

**University of Florida**  
**ADV4400**  
**International and Cross Cultural Advertising**  
**Section 8763. Class #10063**  
**Summer C 2019 Syllabus**

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This is an online course. To begin go to the UF e-Learning site at  
<http://elearning.ufl.edu/>

Then click on LOG IN To E-LEARNING in Canvas, which is located in the center of the page. You will then login using your UF Gatorlink username and password to access this course. Look for 'Courses' on the left hand side of the page and click. From there you will select ADV4400, International & Cross-Cultural Advertising, Fall 2017.

I encourage you to download the Canvas App for Free at the App store on iTunes and on Google Play for the Android. This will help provide you information regarding when announcements are made as well as submitting assignments.



**Course Description**

Welcome to International and Crossing Cultural Advertising.

This course is designed to introduce students to the opportunities and challenges involved in developing strategies and for implementing communication plans for international markets.

We are going to examine the topic of international advertising from an “inside out” perspective, beginning with an exploration of marketers’ opportunities

among consumers in the US and before expanding the scope of discussion to international and global markets. The course attempts to provide balance between the practical and theoretical concepts advertisers must consider if they are to effectively operate in the global marketplace.

*“Marketing begins with seeing. It continues with finding the empathy to understand the hopes, dreams and fears of those we seek to serve. Marketing makes change happen, it opens doors and it helps people find meaning as they move from where they are to where they seek to go.*

*But marketing also requires the guts to make assertions. To say, “here. I made this.” To own the work, to take responsibility for the change you seek to make.”*

--Seth Godin, author, blogger and marketing guru.

### **Course Objectives**

The objectives of the course are as follows:

- To expose you to and encourage the understanding of the issues and concerns in international advertising campaigns
- To examine relevant theories associated with understanding advertising and promotion planning decisions used to address international markets
- To analyze international advertising strategies demonstrated in successful advertising campaigns

### **Required Course Materials**

1. Mueller, Barbara (2017), *Dynamics of International Advertising: Theoretical and Practical Perspectives* (Third Edition). New York: Peter Lange Publishing, Inc.



2. *Ad Text Advertising Curriculum* (2011) available online at [www.adtext.online.org](http://www.adtext.online.org). Published by the Advertising Educational Foundation and distributed by Johns Hopkins University Press Project MUSE.

## Grade Assessment Criteria

<u>Graded Assignments</u>	<u>Points</u>
4 Q&A	40
4 Quizzes (20 points each)	80
4 Small Group Discussions	40
2 Individual Assignments	200
<u>Group Team Project</u>	<u>100</u>
<b>Total Points</b>	<b>460</b>

### Grading Scale

Your work for the course will be evaluated on the following % scale

A 432-460 points	<b>A = 94 – 100%</b>
A- 414-431 points	<b>A- = 90 – 93%</b>
B+ 400-413 points	<b>B+ = 87 – 89%</b>
B 382-399 points	<b>B = 83– 86%</b>
B- 368-381 points	<b>B- = 80 – 82%</b>
C+ 354-367 points	<b>C+ = 77 – 79%</b>
C 336-353 points	<b>C = 73 – 76%</b>
C- 322-335 points	<b>C- = 70 – 72%</b>
D+ 305-321 points	<b>D+ = 67 – 69%</b>
D 290-304 points	<b>D = 63 – 66%</b>
D- 276-289 points	<b>D- = 60 – 62%</b>
E 0-334 points	<b>E = 59% and below</b>

1. **Q & A** (4), 40 points
  - a. You will be asked to submit **two** questions (and answers) about the module reading and/or lecture content that would be appropriate to pose to class peers. The questions can be ones that you are curious about or interested in based on how it was addressed in the readings.
  - b. Generally, the questions the instructor is more interested in from you fall into the category of context questions. Context questions present the inquiry in relation to an opinion or example (real or hypothetical) that demonstrates your ‘deeper thinking’ about the module lecture and assigned readings.
  - c. This category of questions goes beyond the one-dimensional questions written to test others’ knowledge on basic definitions or terms introduced in the readings. Instead, they should demonstrate your thoughtfulness to the subject matter and willingness to assert

other queries for consideration in an effort to level up about the discussion.

These are individual assignments and are due by **Sunday, 11:59PM** of each assigned week. A rubric is provided in the context of the Course Materials to clarify the weekly question evaluation criteria.

2. **Quizzes** (4), 80 Points total: 20 points each-
  - a. There will be four quizzes consisting of 10 questions each will be given over the term. They will be scheduled approximately every **three (3)** weeks. Quiz questions will be presented in a multiple-choice format and will cover content for modules completed up to the quiz point.
  - b. For example, the first quiz, scheduled for June XX, will only cover the content from modules X – Y, quiz 2 will cover only the content covered in modules A – B, and so on.
  - c. Quizzes in this class will open on the **Tuesday** of the respective module at **9:00 AM** and remain open until **Wednesday at 11:59 PM**. You can take the quiz at any time during that time window.
  - d. Once a quiz has been started, it cannot be stopped until the allotted time (20 minutes) is complete.
  - e. Therefore you should take care to cover all materials prior to attempting the quiz and work steadily to complete the quiz within the designated time period. Please review the course syllabus for clarification on the designated quiz dates (to be provided below).
    - Quiz 1 due dates: Opens Tuesday, June 4<sup>nd</sup> at 9 AM, closes Wednesday, June 5<sup>th</sup> at 11:59 PM
    - Quiz 2 due date → Opens Tuesday, July 2<sup>nd</sup> at 9 AM, closes Wednesday, July 3<sup>rd</sup> at 11:59 PM
    - Quiz 3 due date → Opens Tuesday, July 23<sup>rd</sup> at 9 AM, closes Wednesday, July 24<sup>th</sup> at 11:59 PM
    - Quiz 4 due date → Opens Tuesday, August 6<sup>th</sup> at 9 AM, closes Wednesday, August 7<sup>th</sup> at 11:59 PM
3. **Group discussion boards** (4), 40 Points total: 10 points each-
  - a. The purpose of the small group discussions is to provide you with an opportunity to exchange ideas and engage with your peers.
  - b. Early in the semester, you will be assigned to a small group to work with your peers for four graded discussions during the semester and for the team project & presentation (explained below). For the small group discussions, you will be given a topic on which to respond through discussion board post.
  - c. Submit your initial post and provide two peer feedback responses.

d. The deadlines for each discussion are: 1) Friday, 11:59 PM for posting your initial discussion response; 2) Sunday, 11:59 PM for responding to others' comments for discussions that require peer review.

- **Discussion 1 due dates** → Friday, May 24<sup>th</sup>
- **at 11:59PM**
  - Two Peer Replies due → Sunday, May 26<sup>th</sup> at 11:59PM
- **Discussion 2 due dates** → Friday, May 31<sup>st</sup> at 11:59 PM
  - Two Peer Replies due → Sunday, June 2<sup>nd</sup> at 11:59 PM
- **Discussion 3 due dates** → Friday, June 14<sup>th</sup>, 11:59 PM
  - Two Peer Replies due → Sunday, June 16<sup>th</sup>, 11:59 PM
- **Discussion 4 due dates** → Friday, July 19<sup>th</sup> at 11:59PM
  - Two Peer Replies due → Sunday, July 21<sup>st</sup> at 11:59PM

**\*\*Note:** Initial Discussion Board responses made after Friday will result in a **2.5-point** deduction from your score.

4. **Individual assignments** (2), 200 Points total: 100 points each –  
Up to two individual written assignments will be issued for this course. Assignments must be submitted to the assignment drop box by 9:00 PM on the specified due date. Generally, assignments will have a page limit of four to six pages maximum.

All submissions should be, on 8 ½ x 11” and must be double-spaced (excluding references) and indicate page numbers consecutively throughout the entire paper (title page is page 1)

1). Allow margins of at least one inch on all four sides. Use one font style only (e.g., 12-point Times Roman). Papers must be left justified and be prepared according to one of the main academic styles: APA, Chicago Style, and Journal of Advertising.

Please ask me if they are not familiar with the mentioned formats.

File naming convention – All submissions must have the following format:

**LastName \_ FirstName \_ Assignment#\_Filename.doc or .docx**

(Only .doc and .docx files will be considered. Improperly formatted files will **NOT** be considered and could result to receiving 0 points for the submission)

Late, missed, or revised assignments will be accepted only if approved by the course instructor.

For example, if you have medical emergencies or other situations that are supported by UF leave policies can obtain approval to submit assignments without getting penalized.

Travel, vacation, internship, tours, etc., will not be considered under this clause. A written petition to the instructor explaining the reason for assignment tardiness must be attached with the submission. Assignments not submitted within the initial deadline will lead to a **grade penalty (usually 5% of the grade per day)** and after 7 days students will **forfeit** all possible points for that assessment.

- **Individual assignment 1 due date → Sunday, July 14<sup>th</sup> at 11:59PM**
- **Individual assignment 2 due date → Friday, August 2<sup>nd</sup> at 11:59 PM**

#### 5. **Final project (1): 100 points**

##### **Team Project (100) Due Sunday, August 4<sup>th</sup>.**

The purpose of the presentation is to provide the class with a resource for deeper understanding about how the component topics reviewed over the term work together to contribute greater understanding of a specific topic. Each team will submit a topic proposal they wish to work on in the first few weeks of the semester to allow group members adequate opportunity to collaborate before the end-of-semester deadline. Each team will complete a team project report and a PowerPoint file that will be shared with the class via course site post at the end of the semester. Team project grades will be based on two criteria: 1) the instructor's assessment of the team's final project and 2) each individual's assessment from his/her colleagues for the entire project.

#### **Extra Credit**

At various times throughout the semester, you will have some opportunities to earn extra credit. Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible in order to give you time to make any necessary arrangements.

## **Inclusivity Statement**

We understand that our members represent a rich variety of backgrounds and perspectives. The College of Journalism and Communications and the Department of Advertising is dedicated to providing an atmosphere for learning that respects diversity. While working together to build this community, I ask all of you as members to:

- Share your unique experiences, values and beliefs.
- Be open to the view of others.
- Honor the uniqueness of your colleagues.
- Appreciate the opportunity that we have to learn from each other in this community.
- Value each other's opinions and communicate in a respectful manner.
- Keep confidential discussions that the community has of a personal (or professional) nature.

## **Academic Honesty**

The UF Conduct Code will be enforced at all times in this class:

"UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor 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." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions.

Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel." Feel free to consult me if you have any questions or concerns.

## **Students with Disabilities**

My wish is for all of you in my class to be as comfortable in the classroom environment and to thrive as a student. Please inform me as soon as possible if there are any conditions that may limit or affect your participation in this course so I can make necessary arrangements. However, I can only do that when you have first registered with the Dean of Students Office. The Dean of Students

Office will provide documentation to you as a student, which you must then present to me. For more information please visit <http://www.dso.ufl.edu.drc> or call 352-392-1261. Please follow this procedure as early as possible in the semester if you require assistance.

**Support for Students with Challenges:** Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected. Expect requests received for help after your performance has been negatively affected to be denied.



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

### **Course evaluation**

As a student, you 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 you will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>



## Course Schedule

The schedule below is a representation of the tentative outline of topics that will be covered over the duration of the course. Please use it as a reference for keeping up with assignments and deadlines. In the event of any changes to the present schedule, I will inform the class via emails and/or announcements via Canvas.

**\*\*All assignments (group discussions, bi-weekly q & a, individual assignments, group project assignments) are due at 9:00 PM unless otherwise specified\*\***

<u>Module</u>	<u>Topic</u>	<u>Dates</u>	<u>Quiz/Assignments</u>
Module 1	Course Introduction & Defining Multiculturalism	May 13 – May 19	Getting started discussion Student Bio Weekly Q&A
Module 2	Gender, Race, Ethnicity, Sexuality, and Class	May 20 – May 26	Group Discussion 1
Module 3	Multiculturalism in the Marketplace: Targeting Latinas and African American Women	May 27 – June 2	Group Discussion 2
Module 4	Multiculturalism in the Marketplace: Targeting Asian American and LGBTQ Consumers	June 3 – June 9	Quiz 1 (Modules 1 – 3) (6/4-6/5) Submit Team Project Proposal
Module 5	The Growth of International Business and Advertising	June 10 – June 16	Group Discussion 3 Bi-Weekly Q&A
Module 6	The International Marketing Mix	June 17- June 23	No Assignment
Module 7	The International Marketing & Advertising Environment	July 1 – July 7	Weekly Q&A Quiz 2 (Modules 4-6) (7/2-7/3)
Module 8 & 9	The Cultural Environment (I & II)	July 8 – July 14	Weekly Q&A Individual Assignment 1 due (Sunday, July 14th at 11:59PM)
Module 10	Creative Strategy and Execution	July 15 – July 21	Group Discussion 4

Module 11	Advertising Media in the International Arena	July 22 – July 28	Quiz 3 (Modules 7 – 9) (7/23-7/24)
Module 12 & 13	Research in International Advertising/Corporate Social Responsibility	July 29 – August 4	Individual Assignment 2 due (Friday, August 2 <sup>nd</sup> at 11:59PM) Extra Credit Team project final submission
Module 14	Course wrap up	August 5 – August 7	Quiz 4 (Modules 10 – 13) (7/6-7/7)