

## ADV 3008

### Principles of Advertising

#### SUMMER 2019

**Professor:** Cynthia Morton Padovano, Ph.D.

**Office:** 2082 Weimer Hall

**Class Time/Location:** MTWRF P2: 9:30-10:45 AM, TUR 2319

**Office Hours:** MW 11:00-1:00 PM or by appointment

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

**Office Phone:** 352-392-8841

**Course Website:** Canvas page for ADV3008 (section 0009)

### Course Description

ADV 3008 provides an overview of the concepts, strategies, and tactics of modern advertising. It explores the role of advertising in society, culture, and economics. It also delves into the industry, including the industry structure and its key organizations. Specific practices used to develop, place, and evaluate advertising are introduced as a basic foundation to advanced-level courses in the advertising major.

### Course Objectives

The course is formatted to give students the foundation needed to

- Appreciate the history and institutions that have helped to shape modern advertising
- Recognize and apply key concepts in advertising and marketing communications.
- Understand the career tracks associated with the advertising agency and industry-related professions
- Discuss the social, regulatory, and ethical issues that surround the practice of advertising
- Reference the steps and processes involved in creating an advertising campaign.
- Identify the roles of criteria pertinent to the implementation of advertising campaigns, particularly as it relates to strategic planning, research, media, creative.
- Review the role of targeting audiences based on demographic, psychographic, and value-based characteristics to optimize an advertiser's opportunity for message effectiveness and persuasion.

### 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.

### Grading criteria & descriptions

**LearnSmart Chapter Reviews (15):** LearnSmart is a low-stakes “game-like” tool that helps students build their understanding of the chapter material and overall course content. The tool highlights essential parts of the chapter that I believe are most important to our conversation and lets you to quiz yourself on your comprehension to this information. Research suggests that previewing chapter materials and testing yourself on knowledge retention are two of the most effective ways to master materials. The LearnSmart assignments can be accessed via the McGraw Hill Connect system.

**Exams (3):** There will be three exams given every two weeks. Exams are scheduled during our regularly scheduled class period. Exams consist of 50 multiple choice questions worth 1 point each. Exams will give focus to material covered since the exam before it. Students can expect concepts introduced in lecture, discussion boards, and assignments to be included on the exam. There is no comprehensive final exam. The exam dates and chapters covered are as follows:

- Exam 1: Chapters 1-6, on Friday, **5/24**
- Exam 2: Chapters 7-9, 10,18, 19, on Friday, **6/7**
- Exam 3: Chapters 15-17, 10-12, on Friday, **6/21**

**Discussion Boards (5):** Discussion boards are opportunities for every student to actively participate in the class discussion. Students will be asked to “weigh in” on an advertising issue tied to a topic that we have or will discuss in class. Students will be evaluated on the thought a

**Attendance:** Class attendance is expected. This semester, I will track attendance using an app called Arkaive.com. Please register for this course on Arkaive.com with the code **CRJK**. This will provide you access to the attendance roster. Then, each day you come to class, “check in” your attendance with Arkaive within the first :30 minutes of the period. Students will be given two free absences on non-test days without penalty to their overall score. More than two absences that are unexcused will result in a 10% reduction in your overall attendance score.

If you miss a class, please work with other students to get information from lectures and find out about class announcements. I do not share PowerPoint slide from lectures, 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>

**Extra Credit:** Extra credit is at the discretion of the instructor and is made available as an additional learning incentive to students willing to earn additional points. Any points accumulated in extra credit will be added to a student’s cumulative point total at the end of the term.

## Grading criteria & grading scale

Students majoring in the Advertising or students seeking to satisfy advanced course requirements as part of the mass communication minor must complete ADV3008 with a minimum grade of C. The grading criteria for the course is based on a 355-point scale allocated as follows

- 3 Exams (50 points each) = 150 points
- 15 LearnSmart Chapter Reviews (10 points each) = 150 points

- 3 Discussion Boards (15 points each) = 45 points
- Attendance (10 points) = 10 points

Information on current UF grading policies for assigning grade points can be found here:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

The final grade assignments are based on the point cutoffs.

A= 330 (93%), A-=319 (90%), B+=309 (87%), B= 295 (83%), B-=284 (80%), C+=273 (77%), C=259 (73%), C-= 248 (70%), D= 213 (60%), E=<213

## Policies & Procedures

- **Exam Make-Up Policy:** Students should plan to take the exams in class on the day/date scheduled. Missing an exam without prior notification and permission results in a zero score for that exam. Unanticipated personal emergency, official University business, official student organization short trips, or extenuating circumstances that disrupt a student's participation in the regular exam schedule are examples of events that may warrant a makeup exam. However, it is the student's responsibility to notify the instructor (Canvas mail; email: [cmorton@ufl.edu](mailto:cmorton@ufl.edu); office phone: 352-392-8841; or Advertising Department phone: 352-392-4046) about the circumstance, in advance of the exam when possible or within 24-hours of a missed exam. Then, the student is obligated to provide appropriate written documentation (e.g., a doctor's note, an accident report, etc.) that substantiates the request for a makeup exam on his/her return. In most cases, the missed exam will be scheduled for makeup within 48- to 72- hours of the class scheduled date.
- **Honor Code:** Please review the UF Student Honor Code and Student Conduct Code located 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.
- **Plagiarism:** Original writing is essential to ethical communication, and it is also necessary for this class. Cheating is any action that violates University norms or an instructor's guidelines for the preparation and submission of assignments. Such activities may include using or providing unauthorized assistance or materials on course assignments or possessing unauthorized materials during an exam.

Plagiarism involves the representation of another's work as your own. Examples include: (a) submitting any material copied from published or unpublished sources without proper acknowledgment that it is someone else's; (b) paraphrasing another's views, opinions or insights without appropriate acknowledgment; (c) copying any source in whole or in part with only minor changes in wording or syntax with acknowledgment; (d) submitting as one's own work a work that has been prepared by someone else; or (e) presenting work created for another course as original work in this class.

UF requires faculty who find evidence of plagiarism to submit a report to Student Conduct and Conflict Resolution. Please read the UF Student Honor Code for more information.

## Technology Procedures

- **Problems with McGraw Hill Connect:** If you have issues with your McGraw Hill Connect account, please contact the publisher first to help you resolve the problem. They are the experts in their software. If your issue persists after contacting the publisher, please let me know so that I can assist as needed.
- **Technology/Paying Attention:** Students are expected to be fully engaged in the class discussion during class time, and to conduct themselves as pre-professionals to the industries they will one day enter. No text messaging/Facebooking/web surfing during class. Preferably, you will consider making handwritten notes to supplement the class lectures rather than interacting with personal technology. 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. Please keep your close laptops to avoid distraction and task yourself with immersing in the discussion.

## Student accommodations and resources

- **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.
- **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.

## Class management and in-class Protocol

- **Prepping for class:** To maximize your learning, come to class and participate in class discussions. You are encouraged to complete readings before the class meeting that they are reviewed. Check Canvas daily for the latest class information and updates.
- **Contacting/meeting with the instructor:** The best way to contact me is through Canvas mail. Please send any email communications to me via our CANVAS course. Generally, I will reply within 24 hours of receiving it on the weekdays or by 5:00 PM on Monday of the following week if the email arrives on the weekend. If you need to discuss something in length, we can schedule an appointment during a time that mutually accommodates our schedule. I am also open to “virtual” meetings using Zoom videoconferencing technology. If you do not have a Zoom account, please visit <https://ufl.zoom.us> to get signed up.

Open office hours are available on Mondays and Wednesdays from 11:00 AM to 1:00 PM.

- **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/>.
- **Grade Appeals:** 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.
- **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>.

### course discussion overview

<b>week</b>	<b>Content</b>	<b>activity</b>
Week 1: May 13-17	Chapters 1 - 3	Discussion Board 1 LearnSmart Chs. 1- 3 Syllabus Quiz 1 (F)
Week 2: May 20-24	Chapters 4 - 6	LearnSmart Chs. 4 - 6 Exam 1* (F, 5/24)
Week 3: May 28-31	Chapters 7 - 9	Discussion Board 2 LearnSmart Chs. 7 - 9
Week 4: May 20-24	Chapters 10 - 11	LearnSmart Chs. 10, 11 Exam 2 (F, 6/7)
Week 5: May 20-24	Chapters 13 - 15	Discussion Board 3 LearnSmart Chs. 13 - 15
Week 6: May 20-24	Chapters 16 - 19	LearnSmart Chs. 16 - 19 Exam 3 (F, 6/21)