Instructor: Dan Windels  
Class Time: Online (see weekly course schedule)  
Email: dwindels@ufl.edu  
Office: Weimer Hall 1013 (Next to The Agency)  
Office Hours: Mon. & Thurs. 10:00 am – 12:00 pm (or by appointment)  
Phone: 352-273-3066

Course Communication:

Please email me using the subject line “ADV3008” with any questions about assignments, class content, or to talk advertising. Having worked at ad agencies in Austin, Chicago, and Baton Rouge I love everything advertising, so please feel free to reach out. Please include as much information as possible in your email so I can provide you with an accurate response. Contacting me through Canvas email is the most efficient way to communicate. I will make every effort to respond to your email within 36 hours of you sending it.

Course Description:

In 2018, global advertisers will spend an estimated $589.5 billion dollars on paid advertising. The United States alone will account for $216.9 billion. Why do advertisers spend this much money, what is the purpose, and what are the effects? Those are some of the issues this course will deal with.

Principles of Advertising provides an overview of the concepts, strategies, and tactics of modern advertising. This course will explore the role of advertising in society, culture, and economics, as well as the industry and its key organizations. We will introduce specific practices used to develop, place, and evaluate both traditional and digital ads.

Online lectures, videos, and discussion boards throughout the quarter will help facilitate this process. Your participation and engagement with these online tools will help make this a rewarding experience.

Required Text:

Arens & Weigold, 15e (2017). Contemporary Advertising and IMC. Burr Ridge, IL: McGrawHill/Irwin and McGrawHill. This 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: http://createwp.customer.mheducation.com/wordpress-mu/success-academy/students-registering-for-connect-from-can-%20vas/?tab=connect100&tutorial=true&button_title=Linking+to+your+LMS

You can 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.
Please note that 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 Objectives:

- Understand the role of advertising in society, culture, and economics, as well as the industry and its key organizations
- Develop a foundational understanding of consumer research and planning, and role that strategy plays in developing relevant messages and successful advertising.
- Develop the critical thinking skills necessary to interpret, evaluate, and critique advertising messages in marketplace.
- Understand how effective creative advertising messages are brought to life.
- Understand the foundations of media planning and buying and its role in the advertising process.

Class Demeanor:

Success is this class requires 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:

- Canvas - contact the UF Help Desk, available 24-7, at http://helpdesk.ufl.edu
- McGraw Hill Connect or your text contact the CXG Support Center at: https://mhedu.force.com/CXG/s/

Student Responsibilities

- Follow along with the course modules.
- Complete all assigned reading, watch online lectures, and take assigned quizzes/exams by published deadline.
- Participate in online discussion boards.
- Be respectful to the diverse range of opinions of everyone in the class during online discussions.
- Check Canvas frequently for latest class information and updates.
- Complete all assigned work by the due date listed in Canvas.
- Any disagreements with grades must be submitted in writing within 10 days of when the grade is posted.

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

Course Website:

All course communication, announcements, assignments, and grades will be posted on Canvas. Please confirm that you have a valid and correct email address connected to your Canvas account. It is your responsibility to check Canvas regularly.

- Canvas - https://elearning.ufl.edu
- UF Help Desk, available 24-7 - http://helpdesk.ufl.edu
University Policy on Accommodating Students with Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office at https://drc.dso.ufl.edu.

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 during 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 https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

UF Plagiarism Policy

Plagiarism Definition - A student shall not represent as the student’s own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.


My Role:

The online section of ADV3008 was originally developed by Dr. Weigold and will be taught by Dan Windels. Please contact Professor Windels if you have any questions, comments, or concerns about the course or any assignments. dwindels@ufl.edu

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.
**Grading & Make Up Policy:**

We will follow UF Attendance Policies as it pertains to completing all assigned work, quizzes, and exams. Unless you notify me in advance and have a documented reason for why you cannot complete an assigned element of this class in a timely manner it will not be accepted.

Under circumstances where the student misses a quiz or exam due to unanticipated reasons, students will have 3 business days (i.e., 72 weekday hours) to inform the instructor and to negotiate a make-up opportunity. In either case, valid documentation supporting the reason for the absence is required.

You can access the UF Attendance Policy at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

**Grade Components:**

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

**Please note that 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

**Final Course Grading Scale:**

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>95-100%</td>
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<tr>
<td>A-</td>
<td>90-94%</td>
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<tr>
<td>B+</td>
<td>87-89%</td>
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<tr>
<td>B</td>
<td>84-86%</td>
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<td>B-</td>
<td>80-83%</td>
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<td>C</td>
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<td>C-</td>
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<td>D+</td>
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<td>D</td>
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<td>D-</td>
<td>60-63%</td>
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<td>E</td>
<td>Below 60%</td>
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**Please note that all final grades will be rounded up or down to the nearest whole number. For example, if you receive a 94.45% or above it will be rounded up to a 95%. If you receive a 94.44% it will be rounded down to a 94%.**

**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-Thursday, Due Thursday by 11:59 p.m.

Weekly Course Schedule:

- Week 1 (1/7-1/13) Chapter (Ch.) 1, HW 1 + Quiz 1 Due 1/13 @ 11:59 p.m.
- Week 2 (1/14-1/20) Ch. 2, HW 2 + Quiz 2 Due 1/20 @ 11:59 p.m.
- Week 3 (1/22-1/27) Ch. 3, HW 3 + Quiz 3 Due 1/27 @ 11:59 p.m.
- Week 4 (1/28-2/3) Ch. 4, HW 4 + Quiz 4 Due 2/3 @ 11:59 p.m.
- Week 5 (2/4-2/10) Ch. 5, HW 5 + Quiz 5 Due 2/10 @ 11:59 p.m.
- Week 6 (2/11-2/17) Ch. 6, HW 6 + Quiz 6 Due 2/17 @ 11:59 p.m.
- Week 7 (2/18-2/24) Ch. 7, HW 7 + Quiz 7 Due 2/24 @ 11:59 p.m.

MIDTERM - WEEK 8 DUE 2/28 @ 11:59 p.m. (Covers Chapters 1-7)

- Week 8 (3/4-3/14) Ch. 8, HW 8 + Quiz 8 Due 3/13 @ 11:59 p.m.
- Week 9 (3/11-3/17) Ch. 9, HW 9 + Quiz 9 Due 3/17 @ 11:59 p.m.
- Week 10 (3/18-3/24) Ch. 10, HW 10 + Quiz 10 Due 3/24 @ 11:59 p.m.
- Week 11 (3/25-3/31), Ch. 11, HW 11 + Quiz 11 Due 3/31 @ 11:59 p.m.
- Week 12 (4/1-4/7), Ch. 12, HW 12 + Quiz 12 Due 4/7 @ 11:59 p.m.
- Week 13 (4/8-4/14), Ch. 13-14, HW 13 (due 4/14) + Quiz 13-14 Due 4/14 @ 11:59 p.m.
- Week 14 (4/15-4/21), Ch. 17-18, HW 14 (due 4/21) + Quiz 17-18 Due 4/21 @ 11:59 p.m.
- Weeks 15-16 (4/22-4/28), Ch. 15-16, HW 15 + Quiz 15 Due 4/28 @ 11:59 p.m.

FINAL EXAM- WEEK 16 DUE 5/2 @ 11:59 p.m. (Covers Chapters 8-18)

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