

S
University of Florida
Advertising Sales
ADV 3502, Section 1B21
Class #10136
Fall Syllabus 2019

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Office Hours: Weimer #2095
Tuesdays 11am-2:00pm or by appt.

This is an online course that is located via UF e-Learning at <http://elearning.ufl.edu/>
After opening the link, click on e-Learning in Canvas, which is located on the right-hand side and then login using your UF Gatorlink username and password to have access to the course.

You can also download the Canvas App on iTunes and Android



Course Description

Selling, in its simplest terms, is the process of persuading a person that your product or service is of greater value to him or her than the price you are asking for it.

When you think about it, you are already pitching to people making sales presentations customers at work, your professors, family, friends, networking, etc.

Advertising can be defined as the science of creating and placing media with the intent to interrupt the consumer and then gets her or him to take action.

This course will combine the two, -- that is selling advertising effectively to clients that will inform and benefit consumers from the product and or service offered.

As an advertising salesperson, putting in the work and taking the initiative along with daily persistence, you have the opportunity to build on your inherent selling skills as well as

improve them persuading and influencing potential prospects to purchase advertising space from you.

Your potential customers may have heard just about every sales pitch and presentation and, more than likely, are as well informed as you about buying advertising space, -- if not more. It is then your task as a salesperson to turn prospects into clients by building long-term relationships and to do that, you need to learn the importance of selling skills such as being likable, utilizing emotional intelligence, acting in an ethical manner, listening, and trustworthiness

In addition, you will work on sharpening your people skills. the course will cover the entire sales process: prospecting, identifying problems, developing solutions, presenting, closing and negotiating a deal and finally providing premier service.

Thus, the purpose of this online course is to introduce students to selling advertising as a possible career opportunity. Even if you are not pursuing a career the material covered in this course may be beneficial to you by developing selling skills as well as learning how to build and develop business/client relationships.

“First comes interest. Passion begins with intrinsically enjoying what you do...Next comes the capacity to practice. One form of perseverance is the daily discipline of trying to do things better than we did yesterday...Third is purpose. What ripens passion is the conviction that your work matters...And, finally, hope. Hope is a rising-to-the-occasion kind of perseverance.” Angela Duckworth, author of Grit

“If you work just for money, you’ll never make it. But if you love what you are doing, and always put the customer first, success will be yours.” Ray Kroc, Founder of McDonald’s

Course Objectives:

1. Learn How to Serve Clients
2. Explaining the local media and marketing mix
3. Focusing on starting the job and how to address problems and cases
4. How to develop ideas and strategies
5. How to make sales presentation with effective public speaking and slides
6. Focus on how to succeed as a sales rep

Required Text:

Make The Sale: How To Sell Media With Marketing, Mary Alice Shaver and Tom Reichert (2008)

Course Schedule:

Modules open on Monday of each week and end on Sunday of the following week at 11:59pm. Please note the schedule may vary during weeks with holidays and breaks. Please make sure to review the semester schedule on a regular basis, as it may be subject to changes.

Students will be notified of any scheduling adjustments via Canvas Announcement posts and by Canvas email if necessary.

**Weekly module assignments (group discussions, individual assignments) are due on Sunday at 11:59 PM unless otherwise specified.

I will send out announcements during the beginning each week via Canvas and/or video VoiceThread

Course Overview

Module/Date	Description	Assigned Work	Assignment(s) Due (to be updated)
Module 1 8/20-8/25	Introduction	Group Discussion Board (DB) (10) Individual Activity (10) Syllabus/Handbook Quiz closes 5/31(3)	Friday, 5/17 DB initial post Sunday, 5/19 Two DB Peer Feedback Sunday, 5/19 Individual Activity
Module 2 8/26-9/1	Selling Assumptions and Approaches	Individual Activity (10)	Sunday, 5/26 Individual Activity
Module 3 9/2-9/8	Ethics and AESKOPP	Group Discussion Board (DB) (10)	Friday, 5/31, DB initial post Sunday, 6/2, Two DB Peer Feedback
Module 4 9/9-9/15	Attitudes and Goals	Select Team leader By Sunday, 6/9	Sunday, 6/9 Teams select leader for final sales assignment
Module 5 9/16-9/22	Communicating, Influencing and Finding Solutions	Individual Activity (10) Quiz #1: Modules (1-4) (25) Available: 6/11-6/12	Sunday, 6/16, Ind. Activity

			Complete Quiz #1 Opens Tuesday, 6/11 closes Wed. 6/12 at 11:59pm
Module 6 9/23-9/29	Emotional Intelligence	Group Discussion Board (10)	Friday, 6/21, DB initial post Sunday, 6/23, Two DB Peer Feedback
Module 7 & 8 9/30-10/6	Business and Finance Television	Mid Term Assignment	Sunday, 7/7, Mid Term Assignment Paper
Module 9 10/7-10/13	Magazines and Radio	Group Discussion Board (10)	Friday, 7/12, DB Initial Post Sunday, 7/14, Two DB Peer Feedback
Module 10 10/14-10/20	Newspapers, Internet, Social Media and Podcasts	Individual Activity (10)	Sunday, 7/21, Individual Activity
Module 11 10/21-10/27	Influencing and Creating Value, Prospecting, Identifying Problems and developing solutions	Group Discussion Board (10) Quiz #2 7/23-7/24 Covers Modules (5-10) (25) Schedule Final Team Presentations	Friday, 7/26, DB initial post Two DB Peer Feedback 7/28 Quiz #2 Opens, Tues., 7/23, Closes Wed., 7/24 at 11:59pm
Modules 12 10/28-11/3	Developing solutions (Part 2) and Sales Presentations & The Presentation, Closing the Deal and Handling Objections	Teams Presentations (175) (7/30-8-2) Quiz #3 Modules 11-13, 8/6-8/7 (25)	Final Presentations (7/30-8/2) Quiz #3 Opens, Tuesday 8/6, Closes, Wednesday 8/7 at 11:59pm
Module 13 11/4-11/10	Public Speaking and sales presentation		

Module 14 11/11-11/17	New Media		
Module 15 11/18-12/4	Final Presentations		

Grading

Group Discussions (5)	50 points
Quizzes (3)	75 points
Individual Activities (4)	50 points
Mid Term	100 points
Final Group Sales Presentation	<u>150 points</u>
Total	400 points

(Please note it takes up to one week to post your grades and provide feedback after each module is closed.)

Grading Scale

- A 409-440 points
- A- 394-408 points
- B+ 374-393 points
- B 362-373 points
- B- 349-361 points
- C+ 329-348 points
- C 317-328 points
- C- 308-316 points
- D+ 301-307 points
- D 292-300 points
- D- 280-291 points
- E 0-279 points

Group Discussion Boards (5):

You will be assigned to a group the first week of class of up to four to six team members. You are required to make an original post and post two-peer feedback responses based on the details provided in the module.

Discussion boards are intended for you to think and share your ideas with your designated team by sharing ideas and insights based on videos, real and hypothetical sales situations, concepts from Warner's text and news articles. (Each discussion board is worth 10 points: 5 points. for initial post and 5 points. for two peer feedback responses).

****You are required to post one original peer response by the end of each Friday (11:59 pm).**

In addition to your initial response, you will also have to provide two peer feedback responses that are due by the end of the day each Sunday (11:59 pm) when the module closes.

Any original discussion board posts made after the end of the day each Friday will result in a three (3)-point deduction from your overall score and posts received after the module closes on Sunday will NOT be accepted).

Individual Activity Assignments: (4)

Each assignment is worth 10 points.

The individual assignments will be based on various topics ranging from Warner's text to real world articles and various hypothetical sales situations.

Mid Term Assignment:

This assignment is an individual assignment worth 100 point. Please see Canvas for Details.

Quizzes:

There will be three ten question multiple-choice quizzes based on questions from the textbook and lectures. With the exception of the Syllabus/Handbook quiz each quiz is worth 25 points (10 questions at 2.5 pts. each).

You will have 20 minutes to complete each quiz

Quiz Dates are as follows:

Syllabus and Handbook Extra Credit Quiz – Open Tuesday, 8/20 closes on Friday, 9/6 at 11:59pm – Worth 3 points extra credit

Quiz #1 – Opens Tuesday, 9/10, Closes Wednesday, 9/11 at 11:59 pm (Modules 1-4)

Quiz #2 – Opens Tuesday, 11/5, Closes Wednesday, 7/24 at 11:59 pm (Modules 5-10)

Quiz #3 – Opens Tuesday, 12/3, Closes Wednesday, 12/4 at 11:59 pm (Modules 11-13)

Final Sales Presentation:

This is a Team Presentation worth 150 points.

The details regarding the final sales presentation can be found in Module 1 and tips to make a winning sales presentation can be located in an attachment located in Module 3 and will be available throughout the semester.

Modules 11 and 12 will provide the structure and framework for your team to make a sales presentation.

Every Team needs to select a final team leader for the presentation. Team leaders need to be selected by Sunday, June 9th.

Each team member needs to make a valuable contribution to the presentation. The team leaders will inform me as to who has not contacted the team to the team by June 30th to discuss the final presentation.

I recommend that each team set up a Google Document, start a GroupMe or Facebook page to correspond. In addition, if you are not on campus to contact one another by Skype or Google Hangout.

Contacting the Helpdesk

If you run into technical issues please contact the UF Computing Helpdesk for assistance at helpdesk@ufl.edu or by phone (352) 392-4357 (HELP)- select option 7. or Walk-in to HUB 132. If you are calling be prepared to provide your UFID# and/or Gatorlink User ID.

Policies for Late Work and Exams: There will be no make-up assignments without proof of excused absence. All assignments are expected to be turned in on the due date.

If problems arise, contact me immediately via email, particularly if those problems might potentially hamper your class performance in terms of submitting your assignments and discussion board posts after the module due dates.

Expect that late work will not be accepted.

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 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

Academic Honesty Guidelines: The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect.

Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity.

Academic dishonesty includes, but is not limited to:

- Using any work done by another person and submitting it for your class assignment.
- Submitting work, you did for another class.
- Sharing answers on individual quizzes

Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code.

The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017).

You can review UF's academic honesty guidelines in detail at:

<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

The Honor Code:

Please refer to the link for the Student Conduct Honor Code

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>