

# ADV3008: Principles of Advertising

## SUMMER 2019

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**Summer C term:** May 13, 2019 – Aug. 9, 2019

**Course Format:** This is an online asynchronous course. As such, we will not meet as a group at any point during the semester. The course is organized into weekly modules, which include video lectures, chapter readings and alternative reading assignments (video). There are weekly homework assignments and quizzes, due on Fridays and Sundays respectively. And there are two exams – a midterm due June 23 and a final due by Aug. 7, 2019. A class schedule is included at the bottom of the syllabus.

### Course Communications:

Questions about assignments or class content? Email me at [klkelly@ufl.edu](mailto:klkelly@ufl.edu) using the subject line “ADV3008.” Please make sure to include as much information as possible in your email to allow me to provide you with an accurate and detailed response.

**Course Goals:** The goal of this course is to empower advertising students to succeed in their subsequent advertising classes and enable non-majors to understand the workings and impact of advertising. It also aims to clarify the role advertising plays in people’s lives and present debates about the good or harm that advertising may foster. And lastly, the course provides an overview and description of the functions and jobs in the industry, so students can make informed choices about whether their careers will intersect with organizations that involve advertising.

### Objectives:

In this course you will learn to:

- Identify and define key basic concepts in advertising and marketing communications
- Describe jobs in advertising
- Analyze the social and ethical issues that surround the practice of advertising

### Required Text:

Arens, Weigold, Arens, 15e (2017). Contemporary Advertising and Integrated Marketing Communication. Burr Ridge, IL: McGrawHill/Irwin. The 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 can be found here:

[http://createwp.customer.mheducation.com/wordpress-mu/success-academy/students-registering-for-connect-from-canvas/?tab=connect100&tutorial=true&button\\_title=Linking+to+your+LMS](http://createwp.customer.mheducation.com/wordpress-mu/success-academy/students-registering-for-connect-from-canvas/?tab=connect100&tutorial=true&button_title=Linking+to+your+LMS)

## 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: <https://mhedu.force.com/CXG/s/>

## My Role:

The online section of ADV3008 was developed by Dr. Weigold, and I am the course instructor during summer C. If you have any questions, comments or concerns about the course or any assignments, please do not hesitate to email or phone me. My role as instructor is to identify critical issues related to the course, direct you to and 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.

It is your responsibility to follow along with the course modules, watch lectures and complete all assignments by the due date listed in E-Learning.

**\*Please note that your assignments, quizzes and exams will be housed in the McGraw Hill Connect platform.**

## Grade Components:

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

*\*All assignments must be submitted through the online McGraw Hill Connect system.*

**Homework:** Each week you will be tasked with reading a chapter and completing an application homework assignment in McGraw Hill Connect. You will have two attempts for the homework. The highest score will be included in your overall grade. Each homework is worth a maximum of **50 points**.

**Quizzes:** Each week your mastery of the material will be tested through a short online chapter quiz. You will have one attempt for each quiz. Each quiz is worth a maximum of **25 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. Each exam is worth a total of **125 points**.

**Exams = 25% or 250 Points**  
**Quizzes = 25% or 250 Points**  
**Homework = 50% or 500 Points**

## Grading Policies:

Unless you notify me in advance and have a documented reason for why you cannot complete an assignment in a timely way, and except for 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 = 90-100% or 900-1000 Points
- B = 80- 89% or 800-890 Points
- C = 70-79% or 700-790 Points
- D = 60-69% or 600-690 Points
- E = less than 59% or 590 Points or fewer

### **UF Policies:**

#### **UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES:**

Students requesting accommodation for disabilities must first register with the Dean of Students Office <https://disability.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 in 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/>.

#### **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 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.”**

#### **\*\*NETIQUETTE: COMMUNICATION COURTESY:**

All members of the class are expected to follow rules of common courtesy in all email messages and discussions. Please review via the link below:

<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

## Getting Help:

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://lss.at.ufl.edu/help/Student\\_Help](https://lss.at.ufl.edu/help/Student_Help)

\*\* 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 e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit

<https://distance.ufl.edu/student-complaint-process/> to submit a complaint.

## Semester Calendar:

Each week will consist of a lecture, reading assignment, homework application assignment and quiz based on the material. Some weeks we will cover one chapter from the textbook and others we will cover two chapters. For weeks where we cover two chapters, both chapters will be included on the homework and quiz assignments. Each homework and quiz assignment will be open for several days to allow time for completion. It is suggested that students first watch the lecture and read the assigned chapter. Upon completion of the material overview, students will then apply their knowledge to application homework assignments. To finish the week, students will complete a chapter quiz to test their retention of the concepts.

## Due Dates:

Homework will be due by 11:59 p.m. on the Fridays of the week assigned. Chapter quizzes will be due by 11:59 p.m. on Sundays of the week assigned. There will be two exams during the semester in addition to the weekly assignments. The midterm will be during the sixth week and the final will be during the final week of the semester. 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. All assignments will be completed using the McGraw Hill Connect platform accessible through Canvas.

- Weekly Homework: Open Monday-Friday, due Friday by 11:59 p.m.
- Weekly Quizzes: Open Monday-Sunday, due Sunday by 11:59 p.m.
- Exam 1: Open Monday-Sunday week of exam, due Sunday, June 23 by 11:59 p.m.

- Exam 2: Open Monday-Wednesday week of exam, due Wednesday, August 7 by 11:59 p.m.

### Weekly Schedule:

Chapter 1	HW Due 5/17 @ 11:59 p.m.	Quiz Due 5/19, 11:59 p.m.
Chapter 2	HW Due 5/24 @ 11:59 p.m.	Quiz Due 5/26, 11:59 p.m.
Chapter 3	HW Due 5/31 @ 11:59 p.m.	Quiz Due 6/02, 11:59 p.m.
Chapter 4	HW Due 6/7 @ 11:59 p.m.	Quiz Due 6/09, 11:59 p.m.
Chapter 5	HW Due 6/14 @ 11:59 p.m.	Quiz Due 6/16, 11:59 p.m.
Chapter 6	HW Due 6/21 @ 11:59 p.m.	Quiz Due 6/23, 11:59 p.m.
Midterm Ch. 1-6	--	Exam Due 6/23, 11:59 p.m.

### **MIDTERM - WEEK 6 DUE 6/23 @ 11:59 p.m. (Covers Chapters 1-6)**

SUMMER BREAK JUNE 24 – June 28, NO CLASS – Enjoy!

Chapter 7	HW Due 7/5 @ 11:59 p.m.	Quiz Due 7/07 11:59 p.m.
Chapter 8	HW Due 7/12 @ 11:59 p.m.	Quiz Due 7/14 11:59 p.m.
Chapter 9	HW Due 7/19 @ 11:59 p.m.	Quiz Due 7/21 11:59 p.m.
Chapters 10 & 11	HW Due 7/26 @ 11:59 p.m.	Quiz Due 7/28 11:59 p.m.
Chapters 15 & 16	HW Due 8/2 @ 11:59 p.m.	Quiz Due 8/04 11:59 p.m.
Final Exam Ch. 7 – 11, 15 - 16	--	Exam Due 8/07 11:59 p.m.

### **FINAL EXAM- WEEK 13 DUE Wednesday 8/7 @ 11:59 p.m. (Covers Chapters 7-11, 15&16)**

\*This is the expected schedule for the semester. Due dates may change with advanced notice.