

ADV 3008
****PRINCIPLES OF ADVERTISING****
SPRING 2020

Professor: Kasey Windels, Ph.D.

Class Time/Location: Tuesdays from 9:35-10:25; Thursdays from 9:35-11:30/ Weimer 1064

Office: 3059 Weimer Hall

Office Hours: Tuesdays from 10:30-12 and 1:15-1:45 in WEIM 3059

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Course Website: Relevant course info will be posted on Canvas.

COURSE DESCRIPTION

This course addresses the foundations of advertising. As such, its purpose is to provide a broad overview of the important concepts, processes, people, organizations and trends. Success in the course will involve mastering these concepts. In future advertising classes, it is expected that you will be familiar with them.

Advertising is a pervasive force in modern society. Each year advertisers spend upwards of a thousand dollars for each person living in the U.S. What is the purpose of such expenditures, and what are the effects? Those are some of the issues this course will deal with.

We also examine advertising from the inside, from the perspective of the advertiser (the client) and the specialists who create advertising, the ad agency. You will learn about the different people within each of these types of organizations. You will also find out about how they do their job, what life is like inside the business, and what role you might someday play should you choose an advertising career.

COURSE OBJECTIVES

- Students can identify and define key concepts in advertising and marketing communications.
- Students can describe jobs in advertising, social and ethical issues that surround the practice of advertising, and the steps and processes involved in creating an advertising campaign.
- Students can successfully identify criteria used in creating and executing plans for media, creative, strategy, research, and campaigns.
- Students will demonstrate an understanding of the diverse people and jobs in advertising and related professions.
- Students will demonstrate an understanding of the history and role of professionals and institutions in shaping modern advertising.

REQUIRED MATERIALS

- Arens & Weigold, 15e (2017). *Contemporary Advertising and IMC*. Burr Ridge, IL: McGrawHill/Irwin.
 - This course is participating in UF All Access, the least expensive and fastest way to get access to your course materials for the semester! Please visit: <https://www.bsd.ufl.edu/G1C/bookstore/allaccess.asp> to OPT in and purchase your required Connect code [includes your ebook] access and class assignments. You can also purchase access in the UF bookstore but this will be at the higher list pricing rather than the negotiated discounted All Access pricing.
 - The book is digital and purchasing will also give you access to the homework system. If you would prefer a paper copy, the publisher will mail you one for \$20 more.
 - Note: If you are waiting for financial aid to disburse McGraw Hill gives you two weeks of free access if you request it. Don't wait to buy the book as you will miss assignments.

ASSIGNMENTS

- **Exams:** You will have three exams throughout the semester, each with 50 multiple choice and true-false questions.
- **LearnSmart:** You will complete LearnSmart assignments for each chapter through the McGraw Hill Connect system, which previews important parts of the textbook and allows you to quiz yourself on important information. The LearnSmart system scores you based on your progress in the chapter. I have assigned it to ask about 10-18 questions per chapter, which should take 10-12 minutes. Research suggests that previewing chapter materials and testing yourself on knowledge retention are two of the most effective ways to master materials. All of the assignments are open as we start covering that section of the course (so after Exam 1, all of the assignments covering Exam 2 will be available), and each assignment is due at 11:00 p.m. on the due date. You can work ahead when the assignments are available. I will drop your two lowest LearnSmart grades; beyond that, missing LearnSmart assignments cannot be made up.
- **Assignments:** You will have two assignments to complete and turn in via Canvas. Each assignment will consist of a written exercise that allows you to learn more about the advertising industry or apply the skills you have learned through the course material. We will discuss the details for each assignment in class and make the assignments available on Canvas. All assignments are **due at the beginning of class on the due date**. A deduction of **10% off the assigned grade** is applied to any late submission turned in within the first 24 hours (for example, from the time that assignments are collected on Tuesday until the same time on Wednesday). Assignments submitted within the second 24 hours will result in a deduction of **20% off** the assigned grade. After that (a total of 48 hours), the grade is a 0% (much worse than an "F").
- **Participation:** Attendance will be taken randomly throughout the semester through various activities or quizzes turned in during class. You will receive full credit if you participate in the activity or quiz. I will drop your lowest score; beyond that, missing participation scores cannot be made up.

GRADING

- 3 Exams (23.33% each) 70%
- 15 LearnSmart (1% each) 15% (17 LearnSmart, with two lowest scores dropped)
- 2 Assignments (5% each) 10%
- Participation 5% (in-class activities, with lowest score dropped)

GRADING SCALE

	93.00 and above = A	90.00 – 92.99 = A-
87.00 – 89.99 = B+	83.00 – 86.99 = B	80.00 – 82.99 = B-
77.00 – 79.99 = C+	73.00 – 76.99 = C	70.00 – 72.99 = C-
67.00 – 69.99 = D+	63.00 – 66.99 = D	60.00 – 62.99 = D-
59.99 and below = E		

POLICIES & PROCEDURES

- **Problems with McGraw Hill Connect:** If you have problems with your McGraw Hill Connect account, please contact them first to see if they can help you resolve the problem. They are the experts in their software. If they cannot resolve the problem, please email Dr. Windels and forward your ticket from McGraw Hill so that she can try to help you.
- **Course Preparedness:** To maximize your learning, come to class and participate in class discussions. Further, complete readings before the class in which they are discussed. Finally, check email and Canvas frequently for the latest class information and updates.
- **Exam Absences:** Missing an exam without permission results in a zero. You can make up an exam if:
 - You had an unexpected and unpreventable emergency and
 - You can provide written documentation of the emergency (doctor's note, accident report) and
 - You (or someone at your request) contacts me or the advertising office prior to the exam. You can contact me by email (kwindels@ufl.edu) or call the Advertising Department (352-392-4046).
- **Respect for Others' Ideas:** Appropriate and professional classroom conduct is expected at all times. Respect and common courtesy toward your classmates and your professor are required. Effective communication relies on the ability to recognize and embrace diversity in all its forms, including viewpoints. Be respectful of the diverse range of opinions of everyone in the class, and help make this an inclusive environment. See the CJC diversity statement for more information: <https://www.jou.ufl.edu/home/about/diversity-statement/>.
- **Honor Code:** Please review the UF Student Honor Code and Student Conduct Code, which can be found at: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>. Any violation of the codes will be reported to the proper University administrators and may result in other sanctions.

- **Plagiarism:** Original writing is essential to ethical communication, and it is also essential for this class. Cheating is any action that violates University norms or an instructor's guidelines for the preparation and submission of assignments. Such actions may include using or providing unauthorized assistance or materials on course assignments or possessing unauthorized materials during an exam.

Plagiarism involves the representation of another's work as your own, for example: (a) Submitting as one's own any material that is copied from published or unpublished sources such as the Internet, print sources, or video programs without proper acknowledgement that it is someone else's. (b) Paraphrasing another's views, opinions or insights without proper acknowledgement or copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement. (c) Submitting as one's own work a report, examination, paper, computer file, lab report or other assignment which has been prepared by someone else. (d) Presenting work created for another course as original work in this class.

UF requires faculty who find evidence of plagiarism to submit a report to Student Conduct and Conflict Resolution. Please read the UF Student Honor Code for more information.

- **Technology/Paying Attention:** I prefer that you take hand-written notes in class and keep your laptops closed to avoid distraction. Research shows that we learn and remember more from handwriting our notes. Also, when we're distracted rather than engaged, we can't learn effectively. No text messaging/social media/web surfing during class. If you do this you will be asked to stop. If you continue, you will be asked to leave.
- **Grade Challenges:** Grades will not be discussed via email, the telephone or in class. If you disagree with a grade given on any assignment, you must appeal the grade in person during my office hours or in an appointment with me. In this appeal, you must clearly state the problem and give a clear, concise explanation as to why you feel the grade is inaccurate. You must appeal assigned grades within two weeks of your receiving that particular grade. After two weeks, all grades are final.
- **Students with Disabilities:** Students with disabilities can receive accommodations. The first step is to contact the Disability Resource Center (352-329-8565; www.dso.ufl.edu/drc/). Once you receive your accommodation letter, provide a copy to the professor as early as possible in the semester.
- **Course Evaluations:** Students are expected to provide professional and constructive feedback on the quality of instruction via the online course evaluation system, GatorEvals. You will be notified when the evaluation period begins, and you can find GatorEvals through your Canvas course menu.
- **Counseling and Wellness Center:** 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.

- **Tentative Nature of the Syllabus:** I reserve the right to change and/or add readings throughout the semester. Furthermore, I reserve the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events. If changes in the schedule are necessary, students will be held responsible for such changes, which will be announced in class ahead of time.

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TENTATIVE COURSE SCHEDULE

Date	Topic	Reading	Assignment
	<i>What is advertising and IMC?</i>		
1/7	Introduction to Class & Syllabus		
1/9	Advertising and IMC Today	Ch. 1	
1/14	The Evolution of Advertising and IMC	Ch. 2	LearnSmart Ch. 1 Due
1/16	Evolution of Adv. and IMC Economic and Regulatory Aspects	Ch. 2 Ch. 3	LearnSmart Ch. 2 Due
1/21	Economic and Regulatory Aspects	Ch. 3	LearnSmart Ch. 3 Due
1/23	Scope: From Local to Global	Ch. 4	LearnSmart Ch. 4 Due
1/28	Scope: From Local to Global	Ch. 4	
1/30	Exam 1: Ch. 1-4		Exam 1 (in class)
	<i>Planning the Campaign</i>		
2/4	Marketing and Consumer Behavior	Ch. 5	LearnSmart Ch. 5 Due
2/6	Marketing and Consumer Behavior	Ch. 5	Assignment 1 Due
2/11	Market Segmentation and Marketing Mix	Ch. 6	
2/13	Market Segmentation and Marketing Mix	Ch. 6	LearnSmart Ch. 6 Due
2/18	Research: Gathering Info	Ch. 7	
2/20	Research: Gathering Info Marketing and IMC Planning	Ch. 7 Ch. 8	LearnSmart Ch. 7 Due
2/25	Marketing and IMC Planning	Ch. 8	LearnSmart Ch. 8 Due
2/27	Planning Media Strategy	Ch. 9	LearnSmart Ch. 9 Due
3/3	Spring Break		
3/5	Spring Break		
3/10	Creative Strategy and Creative Process	Ch. 10	
3/12	Creative Strategy and Creative Process	Ch. 10	LearnSmart Ch. 10 Due
3/17	Creative Execution: Art and Copy	Ch. 11	
3/19	Exam 2: Ch. 5-10		Exam 2 (in class)
	<i>Executing the Campaign</i>		
3/24	Creative Execution: Art and Copy	Ch. 11	LearnSmart Ch. 11 Due
3/26	No Class: Dr. Windels at a Conference (work ahead on LearnSmart)		LearnSmart Ch. 13 Due LearnSmart Ch. 14 Due LearnSmart Ch. 15 Due
3/31	Using Print Media	Ch. 13	
4/2	Using Print Media	Ch. 13	Assignment 2 Due

4/7	Using Electronic Media	Ch. 14	
4/9	Using Digital Interactive Media Social Media	Ch. 15 Ch. 16	LearnSmart Ch. 16 Due
4/14	Out-of-Home, Exhibitve Media	Ch. 17	LearnSmart Ch. 17 Due
4/16	Exam 3: Ch. 11, 13-17		Exam 3 (in class)