

**University of Florida**  
**ADV4302**  
**Great Ideas in Marketplace Communication**  
**Section #12CH, #10145**  
**Tuesdays 3<sup>rd</sup> Period (9:30-10:25)**  
**Thursdays 3<sup>Rd</sup> & 4<sup>th</sup> Period (9:30-11:30)**  
**Little Hall Room #121**  
**Fall 2019**

Instructor: Robert Padovano, Adjunct Lecturer      Office Hours: Weimer #2095  
Email: [rpadovano@ufl.edu](mailto:rpadovano@ufl.edu)      Tuesday 11:00 am-2:00pm or by appt.  
Skype: advpadovano1  
Google Hangout: Rob Padovano

**Course Description:**

This course will offer you the opportunity to interact with real clients, provided by the instructor, with real marketplace communications, advertising, sales and promotional challenges. You will be assigned to a team and conduct research, develop plans and address the problems. You will also gain experience that will build your personal brand.

“Ideas are the new currency” – James Altucher

You will have the opportunity to come up with your own ideas that will benefit your clients and grow your personal brand as well.

How this class will develop

You will be assigned to a group where you will converge and meet based on solving a client’s issue. It may be coming up with a logo, headline, positioning idea, advertising strategy, sales presentation, etc.

We will be working on the process of coming up with ideas such as brainstorming, identifying a problem, like lack of sales, attention, attracting new business, turning prospects into clients,

Developing your idea muscle is coming up with several ideas a day and sticking with those that might work.

To track our ideas we are going to create a blog and a website that will allow each team to conceptualize our thoughts and share them with our clients

Not all of our ideas will work. Most will be complete flops, however, all it takes are one to two ideas to be shared to an audience for it to spread.

Ideas that spread and pair with the needs our of clients win and change the culture.

### **No Textbook required**

***Bring your ideas and enthusiasm as well as a notebook and a small notepad.***

### **Grading Scale**

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

<b>A = 100 – 93</b>	<b>C = 76 – 73</b>
<b>A- = 92 – 90</b>	<b>C- = 72 – 70</b>
<b>B+ = 89 – 87</b>	<b>D+ = 69 – 67</b>
<b>B = 86 – 83</b>	<b>D = 66 – 63</b>
<b>B- = 82 – 80</b>	<b>D- = 62 – 60</b>
<b>C+ = 79 – 77</b>	<b>E = 59 and below</b>

### **Course work**

Daily Participation & Attendance	100 points
Mid Term	100 points
Final Project	100 points
Maintaining Ideas Journal	100 points
Assignments/Presentations	100 points
<b>Total Points</b>	<b>500 points</b>

**Daily participation is about showing up and staying engaged in class discussion. This is a not just a class, but a personal investment that may help build and/or grow your confidence with creativity, public speaking, developing your personal brand, copywriting, and so on.**

**There will be extra credit opportunities throughout the semester and will be announced in class.**

### **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

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.

Date	Topic	Assignments		
Tues: 8/20	Introduction and Syllabus	In class intro		
Thurs 8/22	How ideas happen	Generate your first ideas regarding advertising and business		
Tues: 8/27	Public Speaking and making effective slide	In class work with speech delivery		
Thurs: 8/29	Great ideas in advertising	Lecture/peer discussion		
Tues: 9/3	Review of material/topics covered	5 minutes in class presentation		
Thurs: 9/5	Guest speaker	Final project details		

The remainder of the course will be updated. Please stay tuned