

ADV3008: Principles of Advertising

Summer 2019



INSTRUCTOR INFO

Instructor: Summer Shelton

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Office: Weimer Hall, 2019

Office Hours: Upon appt. online

COURSE DESCRIPTION

Welcome to the Principles of Advertising course for the summer semester! In this course we will explore the role of advertising in a free economy and its place in the media of mass communications. We will study advertising appeals, product and market research, selection of media, testing of advertising effectiveness, and the organization of the advertising profession.

REQUIRED TEXT

Arens, Weigold, Arens, 15e (2017). Contemporary Advertising and Integrated Marketing Communications. Burr Ridge, IL: McGraw Hill/Irwin. The text is a digital product that accompanies an online homework system (Connect Plus) and learning system (Learn Smart). You can access McGraw Hill Connect directly through Canvas. Instructions for setting up Connect can be found here: [Setting up Connect](#)

COURSE GOALS

- empower majors to succeed in subsequent advertising courses by providing a foundation of knowledge and interest in the area
- empower non-majors to understand how advertising works as well as its impacts on society or other subject areas
- clarify the role advertising plays in people's lives and present debates about the good or harm advertising may foster
- describe the functions and jobs in the industry clearly enough that you may make an informed choice about whether your career will intersect with organizations that need advertising or create it.
- I also hope that you enter this course with your own goals whether those be leaving the course with helpful portfolio pieces for your future career search, learning the basics of advertising to explore if you may be interested in the major, or any variety of other reasons. Advertising is an extremely exciting field and I hope that you meet your goals for this course and have a little fun with the subject matter along the way!

COURSE OBJECTIVES

- Identifying and defining basic key concepts in advertising and marketing communications
- Describe various careers in advertising
- Identify advertising and marketing jobs outside of strictly advertising agencies
- Analyze social and ethical issues surrounding advertising, from consumer, societal and agency perspectives
- Apply knowledge from our course to create effective ad layouts and media plans

COURSE COMMUNICATION

- Questions about assignments or class content? Email me at sumshelt14@ufl.edu using the subject line “ADV3008”.
- 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/> 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://my.it.ufl.edu/CherwellPortal/UFITServicePortal#0>

** 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 email me within 24 hours of the technical difficulty if you wish to request a make-up.**

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.

My Role in the Course

The online section of ADV3008 was originally developed by Dr. Weigold and will be taught by me (Summer Shelton). Please contact me (Summer) 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 your assessments in a timely and informative manner. At all times it is expected that you will welcome and respond 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:

***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 **35 points (350 total)**.
- **QUIZZES:** Each week your mastery of the material will be tested through a short online quiz about the chapters focused on that week. Each quiz is worth a maximum of **20 points (200 total)**.
- **EXAMS:** A mid-term and final exam will test your retention of the chapter and lecture materials. Both will be timed, online 60-minute exams featuring 70 questions. Exams are closed book and closed note. No proctoring service is required. Each exam is worth a total of **140 points (280 total)**.

Assignment weights: This is how the assignments will be weighted in the gradebook.

Quizzes = 20% or 200 points
Homework = 35% or 350 points
Exams = 45% of 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 at:

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Final Course Grades

A represents outstanding distinction and excellence = 90-100%

B signifies levels of solid accomplishment = 80-89%

C signifies average or adequate performance = 70-79%

D results from work that is less than average or mediocre - just passable = 60-69%

E represents failure in the course = 59% or less

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.

COURSE EVALUATION

“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/>.

UF GRADING POLICIES

Information on current UF grading policies for assigning grade points can be found here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

CAMPUS RESOURCES

Health and Wellness

U Matter, We Care: If you or a friend is in distress, please contact 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

Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to 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.

SEMESTER CALENDAR

Each week will consist of a lecture, reading assignment, homework application assignment, and quiz based on the assigned material. Some weeks feature more than one chapter. For those weeks, both chapters will be included on the homework assignments and quiz. Each homework and quiz assignments will be open for several days to allow time for completion. I suggest that you first watch the lecture and read the assigned chapter(s). After reviewing the materials for the week, then work to complete the homework assignment and finally, to test yourself on the concepts reviewed that week, complete the weekly quiz.

DUE DATES

Chapter quizzes and homework assignments will be due by 11:59PM on Sundays of the week assigned unless otherwise noted in Canvas (and with the exception of week 1 because of drop/add dates)

There will be a midterm exam and a final during the semester. The midterm will be during the 6th week and will cover chapter 1-6. The final will be during the 13th (final) week. The midterm will be open for several days to allow you to complete the exam on a day that works best for your schedule. Please note that the final will only be open for 2 days to allow for grading and submission of final grades. 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 11:59PM

QUIZZES: Open Monday-Sunday, Due Sunday by 11:59PM

MIDTERM: Open Monday-Sunday, Due Sunday by 11:59PM

FINAL: Open Monday, August 5th at 9:00AM, Due Tuesday, August 6th 11:59PM

On the following page you will find the expected schedule for the semester. Due dates may change with advanced notice. Schedule changes will be communicated via Canvas announcement or email.

WEEKLY SCHEDULE

Week 1 (May 13-19) Chp. 1	HW 1 + Quiz 1 Due 5/21 @ 11:59PM (special - drop/add)
Week 2 (May 20-26) Chp. 2	HW 2 + Quiz 2 Due 5/26 @ 11:59PM
Week 3 (May 27-June 2) Chp. 3	HW 3 + Quiz 3 Due 6/2 @ 11:59PM
Week 4 (June 3-9) Chp. 4	HW 4 + Quiz 4 Due 6/9 @ 11:59PM
Week 5 (June 10-16) Chps. 5 & 6	HW 5 + Quiz 5 Due 6/16 @ 11:59PM

MIDTERM - Week 6 OPEN 6/17 @ 9:00AM; DUE 6/23 @ 11:59PM

Week 7 (June 24-30)	SUMMER BREAK
Week 8 (July 1-7) Chp. 7	HW 6 + Quiz 6 Due 7/7 @ 11:59PM
Week 9 (July 8-14) Chps. 8 & 9	HW 7 + Quiz 7 Due 7/14 @ 11:59PM
Week 10 (July 15-21) Chps. 10 & 11	HW 8 + Quiz 8 Due 7/21 @ 11:59PM
Week 11 (July 22-28) Chps. 13 & 14	HW 9 + Quiz 9 Due 7/28 @ 11:59PM
Week 12 (July 29-Aug. 4) Chps. 15 & 16	HW 10 + Quiz 10 Due 8/4 @ 11:59PM

FINAL EXAM - Week 13, OPEN 8/5 @ 9:00AM; DUE 8/6 @ 11:59PM