

**ADV 3008**  
**\*\*PRINCIPLES OF ADVERTISING\*\***  
**SPRING 2019**

**Professor:** Kasey Windels, Ph.D.

**Class Time/Location:** Tuesdays from 9:35-10:25; Thursdays from 9:35-11:30/ Weimer 1064

**Office:** 3059 Weimer Hall

**Office Hours:** Monday 11:00-12:00; Tuesday 10:30-11:30 / Weimer 3059

**Email:** [kwindels@ufl.edu](mailto:kwindels@ufl.edu)

**Office Phone:** 352-294-1398

**Course TA:** Bhakti Bhakti, [bhakti.bhakti@ufl.edu](mailto:bhakti.bhakti@ufl.edu), office in Weimer G035

Bhakti will hold office hours the week before each exam (for content questions) and the week after exam scores are available (so you can review your exam, if desired). The office hours will likely be held from 1:30-4:30 on Fridays. I will post exact times and dates on Canvas as they approach.

**Course Website:** Relevant course info will be posted on Canvas.

## **COURSE DESCRIPTION**

This course addresses the foundations of 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.

## **COURSE 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.

## REQUIRED MATERIALS

- Arens & Weigold, 15e (2017). *Contemporary Advertising and IMC*. Burr Ridge, IL: McGrawHill/Irwin.
  - Purchase the text and homework (Connect Plus) in our Canvas shell. When you enter the course, scroll down and look for McGraw Hill Connect.
  - 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 assignments.

## ASSIGNMENTS

- **Exams:** You will have three exams throughout the semester, each with 50 multiple choice and true-false questions.
- **LearnSmart:** You will complete LearnSmart assignments for each chapter through the McGraw Hill Connect system, which previews important parts of the textbook and allows you to quiz yourself on important information. The LearnSmart system scores you based on your progress in the chapter. I have assigned it to ask about 10-18 questions per chapter, which should take 10-15 minutes. Research suggests that previewing chapter materials and testing yourself on knowledge retention are two of the most effective ways to master materials. All of the assignments are open as we start covering that section of the course (so after Exam 1, all of the assignments covering Exam 2 will be available), and each assignment is due at 11:00 p.m. on the due date. You can work ahead when the assignments are available. I will drop your two lowest LearnSmart grades; beyond that, missing LearnSmart assignments cannot be made up.
- **Assignments:** You will have two assignments to complete and turn in via Canvas. Each assignment will consist of a written exercise that allows you to learn more about the advertising industry or apply the skills you have learned through the course material. We will discuss the details for each assignment in class and make the assignments available on Canvas. All assignments are **due at the beginning of class on the due date**. A deduction of **10% off the assigned grade** is applied to any late submission turned in within the first 24 hours (for example, from the time that assignments are collected on Tuesday until the same time on Wednesday). Assignments submitted within the second 24 hours will result in a deduction of **20% off** the assigned grade. After that (a total of 48 hours), the grade is a 0% (much worse than an "F").
- **Extra Credit:** While we will not take attendance in the course, there may be certain days in which Dr. Windels provides an activity-based extra credit opportunity for students who are in class that day.

## GRADING

- 3 Exams (23.33% each) 70%
- 15 LearnSmart (1% each) 15% (17 LearnSmart, with two lowest scores dropped)
- 2 Assignments (7.5% each) 15%

## GRADING SCALE

	93.00 and above = A	90.00 – 92.99 = A-
87.00 – 89.99 = B+	83.00 – 86.99 = B	80.00 – 82.99 = B-
77.00 – 79.99 = C+	73.00 – 76.99 = C	70.00 – 72.99 = C-
67.00 – 69.99 = D+	63.00 – 66.99 = D	60.00 – 62.99 = D-
59.99 and below = E		

## POLICIES & PROCEDURES

- **E-mail Policy:** Please send all emails both to Dr. Windels at [kwindels@ufl.edu](mailto:kwindels@ufl.edu) and to our TA Bhakti at [bhakti.bhakti@ufl.edu](mailto:bhakti.bhakti@ufl.edu). Generally, one of us will reply within 24 hours of receiving it on the weekdays or by Monday if we receive it on the weekend. Please include the class name in the subject of the email. If you need to discuss something in length, come see me during office hours or we can schedule an alternative time.
- **Problems with McGraw Hill Connect:** If you have problems with your McGraw Hill Connect account, please contact them first to see if they can help you resolve the problem. They are the experts in their software. If they cannot resolve the problem, please email Bhakti at [bhakti.bhakti@ufl.edu](mailto:bhakti.bhakti@ufl.edu), and forward your ticket from McGraw Hill so that she can try to help you.
- **Course Preparedness:** To maximize your learning, come to class and participate in class discussions. Further, complete readings before the class in which they are discussed. Finally, check email and Canvas frequently for the latest class information and updates.
- **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. 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 ([kwindels@ufl.edu](mailto:kwindels@ufl.edu)) or call the Advertising Department (352-392-4046).
- **Respect for Others' Ideas:** Appropriate and professional classroom conduct is expected at all times. Respect and common courtesy toward your classmates and your professor are required. Effective communication relies on the ability to recognize and embrace diversity in all its forms, including viewpoints. Be respectful of the diverse range of opinions of everyone in the class, and help make this an inclusive environment. See the CJC diversity statement for more

information: <https://www.jou.ufl.edu/home/about/diversity-statement/>.

- **Honor Code:** Please review the UF Student Honor Code and Student Conduct Code, which can be found at: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>. Any violation of the codes will be reported to the proper University administrators and may result in other sanctions.
- **Technology/Paying Attention:** I prefer that you take hand-written notes in class and keep your laptops closed to avoid distraction. Research shows that we learn and remember more from handwriting our notes. Also, when we're distracted rather than engaged, we can't learn effectively. No text messaging/Facebooking/web surfing during class. If you do this you will be asked to stop. If you continue, you will be asked to leave.
- **Grade Challenges:** Grades will not be discussed via email, the telephone or in class. If you disagree with a grade given on any assignment, you must appeal the grade in person during my office hours or in an appointment with me. In this appeal, you must clearly state the problem and give a clear, concise explanation as to why you feel the grade is inaccurate. You must appeal assigned grades within two weeks of your receiving that particular grade. After two weeks, all grades are final.
- **Students with Disabilities:** Students with disabilities can receive accommodations. The first step is to contact the Disability Resource Center (352-329-8565; [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)). Once you receive your accommodation letter, provide a copy to the professor as early as possible in the semester.
- **Course Evaluations:** Students in this class are participating in a new course evaluation system that is designed to be more informative to instructors and is integrated into Canvas. Note that your other courses may still use the current GatorRater system at <https://evaluations.ufl.edu>.
- **Counseling and Wellness Center:** Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.
- **Tentative Nature of the Syllabus:** I reserve the right to change and/or add readings throughout the semester. Furthermore, I reserve the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events. If changes in the schedule are necessary, students will be held responsible for such changes, which will be announced in class ahead of time.

**ADV 3008****TENTATIVE COURSE SCHEDULE**

<b>Date</b>	<b>Topic</b>	<b>Reading</b>	<b>Assignment</b>
1/8	Introduction to Class & Syllabus		
1/10	Advertising and IMC Today	Ch. 1	
1/15	The Evolution of Advertising and IMC	Ch. 2	LearnSmart Ch. 1 Due
1/17	Evolution of Adv. and IMC Economic and Regulatory Aspects	Ch. 2 Ch. 3	LearnSmart Ch. 2 Due
1/22	Economic and Regulatory Aspects	Ch. 3	LearnSmart Ch. 3 Due
1/24	Scope: From Local to Global	Ch. 4	LearnSmart Ch. 4 Due
1/29	Scope: From Local to Global	Ch. 4	
1/31	Marketing and Consumer Behavior	Ch. 5	<b>Assignment 1 Due</b>
2/5	Marketing and Consumer Behavior	Ch. 5	LearnSmart Ch. 5 Due
2/7	Market Segmentation and Marketing Mix	Ch. 6	LearnSmart Ch. 6 Due
2/12	Market Segmentation and Marketing Mix	Ch. 6	
2/14	<b>Exam 1: Ch. 1-6</b>		<b>Exam 1 (in class)</b>
2/19	Research: Gathering Info	Ch. 7	
2/21	Research: Gathering Info Marketing and IMC Planning	Ch. 7 Ch. 8	LearnSmart Ch. 7 Due
2/26	Marketing and IMC Planning	Ch. 8	LearnSmart Ch. 8 Due
2/28	Planning Media Strategy	Ch. 9	LearnSmart Ch. 9 Due
3/5	<b>Spring Break</b>		
3/7	<b>Spring Break</b>		
3/12	Using Print Media	Ch. 13	LearnSmart Ch. 13 Due
3/14	Using Print Media Using Electronic Media	Ch. 13 Ch. 14	<b>Assignment 2 Due</b>
3/19	Using Electronic Media	Ch. 14	LearnSmart Ch. 14 Due
3/21	<b>Exam 2: Ch. 7-9, 13-14</b>		<b>Exam 2 (in class)</b>
3/26	Using Digital Interactive Media	Ch. 15	LearnSmart Ch. 15 Due
3/28	No Class: Dr. Windels at a Conference (work ahead on LearnSmart)		LearnSmart Ch. 16 Due LearnSmart Ch. 17 Due
4/2	Social Media	Ch. 16	
4/4	Out-of-Home, Exhibitive Media Relationship Building, Direct Marketing	Ch. 17 Ch. 18	LearnSmart Ch. 18 Due

4/9	Creative Strategy and Creative Process	Ch. 10	
4/11	Creative Strategy and Creative Process Creative Execution: Art and Copy	Ch. 10 Ch. 11	LearnSmart Ch. 10 Due
4/16	Creative Execution: Art and Copy	Ch. 11	LearnSmart Ch. 11 Due
4/18	<b>Exam 3: Ch. 15-18, 10-11</b>		<b>Exam 3 (in class)</b>