

ADV4400 International Advertising

Spring 2020

Class # 23107 (Section IAE2)

Monday (Period 4-5) 10:40 AM to 12:35 PM – Weimer 3024

Wednesday, (Period 5) 11:45 AM to 12:35 PM – Weimer 3024

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Overview

Catalog description: *Major concepts and issues in international and cross-cultural advertising campaign planning including primary and secondary research to assess environmental situations, setting objectives, budgeting, media, creative, ethics and social responsibility.*

Welcome to International 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.

Prerequisites

ADV 3008, with minimum grade of C.

Resources

Canvas

<http://elearning.ufl.edu/>

Required Textbook

de Mooij, Marieke (2019). *Global Marketing & Advertising: Understanding Cultural Paradoxes*. Fifth Edition. SAGE Publications.

Requisite Skills for this Course

You should be prepared to: 1) manage academic responsibilities and meet deadlines on the Canvas online course management system, 2) employ analytical skills in the evaluation of situations and content presented in course lectures and readings, 3) articulate these thoughts and ideas clearly in writing, including online forums, and 4) justify/defend your own perspectives as well as argue on behalf of perspectives that potentially run counter to your position about various topics.

Course Goals

Successful completion of this course will require you to:

- 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

Expectations and Assignments

Formatting, Spelling and Grammar

Each of your written assignments should be written to the best of your ability. As you are acting as a professional communicator, you are expected to write using accurate grammar and spelling. Points will be deducted from assignments where the content has grammar and spelling errors.

There are several tools you can use to improve your writing ability or double-check your work. These include the following:

- [Purdue Online Writing Lab](#) to check grammar rules
- [Citation Machine](#) to assist with APA style source citing
- [Grammarly](#) to act as an additional check of your spelling and grammar

Graded Assignments	Points
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

1. Q & A (4), 40 points

- a. You will be asked to submit **two** questions (and answers) about the module reading and/or lecture content that would be appropriate to pose to class peers. The questions can be ones that you are curious about or interested in based on how it was addressed in the readings.
- b. Generally, the questions the instructor is more interested in from you fall into the category of

context questions. Context questions

present the inquiry in relation to an opinion or example (real or hypothetical) that demonstrates your 'deeper thinking' about the module lecture and assigned readings.

- c. This category of questions goes beyond the one-dimensional questions written to test others' knowledge on basic definitions or terms introduced in the readings. Instead, they should demonstrate your thoughtfulness to the subject matter and willingness to assert other queries for consideration in an effort to level up about the discussion.

2. **Quizzes** (4), 80 Points total: 20 points each-

- a. There will be four quizzes consisting of 10 questions each will be given over the term. They will be scheduled approximately every **three (3)** weeks. Quiz questions will be presented in a multiple-choice format and will cover content for modules completed up to the quiz point.
- b. For example, the first quiz, scheduled for June XX, will only cover the content from modules X – Y, quiz 2 will cover only the content covered in modules A – B, and so on.
- c. Quizzes in this class will *tentatively* open on the **Wednesday** of the respective module at **9:00 AM** and remain open until **Sunday at 11:59 PM**.
You can take the quiz at any time during that time window.
- d. Once a quiz has been started, it cannot be stopped until the allotted time is complete.
- e. Therefore, you should take care to cover all materials prior to attempting the quiz and work steadily to complete the quiz within the designated time period. Please review the course syllabus for clarification on the designated quiz dates.

3. **Group discussion boards** (4), 40 Points total: 10 points each

- a. The purpose of the small group discussions is to provide you with an opportunity to exchange ideas and engage with your peers.
- b. Early in the semester, you will be assigned to a small group to work with your peers for four graded discussions during the semester and for the team project & presentation (explained below). For the small group discussions, you will be given a topic on which to respond through discussion board post.
- c. Submit your initial post and provide two peer feedback responses.

4. **Individual assignments** (2), 200 Points total: 100 points each

Up to two individual written assignments will be issued for this course. Assignments must be submitted to the assignment drop box by 9:00 PM on the specified due date. Generally, assignments will have a page limit of four to six pages maximum.

All submissions should be, on 8 ½ x 11" and must be double-spaced (excluding references) and indicate page numbers consecutively throughout the entire paper (title page is page 1). Allow margins of at least one inch on all four sides. Use one font style only (e.g., 12-point Times Roman). Papers must be prepared according to APA style.

Please ask me if they are not familiar with the mentioned formats. File naming convention – All submissions must have the following format:

LastName_FirstName_Assignment#_Filename.doc or .docx

(Only .doc and .docx files will be considered. Improperly formatted files will **NOT** be considered and could result to receiving 0 points for the submission)

5. **Final project (1):** 100 points (Team Project)

The purpose of the presentation is to provide the class with a resource for deeper understanding about how the component topics reviewed over the term work together to contribute greater understanding of a specific topic. Each team will submit a topic proposal they wish to work on in the first few weeks of the semester to allow group members adequate opportunity to collaborate before the end-of-semester deadline.

Each team will complete a team project report and a PowerPoint file that will be shared with the class via course site post at the end of the semester. Team project grades will be based on two criteria: 1) the instructor's assessment of the team's final project and 2) each individual's assessment from his/her colleagues for the entire project

Late Policy

Unless you notify me in advance and have a documented reason for why you cannot complete an assignment in a timely way, 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 here:

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

UF 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 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/policies/student-honor-code-student-conduct-code/>.

Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. See the course netiquette guidelines on Canvas.

Getting Help

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- helpdesk@ufl.edu
- (352) 392-HELP - select option 2
- <https://elearning.ufl.edu/student-help-faqs/>

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

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

UMatter, We Care

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 *UMatter, 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.

Online 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/>.