



ADV 3001
Advertising Strategy
Spring 2019 Section 0487
Department of Advertising
College of Journalism and Communications
Class Meeting: M-F, Period 3 (11 a.m. - 12:15 p.m.)
Room Weimer Hall 0202
Professor: Lawrence Clark, MBA
Email: larry.clark@jou.ufl.edu
(305) 450-1744
Office Hours: By appointment

Course Description

Advertising Strategy is an overview of the strategic planning process required to develop a successful advertising and/or integrated marketing communications (IMC) campaign. The overall goal of this course is to deepen and broaden understanding of brand integrated communication management by accomplishing the following:

- Presenting a wide range of interconnected, integrated communication management tools leading to decisions that are similar to those encountered in the professional world.
- Presenting the case method — a structured, field-tested approach to decision-making that is a practical and useful method for addressing a variety of communications management issues.
- Utilizing individual assignments to demonstrate individual writing skills and communication problem-solving abilities.
- Utilizing the team case analysis and class presentation to closely approximate the work environment of a management position on the client side or from within an agency.
- To accomplish these objectives, this course requires you to:
- Think in a precise, structured manner and follow a structured decision-making process.
- Assess problems and opportunities, isolate key facts, rank priorities and align management issues.
- Make decisions and create action plans appropriate to the situation under consideration.
- Efficiently and persuasively write up and present analysis and sell recommendations.
- Justify and defend a proposed recommendation against criticism from colleagues.
- Learn independently and from each other to make up for areas not yet studied.

Textbook

Required: "Strategic Thinking for Advertising Creatives," Taylor, Alice Kavounas; Laurence King

Publishing, London, 2013; ISBN: 978-1-78067-273-1. Recommended: "Advertising Campaign Strategy: A Guide to Marketing Communication Plans," Parente, Donald E. and Strausbaugh-Hutchinson, Kirsten L. (Any recent edition).

Course Website

All announcements, assignments, and grades will be posted on Canvas (<https://lss.at.ufl.edu/>).

Be sure you have a valid email address connected with Canvas. It is your responsibility to check Canvas regularly.

Expectations

Students have a responsibility to actively participate and engage in the work presented in this course. Successful course completion is heavily contingent on the ability to work effectively in a small group setting. The bulk of class time will focus on discussion of readings and case presentations. Come prepared and ready to take an informed stand. A lively discussion among colleagues is the objective. Every student should be prepared to state and defend positions, as well as refute the position of others in a cogent manner. Ask questions. There are no wrong questions.

Evaluation

Your evaluation in ADV 3001 will be based on the following components:

1. Team final project: 40 points
2. Individual assignments and quizzes: 10 points
3. Two exams: 20 points each (40 total)
4. In-class participation/attendance: 10 points
5. **NO EXTRA CREDIT AVAILABLE!**

Total

100 points possible

Final letter grades will be assigned based on your final point total at the end of the semester.

Letter Grade	C+
100 Scale (100%)	76-79.9
A	C
92-100	72-75.9
A-	C-
90-91.9	70-71.9
B+	D+
87-89.9	66-69.9
B	D
82-86.9	60-65.9
B-	E Below 60
80-81.9	

Exams

There will be two exams during the regularly scheduled class period. Exams are designed to test cumulative knowledge of the main ideas covered in the text, lectures, student presentation materials, and in-class exercises up to the exam date specified on the syllabus. The general exam format consists of case analysis. NO make-up opportunities will be offered unless valid excuse is presented and approved in advance. Additionally, make-up exams will be allowed

only for the students with the appropriate documentation.

Quizzes

Occasional quizzes will generally consist of five short-answer questions based on the lecture and/or reading assigned for the class preceding classes in which the quiz is administered. NO quiz make-up opportunities will be given unless the absence is excused by the university.

Written Team Case Analysis and Presentations

In this course, you are on an “agency account team.” The grade is a team grade, meaning that each team member receives the same grade, as in the professional world. The grade is divided between the team case analysis grade and the team presentation grade. The presenting team must have all team members in attendance. Failure to make the presentation on the assigned date will result in zero credit with NO form of makeup possible.

Each presenting group should plan on talking for approximately 15 minutes, with an additional 10 minutes for questions from the class.

The presentation grade is based on professionalism, introduction, teamwork, delivery, visual aides, and how the Q&A is handled.

- Case paper format: Single-spaced (12 pt.), no more than 4 pages; follow the format covered in class.
- PowerPoint slides: Have your slides ready on the computer screen before class begins.

Team Final Project

Your agency team will develop the full integrated marketing communications (IMC) campaign plan and creative brief using the various types of persuasive communication techniques discussed in class (details will be given in class) and make final team presentations.

Peer Evaluation

Due with each team case and presentation is a Peer Evaluation:

While your team case presentation and paper grade is the same for all team members, your individual team project grade is subject to adjustments according to your average peer evaluation. **Your grade will be significantly lowered by a poor peer evaluation.** The team member evaluation is **due at the beginning of class the day of the presentation.** The rule regarding late assignments is applied to the team member evaluation. After the deadline, 10 percent of the project grade is deducted each day the team member evaluation is turned in late. If you have any problems with your group or a particular group member, you need to address and resolve it immediately. We respect your right to privacy, so you must print out the form, fill it out in private, and bring it to hand in on the day it is due in class.

General Course Policies

Absences

Because my teaching approach emphasizes student teacher interaction, attendance is critical to success. Each student is allowed two excused absences for the semester without penalty to the final attendance point total. Absences beyond TWO—for any reason—will result in a reduction of the course grade. Students are responsible for any information missed during an absence.

If you have a valid and unavoidable reason for missing class, you will need to provide me with proper documentation (e.g., a doctor's note or hospitalization record) for your absence on your first day back.

Excused absences include:

- Religious holidays (only the holiday).
- Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor's note or prescription). The Student Health Center will provide you a specific kind of note that indicates they think you should've missed class or will need to miss additional days
- University competitive events (that means athletes).
- Situations that are NOT considered excused absences include: social events, meetings, entertaining out-of-town guests, holiday/travel plans, weddings, etc.

Assignments

All assignments are to be typed. Team and individual assignments and are due by the beginning of class on the due date. If you have a conflict with the deadline, alert me and turn it in early. Do NOT turn in handwritten work, nor expect the professor to print your homework.

Late work policy:

Advertising is a deadline business. All due dates for assignments, once set, are final. If an assignment or activity is not received prior to the deadline, a grade of ZERO will be assigned unless PRIOR arrangements are approved by me. If prior arrangements are not possible due to the circumstances of the absence, an excused absence must be requested in writing and documentation provided for verification. If an excused absence is granted, late work may be accepted with penalties assessed for late submission.

Professional Courtesy

As a courtesy to your instructor and to your classmates, please make sure at the beginning of each class period that your cell phones are turned OFF. In-class laptop usage is restricted to taking notes about this particular class. Inappropriate use of a laptop—using the internet for reasons not related to this class—will NOT be accepted.

Policy on Scholastic Dishonesty

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Please read more information on academic dishonesty at <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to me when requesting accommodation. Students with disabilities should follow this

procedure as early as possible in the semester.

Religious Holy Days

By UF policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day must notify me of his or her pending absence prior to the date of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

Online Course Evaluation

Feedback is a gift. Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. Evaluations are typically open during the last 2-3 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>.

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 (cancellations or guest speakers). If changes in the schedule are necessary, students will be held responsible for such changes, which will be announced in class ahead of time.

Expect to take notes. Lectures will include material in excess of that provided by the required text. You will be tested on lecture material, as well as the text's content.

Tentative Course Schedule

Week 1

5/13 Introduction to course and each other; syllabus review, team selection. Introduction to AP style. Ethics. Homework: Read Introduction to the text. **Resume and expectations brief due**

Homework: emulate "Who Are You" for a Millennial adult in the United States. Follow the template on pages 22/23 exactly.

Introduction to integrated marketing communications. Homework: Write a creative brief, as outlined on pages 20/21 for a product or your choice. Read Chapter 1.

Writing and presentation strategies and workshop. There will be a class exercise. Homework: For your team project, what problem are you solving? Discuss in detail your reasons for your conclusion. Do not discuss with team.
Branding: what role does it play? Homework: complete exercise on page 47. Read Chapter 2.

Week 2

5/20 Team development of project. Homework: Focus on insight. Find three examples of ads you think exemplify good insight. Explain. Find three examples of ads you think FAIL to exemplify good insight. Explain.

Buyer behaviors. Homework: complete exercise on page 65. Read Chapter 3.

Target markets. Work on team project. Complete exercise on page 87.
Market segmentation. Homework: Read Chapter 4

Strategy. Homework: Read Chapter 5

Proposition, review for exam. Homework: complete exercise on page 119.

Week 3 Monday, 5/27 Memorial Day Holiday

5/28 First Exam; covers chapters 1-5 and all lecture material. Support. Homework: Complete exercise on page 131. Read Chapter 6

IMC advertising design.

Review team project development. Homework: Read Chapter 7.

Competitive issues. Homework: Complete exercise on page 143. Read Chapter 8.

Week 4

6/3 Mandatory elements. Class exercise. Homework: Complete exercise on page 151. Regulation. Homework: Read Chapter 9. Find three ads you believe are deceptive; explain why. Find three ads you feel represent puffery and explain why.

Tone of voice. Team project. Homework: Complete exercise on page 161.

Traditional media. Homework: Read Chapter 10. Do you believe traditional media is effective? Why or why not. Write one page analysis.

Week 5

Consumer response. Class exercise. Homework: Complete exercise on page 173.

Alternative marketing. Homework: Read Chapter 11.

Media Requirements. Team project.

Social media.

Week 6

4/16 Final Exam

Final project evaluation

Final team creative brief

Final team projects and presentations

Required of all students

Print this page, sign and return, by end of week 1, with information required below:

STUDENT ACKNOWLEDGEMENT:

I HAVE RECEIVED AND READ THE SYLLABUS FOR ADV 3001.

SIGNED: _____

PRINT NAME: _____

DATE: _____