

Advertising Strategy

ADV3001 Section 08F1

Time: Tuesday, Periods 4-5 (10:40AM – 12:35PM) in **Weimer G030**

Thursday, Period 4 (10:40 – 11:30AM) in **Weimer 1078**

Spring 2020

“Planners shouldn’t decide whether the work is right or wrong; creatives hate absolutism and truth. There is a perception that we have to separate dead campaigns from live ones. Guide, don’t judge. Planning is not an end, it’s a means to an end.” Jeff Goodby, Goodby Silverstein & Partners

INSTRUCTOR

Dr. Juliana Fernandes

Email: juliana@jou.ufl.edu

Office: 3056 Weimer Hall

Office Phone Number: (352) 392-9359

Office Hours: Tuesdays 1:00 – 2:30PM and Thursdays, 11:45AM – 12:45PM

ABOUT THE INSTRUCTOR:

Dr. Juliana Fernandes (Ph.D. University of Florida, 2010) is an Assistant Professor in the Department of Advertising in the College of Journalism and Communications at the University of Florida. Dr. Fernandes is an expert in the use and effects of negative information in persuasive communication messages and how social and traditional media are used as a strategic tool during political campaigns. She has published academic articles in top advertising and mass communication journals (*Journal of Advertising*, *International Journal of Advertising*, *Journal of Current Issues & Research in Advertising*, *Mass Communication & Society*, *Journal of Public Relations Research*, *Journalism*, *American Behavioral Scientist*, *American Journal of Media Psychology*, and *Journal of Social Media in Society*) and has several book chapters in edited collections. She has mentored several undergraduate and graduate students on a variety of research and professional projects. Her teaching philosophy centers on the link between conceptual foundation, research and practice in advertising. She believes that good advertising practice cannot be achieved without strong conceptual foundation and research expertise.

To learn more about Dr. Fernandes, please visit her personal website: www.julianafernandes.com

COURSE DESCRIPTION

From UF undergraduate catalog: Overview of the strategic planning process required to develop a successful strategic, persuasive communication plan such as an advertising, integrated marketing communications, or social marketing campaign. Case studies and projects teach the skills needed to address a variety of communications management issues and engage audiences in diverse marketplaces.

COURSE PREREQUISITES

MAR 3023 and ADV 3008 with minimum grades of C and ADV major.

COURSE LEARNING OBJECTIVES

After taking this course, you should be able to:

- ✓ How to develop strategic advertising plans, taking into account theoretical perspectives in consumer behavior, marketing, mass communication, and psychology
- ✓ How to turn secondary and primary research findings into a campaign that is “on strategy”
- ✓ How to tailor advertising strategies for diverse markets, taking into account regulatory and ethical practices in the industry
- ✓ How to creatively and critically evaluate advertising strategies
- ✓ How to write a creative brief, marketing plan, and strategic analysis for a brand, product, or service

MATERIALS AND SUPPLY FEES

As part of this class, you will be working in a team of students on several projects. There might be some expenses associated with these team projects (e.g., printing, focus group snacks, etc.). It is expected that the teams will split the cost evenly.

REQUIRED TEXTBOOKS

Kocek, C. (2013). *The practical pocket guide to account planning*. Austin, TX: Yellow Bird Press.

Steel, J. (1998). *Truth, lies, & advertising: The art of account planning*. New York, NY: John Wiley & Sons, Inc.

Additional required readings will be posted on Blackboard as the semester progresses.

RECOMMENDED MATERIALS

Advertising Age

Advertising Week

Media Week

Wall Street Journal Media & Marketing Section

New York Times Media & Advertising Section

COURSE SCHEDULE (SUBJECT TO CHANGE)

Day	Date	Topic	Readings & Assignments
T	Jan 7	Introduction and Syllabus	
FUNDAMENTALS OF ACCOUNT PLANNING			
Th	Jan 9	Account Planning History and Practice	Steel, Chapter 2 Kocek, pages 6 - 19 What is account planning?, 2001 (posted on Canvas)
T	Jan 14	How Account Planning Fits in a Campaign	Steel, Chapter 1

		Group formation and brand lottery	
Th	Jan 16	Library Workshop w/ April Hines	Please bring your computers to class
T	Jan 21	Situation Analysis	Kocek, pages 126 – 138 and 81- 90
UNDERSTANDING THE CONSUMER AND DEVELOPING INSIGHTS			
Th	Jan 23	Consumer Perceptions	Got Advertising that Works?, 2004 (posted on Canvas)
T	Jan 28	Understanding the Consumer Mind-set Using Research	Steel, Chapter 3 Kocek, pages 27 – 57 Ethnographic Methods for Advertising, 2002 (posted on Canvas)
Th	Jan 30	Exam 1	Exam 1 Content: Readings and lectures studied on Jan 9 through Jan 28 Any other materials/readings discussed in class
T	Feb 4	Developing Insights <i>In-class activity (mining insights)</i>	Read cases: Baby Carrots, Capri Sun and Chobani (posted on Canvas)
Th	Feb 6	Developing Insights (cont.)	Creative Brief Section 1 due
T	Feb 11	Developing Insights (cont.)	Peloton Case (posted on Canvas)
Th	Feb 13	Segmenting the Target Market	Kocek, pages 110 – 119 Finding Your Audience Through Market Segmentation (posted on Canvas)
T	Feb 18	Segmenting the Target Market (cont.) <i>In-class activity (develop persona)</i>	
UNDERSTANDING THE BRAND			
Th	Feb 20	Brand Positioning	Kocek, pages 100 - 109
T	Feb 25	Brand Personality <i>In-class activity (differentiation exercise)</i>	
Th	Feb 27	Brand Essence	
T	Mar 3	Spring Break	No class
Th	Mar 5	Spring Break	No class
T	Mar 10	Review/Study day	

Th	Mar 12	Exam 2	Exam 2 Content: Readings and lectures studied on Feb 4 through Feb 27 Any other materials/readings discussed in class
T	Mar 17	Creative Brief Work session	Creative Brief Section 2 due
THE BIG IDEA AND CREATIVE BRIEF			
Th	Mar 19	What Is a Big Idea?	Steel, Chapter 4 Kocek, pages 66 – 70 What's the Big Idea, 2010 (posted on Canvas)
T	Mar 24	<i>In-class activity (big idea explanation)</i> Creative Brief Work session	
Th	Mar 26	Professor @ AAA Conference	TBA
T	Mar 31	What's in a Creative Brief?	Steel, Chapter 5 Kocek, pages 59 – 65 Examples of Briefs (posted on Canvas)
CONCEPT/COPY TESTING & CAMPAIGN EVALUATION			
Th	Apr 2	Concept and Copy Testing and Measuring the Success of a Campaign	Steel, Chapters 6 and 7 Kocek, pages 72 - 80
T	Apr 7	Creative Brief Work session	Creative Brief Section 3 due
Th	Apr 9	Creative Brief Work Session	
T	Apr 14	Creative Brief Section 4 due – part 1	
Th	Apr 16	Creative Brief Section 4 due – part 2	
T	Apr 21	Exam 3	Exam 3 Content: Readings and lectures studied on Mar 19 through Apr 2 Any other materials/readings discussed in class

ATTENDANCE POLICY AND MAKE-UP POLICY

Attendance Policy: Attendance and punctuality are required. Lateness is disruptive and disrespectful toward the instructor and your classmates, therefore, be on time. If you miss a class, you are responsible for getting class materials and finding out about in-class announcements. It is your responsibility to contact the instructor or your classmates about what was discussed in class when you were absent. You may have two unexcused absences with no penalty to your grade. Absences will be considered unexcused unless (a) you speak with the instructor BEFORE the absence and provide justification and/or documentation, or (b) you provide written (e.g. medical, legal, or academic) documentation AFTER the absence (you will have one week to provide the instructor with pertinent documentation). Beyond two unexcused absences, two points will be deducted for each absence from your attendance grade.

Make-up Policy: If you miss an exam or assignment without a written excuse provided in advance or documentation after an illness or other emergency, you will receive no credit (zero) for that exam/assignment. Make-up exams/assignments are subject to be in a different format from regular exams/assignments and might be worth a different number of points. Acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.

CLASS DEMEANOR

Electronic Communication: This class will rely heavily on electronic communication. All course materials will be posted on Canvas. PowerPoint slides will be posted online AFTER a lecture on a given topic is completed (when possible, I will try to upload the slides before class). Students are required to check for emails and postings at least twice weekly prior to class sessions. It is the student's responsibility to check for messages and postings on Canvas.

Late work policy: You need to turn in your assignments and projects on time. Each additional day late will result in 2-points off your grade for that assignment.

Laptops, cell phones, tablets, and other digital life accessories: Everyone is required to turn off their cell phones prior to the start of class. Laptops or other electronic note-taker devices are **not allowed** in the classroom. Students who do not follow this policy will be asked to leave the classroom.

Lateness: Please arrive on time for class. Arriving late to class is EXTREMELY disruptive to the instructor and your classmates. Please be considerate.

Discussing ideas: Part of the learning process is sharing different points of view and discussing interesting topics. Therefore, you are encouraged and expected to participate on a regular basis. This means regular attendance is important. In this class, you always have the right to disagree with the instructor or your peers, as long as it is done in a civilized manner. However, respect for the views of the instructor and your classmates are mandatory. I will not accept behavior that makes others in the class feel inferior or uncomfortable.

Participation: Class participation is very important - it enhances your learning experience and makes it easier to understand concepts, study for exams, and complete assignments effectively. Make sure you read the assigned materials and be ready to engage in group discussion, to share your ideas, and to ask questions. I strongly encourage questions, comments, and the sharing of ideas as they relate to course material. The

participation grade will be computed based on completion of in-class activities and *active* engagement during lectures and class discussions.

Office hours: If you have concerns about your performance in the class as the semester progresses, please do not hesitate to talk to me during my office hours. You can also email me to set up an appointment if the office hours do not fit into your schedule. Do not wait until the end of the semester to ask for help or to explain unusual circumstances that have affected your grade. At that point, it will be too late.

EVALUATION OF GRADES

Exam 1	80
Exam 2	80
Exam 3	80
Creative Brief Project	
Section 1: Situation Analysis	30
Section 2: Consumer/Brand Research	40
Section 3: Big Idea, IMC & Evaluation	30
Section 4: CB & Presentation	40
Attendance	10
Participation	10
<hr/>	
Total	400 points

Students are expected to prepare thoroughly for class by reading assigned materials prior to class, to participate actively in class discussions, and to complete the assigned tasks. These activities should be completed on time and in a professional manner. The final grade is computed as follows:

- a) *Exams (240 points):* The course will include three in-class closed-book exams. Each exam is worth 80 points towards the student's final grade in the course. The exams will cover material from the textbook, class discussions, and any other additional material discussed in class. The format of the exams will consist of a mix of multiple-choice, true-false, and/or short essay questions. The exams are not cumulative. A study guide will be posted online. Make-up exams will not be given unless extenuating circumstances are present and documentation is provided. If that rare case should occur, the make-up exam will be administered at the instructor's discretion.
- b) *Creative Brief Project (100 points):* A group of 4 students will develop a creative brief for a brand selected based on a random draw. On January 14, you will officially form your group and will learn which brand you will be working with. This project will consist of four sections due at different points during the semester: (1) a situation analysis, (2) consumer and brand research, (3) big idea definition and rationale, IMC strategies and evaluation, and (4) the creative brief itself and oral presentation. The creative brief must be submitted at the start of class and orally presented on one of two days: April 14 and April 16. Additional details about this project will be given as the semester progresses.
- c) *Attendance (10 points):* Please refer to the Attendance Policy section of this syllabus.
- d) *Participation (10 points):* Please refer to the Class Demeanor section of this syllabus.
- e) *In-class Activities:* There will be several in-class activities throughout the semester. These activities will not have grades, but will count toward your participation grade. Keep in mind that there are no make-ups for these activities as they will be completed in class.

GRADING POLICY

Score points	%	Grade	Grade points
400 - 380	93.4 – 100	A	4.00
379.98 - 360	90.0 – 93.3	A-	3.67
359.98 - 340	86.7 – 89.9	B+	3.33
339.98 - 320	83.4 – 86.6	B	3.00
319.98 - 300	80.0 – 83.3	B-	2.67
299.98 - 280	76.7 – 79.9	C+	2.33
279.98 - 260	73.4 – 76.6	C	2.00
259.98 - 240	70.0 – 73.3	C-	1.67
239.98 - 220	66.7 – 69.9	D+	1.33
199.98 - 180	63.4 – 66.6	D	1.00
179.98 - 160	60.0 – 63.3	D-	0.67
159.98 - 0	0 – 59.9	E	0.00

Note: There will be no rounding up of grades. For example, if you got a total of 359.50 points, you will receive a B+, not an A-. If you got a total of 299.80, you will receive a C+, not a B-, and so forth. Complaints or questions about grades should be done in writing within one week of receiving the grade.

More information on grades and grading policies is here:

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

STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

COURSE EVALUATION

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

UNIVERSITY HONESTY POLICY

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 (<https://www.dso.ufl.edu/sccr/process/studentconduct-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. If you have any questions or concerns, please consult with the instructor or TAs in this class.

RELIGIOUS HOLY DAYS POLICY

At the University of Florida, students and faculty work together to allow students the opportunity to observe the holy days of their faith. A student should inform the faculty member of the religious observances of their faith that will conflict with class attendance, with tests or examinations, or with other class activities prior to the class or occurrence of that test or activity. The faculty member is then obligated to accommodate that particular student's religious observances. Because students represent a myriad of cultures and many faiths, the University of Florida is not able to assure that scheduled academic activities do not conflict with the holy days of all religious groups. Accordingly, individual students should make their need for an excused absence known in advance of the scheduled activities.

The Florida Board of Education and state law govern university policy regarding observance of religious holidays.

The following guidelines apply:

- Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith.
- Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.
- Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

SOFTWARE USE

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

STUDENT PRIVACY

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:

<http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

CAMPUS RESOURCES

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
<https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.
<https://www.crc.ufl.edu/>.

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.
<https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<https://writing.ufl.edu/writing-studio/>.

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.

IMPORTANT DATES

- January 6, 2020: Spring 2020 classes begin
- January 6 – 10, 2020: Drop/Add
- January 6 – 10, 2020: Late registration
- January 10, 2020: Withdrawal from all Spring courses with no fee liability
- January 20, 2020: Martin Luther King, Jr. Day – no classes
- January 31, 2020: Withdrawal with 25% refund (W assigned to all Spring courses)
- February 29 – March 7, 2020: Spring Break – no classes
- April 22, 2020: Classes end
- April 23 - 24, 2020: Reading Days
- April 25 – May 1, 2020: Final exams
- May 7, 2020: Final grades available
- For other important dates, refer to the Spring 2020 Academic Calendar (<https://catalog.ufl.edu/UGRD/dates-deadlines/2019-2020/#springtext>)