

**University of Florida
Advertising Sales
ADV 3502, Section 7E39
Class #10131
Summer C Syllabus 2020**

Instructor: Robert Padovano, Adjunct Lecturer
Email: rpadovano@ufl.edu

Office Hours: By Zoom appt

This is an online course that is located via UF e-Learning at <http://elearning.ufl.edu/>
After opening the link, click on e-Learning in Canvas, which is located on the right-hand side and then login using your UF Gatorlink username and password to have access to the course.

You can also download the Canvas App on iTunes and Android



Course Description

The purpose of this online course is to introduce students to selling advertising as a possible career opportunity. Even if you are not pursuing a career this course may be beneficial to you by developing your skill stack.

In this course, you will learn how to sell advertising space and time.

To sell advertising requires hard work, research, knowledge, planning strategic thinking and daily persistence.

Your potential customers may have heard just about every sales pitch and presentation and, more than likely, are as well informed as you about buying advertising space, -- if not more.

As a salesperson to turn prospects into clients requires building long-term relationships and to do that, you need to learn the importance of selling skills such as being likable, research, empathy, research, listening, and trust.

In addition, you will work on sharpening your selling skills. the course will cover the entire sales process: prospecting, identifying problems, developing solutions, presenting, closing, negotiating and following up.

“First comes interest. Passion begins with intrinsically enjoying what you do...Next comes the capacity to practice. One form of perseverance is the daily discipline of trying to do things better than we did yesterday...Third is purpose. What ripens passion is the conviction that your work matters...And, finally, hope. Hope is a rising-to-the-occasion kind of perseverance.” Angela Duckworth, author of Grit

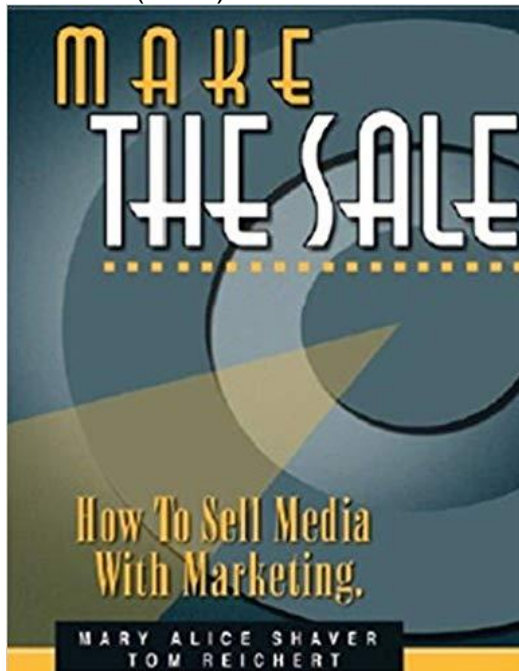
“If you work just for money, you’ll never make it. But if you love what you are doing, and always put the customer first, success will be yours.” Ray Kroc, Founder of McDonald’s

Course Objectives:

1. Learn How to Serve Clients
2. Explaining the local media and marketing mix
3. Focusing on starting the job and how to address problems and cases
4. How to develop ideas and strategies
5. How to make sales presentation with effective public speaking and slides
6. Focus on how to succeed as a sales rep

Required Text:

Make The Sale: How To Sell Media With Marketing, Mary Alice Shaver and Tom Reichert (2008)



Course Schedule:

Modules open on Monday of each week and end on Sunday of the following week at 11:59pm. Please note the schedule may vary during weeks with holidays and breaks. Please make sure to review the semester schedule on a regular basis, as it may be subject to changes.

Students will be notified of any scheduling adjustments via Canvas Announcement posts and by Canvas email if necessary.

**Weekly module assignments (group discussions, individual assignments) are due on Sunday at 11:59 PM unless otherwise specified.

I will send out announcements during the beginning each week via Canvas and/or video VoiceThread

Course Overview

Module/Dates	Description	Assigned Work	Assignment(s) Due
Module 1 5/11-5/17	Introduction – Space and Time	Group Discussion Board (DB) (10) Extra credit Syllabus/Handbook Quiz closes 5/31	Friday, 5/15 DB initial post Sunday, 5/17 Two DB Peer Feedback Responses
Module 2 5/18-5/24	Target Audience	Individual Activity (10)	Sunday, 5/24 Individual Activity
Module 3 & 4 5/25-6/7	You as the Media Rep the Media Today – The Local Media /	Group Discussion Board (DB) (10)/Select Final Project Team Leader by 6/7	Friday, 5/29 DB initial post Sunday, 5/31, Two DB Peer Feedback Responses
Module 5 & 6 6/8-6/14	The Local Media Mix/Local Media Mix	Individual Activity (10)	Sunday, 6/14 Individual Activity
Module 7 & 8 6/15-6/21	Terms You Will Use, Rates & Contracts/Staying Organized	Group Discussion Board (DB) (10) Quiz #1 (6/15-6/16)	Friday, 6/19 DB initial post Sunday, 6/21, Two DB Peer Feedback Responses Quiz #1 (6/15-6/16)
Module 9 & 10 7/6-7/12	Making Messages – Getting Started & Getting it Done/ From Prospect to Presentation – Hitting the Street and Street Smarts	Mid Term Assignment (50)	Mid Term Assignment (50) due 7/12
Module 11 7/13-7/19	Preparing the Presentation	Individual Assignment (10) Quiz #2 (7/13-7/14) Modules 6-10	Sunday, 7/19 Individual Assignment Quiz #2 (7/13-7/14)
Module 12 & 13 7/20-7/31	Making the Presentation/ Staying on the Job – Meals with clients and Sales Job Facts	Individual Assignment (10 Quiz #2)	Sunday, 7/31 Individual Assignment
Module 14 & 15 8/1-8/12	New Media & Wrapping Up	Final Presentations Quiz #3 (8/10 & 8/11) Modules 11-14	Submit Final Presentations Quiz #3 (8/10 & 8/11)

Assignments

Group Discussions (4)	40
Quizzes (3)	75
Individual Activities (4)	40
Mid Term	50
Final Group Presentation	100
Total Points	305

<u>Grade</u>	<u>Grading Scale</u>
A	284 to 305
A-	275 to 283
B+	265 to 274
B	259 to 264
B-	244 to 258
C+	235 to 243
C	228 to 234
C-	214 to 229
D+	204 to 213
D	198 to 203
D-	190 to 197
E	0 to 189

Group Discussion Boards (4):

Each assignment is worth 10 points

You will be assigned to a group the first week of class of up to four to six team members. You are required to make an original post and post two-peer feedback responses based on the details provided in the module.

Each discussion board is worth 10 points: 5 points. for initial post and 5 points. for two peer feedback responses).

**You are required to post your response by the end of each Friday at 11:59 pm.

In addition to your initial response, you will also have to provide two peer feedback responses that are due by the end of the day each Sunday (11:59 pm) when the module closes.

Any original discussion board posts made after the end of the day each Friday will result **in a three (3)-point deduction** from your overall score and posts received after the module closes on Sunday will **NOT be accepted**).

Individual Activity Assignments (4)

Each assignment is worth 10 points.

The individual assignments will be based on various topics ranging from the text to real hypothetical sales situations.

Mid Term Assignment:

Due at the end of the day, Sunday, July 12th

This is an individual assignment worth 50 points. See Canvas for Details.

Quizzes (4):

There will be three ten question multiple-choice quizzes based on questions from the textbook and lectures. With the exception of the Extra credit Syllabus/Handbook quiz each quiz is worth 25 points (10 questions at 2.5 pts. each).

You will have 20 minutes to complete each quiz.

Quiz Dates are as follows:

Syllabus and Handbook Extra Credit Quiz (worth 3 points)– Open Tuesday, May 14th, 2020 closes on, May 31st, at 11:59pm –

Quiz #1 – Opens Monday, June 15th 9 am Closes Tuesday, June 16th, at 11:59 pm (Modules 1-5)

Quiz #2 – Opens Monday, July 20th, Closes Tuesday, July 21st, at 11:59 pm (Modules 6-10)

Quiz #3 – Opens Monday, August 10th, Closes Tuesday, August 11th, at 11:59 pm (Modules 11-15)

Final Sales Presentation:

This is a Team Presentation worth 100 points.

The details regarding the final sales presentation can be found in Module 1.

I recommend that each team set up a Google Document, start a GroupMe or Facebook page to correspond. In addition, if you are not on campus to contact one another by Skype or Google Hangout.

Contacting the Helpdesk:

If you run into technical issues with Canvas, etc. please contact the UF Computing Helpdesk for assistance at helpdesk@ufl.edu or by phone (352) 392-4357 (HELP)-select option 7. or Walk-in to the HUB. If you are calling be prepared to provide your UFID# and/or Gatorlink User ID.

Policies for Late Work and Exams: There will be no make-up assignments without proof of excused absence.

All assignments are expected to be turned in on the due date.

If problems arise, contact me immediately via email, particularly if those problems might potentially hamper your class performance in terms of submitting your assignments and discussion board posts after the module due dates.

Expect that late work will not be accepted.

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 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

Academic Honesty Guidelines: The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect.

Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity.

Academic dishonesty includes, but is not limited to:

- Using any work done by another person and submitting it for your class assignment.
- Submitting work, you did for another class.
- Sharing answers on individual quizzes

Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code.

The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017).

You can review UF's academic honesty guidelines in detail at:

<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

The Honor Code:

Please refer to the link for the Student Conduct Honor Code

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>