

ADV 4400

International & Cross Cultural Advertising

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Office Hours: To be arranged

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 2019.

Course Description

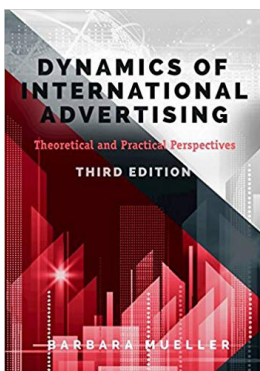
Welcome to International and Crossing Cultural Advertising. This course is designed to introduce students to the opportunities and challenges involved in developing strategies and for implementing communication plans for international markets. We are going to examine the topic of international advertising 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.

QUESTIONS?

Message me through Canvas or email me at calienes@ufl.edu using the subject line ADV 4400 and include as much information as possible in your message.

Course Objectives

- 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. Additional readings will be provided on Canvas.

Grade Assessment Criteria

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

Grading Scale

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

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

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 in at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

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.

Tech Support

For technical support in Canvas contact the UF Help Desk, available 24-7, at 352-392-HELP.

Instructor Role

This course was developed by Dr. Cynthia Morton in the Department of Advertising from the UF College of Journalism and Communications. Since Dr. Morton created the online section of this course, this is who you will hear in the lecture videos for this course. Professor Robert Padovano has also updated some of the course content, so periodically you will also see Professor Padovano in the videos. While the videos are by Dr. Morton and Professor Padovano, I will be the instructor for this course. As such, any questions, comments or concerns should please be directed to me.

For now, my role as an instructor includes, among others, to determine important issues associated with the course, assess your performance and serve as a facilitator of relevant information for this course.

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.

Course Evaluation

"Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>."

University of Florida 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.

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/process/studenthonor-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.”
To read the entire honor code, please visit <https://sccr.dso.ufl.edu/policies/student-honor-code/student-conduct-code/>.*

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.

NETIQUETTE COMMUNICATION COURTESY

All members of the class are expected to follow rules of common courtesy in all email messages and discussions. <http://teach.ufl.edu/docs/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 or (352) 392-HELP option 2 or <https://elearning.ufl.edu/student-help-faqs/>
Contact your instructor within 24 hours of a technical issue if you need to request additional time

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