February 4-10

- **Monday, February 4th**
  - **Topic:** SWOT Analysis - Problems & Opportunities
  - **In-class:** lecture
  - **Assigned:**
    - Case(s) for Wednesday discussion
    - Exam 1 case provided - **Exam 2/11**
- **Wednesday, February 6th**
  - **In-class:** Review quiz 1; Case discussion - SWOTs; Pulse check quiz in class (not for credit) on business problems, situation analysis, and secondary resources
  - **Assigned:**
    - **Exam 1 on Monday, February 11th**

#### WEEK 6 - February 11-17

- **Monday, February 11th** - Exam 1 (covering everything from beginning to SWOTs)



- **Wednesday, February 13th**
  - **Topic:** Objectives- from opportunities to objectives & the art of strategic planning
  - **In-class:** lecture
  - **Assigned:**
    - Reading assignment - Kavounas Taylor Chapter 5

### WEEK 7 - February 18-24

- **Monday, February 18th**
  - **In-class:** Review Exam 1; announcement of final project; select teams for final project
  - **Assigned:**
    - Case for Wednesday
    - Part 1 of final project assigned - **Due March 11th**
- **Wednesday, February 20th**
  - **Topic:** Product life cycle
  - **In-class:** lecture; case discussion
  - **Assigned:**
    - Reading Assignment - Parente Chapters 6 & 8 (to be read over the next 2 weeks)

### WEEK 8 - February 25-March 1

- **Monday, February 25th**
  - **Topic:** Marketing Strategy Considerations & writing strong target market profiles
  - **In-class:** lecture
  - **Assigned:**
    - Case provided for quiz 2
    - Reading assignment - Parente Chapters 6 & 8
- **Wednesday, February 27th**
  - **Topic:** Product positioning & positioning statements
  - **In-class:** lecture; Product/brand attributes/benefits exercise
  - **Assigned:**
    - Quiz 2 opens Wed. 2/27 at 9:00AM
  - **Due: Quiz 2 Due - Friday, March 1, 11:59PM (note that this is earlier than usual due to the break)**

### WEEK 9 - March 2-10

- **SPRING BREAK!**

## WEEK 10 - March 11-17

- **Monday, March 11th**
  - **Topic:** Writing brand proposition statements
  - **In-class:** lecture; proposition statement worksheet
  - **Assigned:** None
  - **Due:** Final Project Part I - **due Monday, March 11th at 11:59PM**
- **Wednesday, March 13th**
  - **In-class:** Review elements of Final Project Part 2; Brand proposition statement exercise; target market selection for final project
  - **Assigned:**
    - Reading assignment - Kavounas Taylor Chapters 9 & 10
    - Final project - **Part 2 Due Wednesday, April 3rd**

## WEEK 11 - March 18-24

- **Monday, March 18th**
  - **Topic:** Reviewing elements of positioning statements; consumer behavior and evoking desired response
  - **In-class:** lecture; time allowing, final project part 1 review
  - **Assigned:** Case provided for quiz 3
- **Wednesday, March 20th**
  - **Topic:** desired consumer response continued; value-based payoff; sound communication strategy
  - **In-class:** lecture; convince-that-because exercise
  - **Assigned:**
    - Quiz 3 opens - Wednesday, 3/20 at 9:00AM
  - **Due:** Quiz 3 - **Sunday, March 24th at 11:59PM**

## WEEK 12 - March 25-31

- **Monday, March 25th**
  - **Topic:** Reviewing communication strategies; Learn-feel-do
  - **In-class:** Review quiz 3; lecture
  - **Assigned:**
    - Reading assignment - Parente Chp. 9
- **Wednesday, March 27th**
  - No formal class meeting - Group work/meetings - Final project Part II due next Wednesday

## WEEK 13 - April 1-7

- **Monday, April 1st**
  - **Topic:** Media Strategies - the strategic use of media in message delivery
  - **In-class:** lecture
  - **Assigned:**
    - Case for Exam 2
    - Exam 2 - Monday, April 8th
- **Wednesday, April 3rd**
  - **Topic:** IMC Tactics
  - **In-class:** lecture; rubric for final part of project/presentations provided
  - **Due** - Final Project Part 2, 11:59PM

## WEEK 14 - April 8-14

- **Monday, April 8th**
  - **In-class:** Exam 2
- **Wednesday, April 10th**
  - **Topic:** Measurement & Evaluation; Presentation do's and don'ts
  - **Assigned:**
    - Reading assignment - Parente Chp. 11

## WEEK 15 - April 15-21

- **Monday, April 15th**
  - **Topic:** Writing the creative brief
  - **In-class:** Review of Exam 2; lecture
- **Wednesday, April 17th**
  - No formal class meeting - Team work day for final project/presentation

## WEEK 16 - April 22-24

- **Monday, April 22nd**
  - **In-class:** 3 final group plansbook presentations
  - **Due:** Teams 1-3 final group plans book presentations & physical plansbooks due to me
- **Wednesday, April 24th**
  - **In-class:** 3 final group plansbook presentations
  - **Due:** Teams 4-6 final group plans book presentations & physical plansbooks due to me

# UNIVERSITY POLICIES

## **Make-up work/exams**

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

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

## **Late work/submissions**

Being late makes me extremely nervous. And things being late also makes me very nervous. Please try your best to submit assignments on time. Agencies and agency clients have very strict deadlines that must be adhered to. We're sticking with that adherence in our class. Late submissions will result in point penalties on the respective assignments, unless you have spoken with me about the reason for your late work.

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

Beyond this, if there are any ways that I can make course content more accessible to you (larger font on my slides, subtitled videos, seating in the classroom, etc.), please let me know and we can work together to accommodate your needs.

## **Online evaluation of the course**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations 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/results/>

## Academic Honor Code

The University of Florida holds its students to the highest standards, and we encourage students to read the University of Florida Student Honor Code and Student Conduct Code (Regulation 4.040), so they are aware of our standards. Any violation of the Student Honor Code will result in a referral the Student Conduct and Conflict Resolution and may result in academic sanctions and further student conduct action. The two greatest threats to the academic integrity of the University of Florida are cheating and plagiarism. Students should be aware of their faculty's policy on collaboration, should understand how to properly cite sources, and should not give nor receive an improper academic advantage in any manner through any medium.

### 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 Student 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."*

## Campus Resources

### ● Health and Wellness

- **U Matter, We Care:** If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392- 1575 so that a team member can reach out to the student.
- **Counseling and Wellness Center:** <https://counseling.ufl.edu/>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- **Sexual Assault Recovery Services (SARS)** Student Health Care Center, 392-1161.
- **University Police Department**, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

- **Academic Resources**

- **E-learning technical support**, 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu).  
<https://lss.at.ufl.edu/help.shtml>
- **Career Connections Center**, Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- **Library Support**, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.
- **Teaching Center**, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- **Writing Studio**, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- **Student Complaints On-Campus:**  
<https://sccr.dso.ufl.edu/policies/student-honorcode-student-conduct-code/>
- **Online Student Complaints:**  
<http://distance.ufl.edu/student-complaint-process/>