

# ADV3008 – Principles of Advertising – Summer B

Online Course | M, T, W, R, F | 2:00-3:15 PM

## Instructor

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Office: Weimer Hall G029

Office Hours: By appointment (Zoom)



## Advertising is everything!

No matter where you look, you'll be exposed to advertising in all sorts of shapes and forms, on all sorts of devices, and from all sorts of advertisers. They want you to buy their products, sign up for a cause, or simply think in a different way by influencing your attitudes and beliefs.

This course is designed to learn the different players in advertising, how advertising works – and how it doesn't, what media outlets to use and what their advantages are, how campaigns come together, and how advertising has developed from its rich history into what it is today.

Completing this course will give you the foundation to build upon for your future in advertising. Or, if you take this course as a non-advertising major, I hope you finish it with a solid understanding and appreciation for a world full of attention, emotion, and creativity.

## Course Learning Objectives

- Identify and define key concepts in advertising and marketing communications
- 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
- Identify criteria used in creating and executing plans for media, creative, strategy, research, and campaigns
- 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

## Textbook

Arens & Weigold, 16e (2021). Contemporary Advertising and IMC. Burr Ridge, IL: McGrawHill/Irwin.

**Purchase the text and homework (Connect) in our Canvas shell of through the UF Bookstore.**

The book is digital and purchasing will also give you access to the homework system. Paper copies are available for an upcharge, but you need to have access to the online system of the book for your reading assignments.

## Calendar

Due Date	Assignment	Details
July 8 (Wed)	Connect	Chapter 1 – Advertising and IMC Today
July 10 (Fri)	Connect	Chapter 2 – Functions of Advertising
<b>July 12 (Sun)</b>	<b>Short Assignment 1</b>	
July 14 (Tue)	Connect	Chapter 3 – Economic, Ethical and Regulatory Aspects
July 16 (Thu)	Connect	Chapter 4 – Scope of Advertising: from Local to Global
<b>July 17 (Fri)</b>	<b>Exam 1</b>	<b>Chapters 1-4</b>
July 20 (Mon)	Connect	Chapter 5 – Marketing and Consumer Behavior
July 22 (Wed)	Connect	Chapter 6 – Market Segmentation and Marketing Mix
July 24 (Fri)	Connect	Chapter 7 – Research in Advertising
<b>July 26 (Sun)</b>	<b>Short Assignment 2</b>	
July 28 (Tue)	Connect	Chapter 8 – Marketing and IMC Planning
July 30 (Thu)	Connect	Chapter 9 – Media Strategy
<b>July 31 (Fri)</b>	<b>Exam 2</b>	<b>Chapters 5-9</b>
August 3 (Mon)	Connect	Chapter 11 – Creative Execution: Art and Copy
August 5 (Wed)	Connect	Chapter 12 – Advertising in Print Media
August 6 (Fri)	Connect	Chapter 13 – Electronic Media: Television and Radio
<b>August 9 (Sun)</b>	<b>Short Assignment 3</b>	
August 11 (Tue)	Connect	Chapter 14 – Digital Interactive Media
August 13 (Thu)	Connect	Chapter 15 – Social Media
<b>August 15 (Fri)</b>	<b>Exam 3</b>	<b>Chapters 11-15</b>

\*Assignments in your Connect shell of the textbook are due by 11:59pm of the due date.

## Scoring and Point System

Exam 1	20 points
Exam 2	20 points
Exam 3	20 points
Attendance	10 points
Short Assignments (5 pts. each)	15 points
Online Chapters	15 points
<b>Total</b>	<b>100 points</b>

## Grade Breakdown

<b>A</b>	93 pts	<b>C</b>	74 pts
<b>A-</b>	90 pts	<b>C-</b>	70 pts
<b>B+</b>	87 pts	<b>D+</b>	67 pts
<b>B</b>	84 pts	<b>D</b>	64 pts
<b>B-</b>	80 pts	<b>D-</b>	60 pts
<b>C+</b>	77 pts	<b>E</b>	Lower than 60 pts

[Click here for more information on grading](#)



### Exams

3 exams worth 20 points each, 60 points total.

Exams are objective, 40 questions, all multiple choice, .5 points each. Questions come from the textbook and lecture materials.

### Connect/LearnSmart Readings

15% of your grade will come from completing the book chapters in your Connect shell that you access through Canvas/eLearning. I will deduct 1% of your final grade for each required chapter that hasn't been 80% read by the due date. You literally earn your grade by reading the textbook, It's easy, no excuses!

### Short Assignments

There will be three short assignments scheduled every other week. You will be faced with a scenario that you need to respond to by using your knowledge and personal experience. These assignments build upon the readings and class materials and will be about 2-3 pages worth of your thoughts and understanding of the matter.

### Extra Credit

You will get the opportunity to earn some extra credit throughout the course. This may, but doesn't have to, include additional questions on exams, extra assignments, and SONA extra credit.

### SONA

Extra credits will be offered for research participation through CJC's SONA research management system (<https://ufl-cjc.sona-systems.com>). Please register a SONA account and choose studies to participate in

to receive extra credits for this class. Check SONA regularly to see what studies have become available. Typically, it is not until around maybe the third week of the semester that studies will become available. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate and research opportunities will be limited by the end of the semester. In fact, it is probably wise to participate early in the semester when your course loads are the lightest. [Please see this video below for how to set up your SONA account.](#) *If you have any questions, please contact the CJC SONA administrator through this email: [uf-cjc-sonasystems@jou.ufl.edu](mailto:uf-cjc-sonasystems@jou.ufl.edu)*

### Absences

Class attendance is expected. I give you one free pass to miss a Zoom meeting. Every missed Zoom meeting beyond that will lower your grade by 1%. Since this class will be a hybrid format of an online classroom via Zoom and pre-recorded video lectures, I expect you to log onto the Zoom meetings within 5 minutes of their starting times (or earlier). I will start class promptly at 2 pm and will have a countdown running. I will also send out email reminders for each Zoom meeting. I reserve the right to withhold PowerPoint lectures from the Zoom meetings. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with [university policies that can be found in the online catalog.](#)

### Lateness

Late work will not be accepted unless a valid excuse or reason has been given to the instructor in a written form (emails work wonders!). This syllabus is a contract between you, the university and me as the course instructor to stick to it.

### Exam Absences

Missing an exam without permission results in a zero. You can make up an exam if:

- You had an unexpected or unpreventable emergency (for example, family death)
- 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 ([mcleve@ufl.edu](mailto:mcleve@ufl.edu)) or call the Advertising Department (352-392-4046).

### Zoom Classroom Behavior

Let's be honest, you're on your computer or tablet or phone in an online lecture. I get it: You have your social media and texting windows open. Nonetheless, what I expect you to do is to **be engaged and respectful in class**. Contribute in a positive way to the classroom environment. Disruptive behaviors can lower your grade. Please login on time and do not leave before the end of class unless otherwise communicate with the instructor beforehand.

Zoom Etiquette:

- Turn off your mic unless you're speaking up in the classroom
- Turn your phone to silent, especially when you're not on mute
- Use your video so I can see you and don't have to talk to a bunch of black windows
- Don't look like you just woke up from a nap (even if you did)
- Sit at a table or at least in a chair, not in your bed while wearing pajamas.

### Accommodations

Accommodations must be registered with the DSR (<https://drc.dso.ufl.edu/>). Once you have your letter, please arrange an “office visit” so I can provide the accommodation that you need. This should occur during the first two weeks of the semester.

### Student Honor Code

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](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel.

### Question and Concerns

If you have any questions or concerns, please consult with me and we’ll find a solution.

Should you find that your or another member of the UF community requires [university counseling services and mental health services](#), call 392-1575, or the University Police Department: 392-1111 or 9-1-1 for emergencies. There is no shame in using mental health services and counseling. You’re dealing with a lot of stress and professionals can help you to manage your time, stress and life circumstances better.

For any concern about well-being, either for yourself or another student you may contact: <http://www.umatter.ufl.edu/>