

## Advertising Strategy

ADV3001 Section 1H32

Time: Tuesday, Period 2 (8:30 – 9:20AM) and Thursday, Periods 2-3 (8:30 – 10:25AM)

Online

Fall 2020

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*“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

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Office Hours: Tuesdays 1:00 – 2:30PM and Thursday, 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](http://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:

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

## 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 posted on Canvas.

## 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	Activities
<b>WELCOME &amp; INTRODUCTION</b>				
T	Sept 1	Introduction and Syllabus [LIVE]		
<b>MODULE 1: FUNDAMENTALS OF ACCOUNT PLANNING</b>				
Th	Sept 3	Account Planning History and Practice [LIVE]	1. Steel, Chapter 2 2. Kocek, pages 6 - 19 3. What is account planning?, 2001 4. Account planning, 2013	Activity 1
T	Sept 8	How Account Planning Fits in a Campaign [PRERECORDED]	1. Steel, Chapter 1 2. How to do account planning – a simple	Activity 2

			approach, 2020	
Th	Sept 10	Library Workshop [LIVE]		
T	Sept 15	Situation Analysis [PRERECORDED]	1. Kocek, pages 126 – 138, 81- 90	Activity 3
<b>MODULE 2: UNDERSTANDING THE CONSUMER</b>				
Th	Sept 17	Consumer Perceptions [PRERECORDED]	1. Got Advertising that Works?, 2004	Activity 4
T	Sept 22	Understanding the Consumer Mind-set Using Research, Part 1 [LIVE]	1. Steel, Chapter 3 2. Kocek, pages 27 – 57 3. Ethnographic Methods for Advertising, 2002	
Th	Sept 24	Understanding the Consumer Mind-set Using Research, Part 2 [PRERECORDED]	1. Steel, Chapter 3 2. Kocek, pages 27 – 57 3. Ethnographic Methods for Advertising, 2002	Activity 5
T	Sept 29	Review for Exam 1	Study Guide	
Th	Oct 1	<b>Exam 1</b>		
<b>MODULE 3: DEVELOPING INSIGHTS</b>				
T	Oct 6	Developing Insights, Part 1 [LIVE]	1. Cases: -Baby Carrots -Capri Sun -Chobani	<b>Creative Brief Section 1 due</b>
Th	Oct 8	Developing Insights, Part 2 [PRERECORDED]	1. Cases: -Baby Carrots -Capri Sun -Chobani -Peloton Case	Activity 6
<b>MODULE 4: TARGET SEGMENTATION</b>				
T	Oct 13	Segmenting the Target Market, Part 1 [PRERECORDED]	1. Kocek, pages 110 – 119 2. Finding Your Audience Through Market Segmentation	
Th	Oct 15	Segmenting the Target Market, Part 2, [PRERECORDED]	1. Kocek, pages 110 – 119	Activity 7

			2. Finding Your Audience Through Market Segmentation	
<b>MODULE 5: UNDERSTANDING THE BRAND</b>				
T	Oct 20	Brand Positioning [LIVE]	1. Kocek, pages 100 - 109	
Th	Oct 22	Brand Personality [PRERECORDED]		
T	Oct 27	Brand Essence [PRERECORDED]		Activity 8
Th	Oct 29	Review/Study day	Study Guide	
T	Nov 3	<b>Exam 2</b>		
Th	Nov 5	Creative Brief Work session		
<b>MODULE 6: THE BIG IDEA AND CREATIVE BRIEF</b>				
T	Nov 10	What Is a Big Idea? [LIVE]	1. Steel, Chapter 4 2. Kocek, pages 66 – 70 3. What's the Big Idea, 2010	Activity 9
Th	Nov 12	What's in a Creative Brief?, Part 1 [PRERECORDED]	1. Steel, Chapter 5 2. Kocek, pages 59 – 65 3. Examples of Briefs	
T	Nov 17	What's in a Creative Brief?, Part 2 [LIVE]	1. Steel, Chapter 5 2. Kocek, pages 59 – 65 3. Examples of Briefs	Activity 10
<b>MODULE 7: CAMPAIGN EVALUATION</b>				
Th	Nov 19	Measuring the Success of a Campaign, Part 1 [PRERECORDED]	1. Steel, Chapters 6 and 7 2. Kocek, pages 72 – 80	
T	Nov 24	Measuring the Success of a Campaign, Part 2 [PRERECORDED]	1. Steel, Chapters 6 and 7 2. Kocek, pages 72 – 80	<b>Creative Brief Section 2 due</b>
Th	Nov 26	Thanksgiving holiday	No class	
T	Dec 1	LIVE Wrap-up/Q&A		<b>Creative Brief Section 3 due</b>
Th	Dec 3	Review for Exam 3	Study Guide	
T	Dec 8	<b>Exam 3</b>		

## ATTENDANCE POLICY AND MAKE-UP POLICY

*Attendance Policy:* Attendance will be taken in two ways: (1) completion of activities – except for projects and exams - (each time you complete these activities, you will receive 0.8 points toward your

attendance grade), and (2) your attendance and participation during LIVE lectures (each time you log in to LIVE lectures and participate, you will receive 1.5 points). If you miss a LIVE class, you are responsible for getting class materials and finding out about in-class announcements. It is your responsibility to contact the instructor about what was discussed in class when you were absent. 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).

*Make-up Policy:* If you miss an exam or activity without a written excuse provided in advance or documentation after an illness or other emergency, you will receive no credit (zero) for that exam/activity. Make-up exams/activities are subject to be in a different format from regular exams/activities 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 at the instructor's discretion.

## CLASS DEMEANOR

*Electronic Communication:* This class relies on electronic communication. All course materials will be posted on Canvas. 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 5% off your grade for that assignment.

*Lateness:* Please log in on time for LIVE class to account for any technological issue you might have.

*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.

*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. Office hours will be held via Zoom. 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

Assignment	Points	%
<i>Exams</i>	150	37.5
Exam 1	50	12.5
Exam 2	50	12.5

Exam 3	50	12.5
<i>Creative Brief Project</i>	120	30
Section 1: Situation Analysis + Consumer/Brand Research	60	15
Section 2: Big Idea, IMC, Evaluation	30	7.5
Section 3: Creative Brief	30	7.5
<i>Other Activities</i>	110	27.5
Activity 1	10	2.5
Activity 2	10	2.5
Activity 3	10	2.5
Activity 4	10	2.5
Activity 5	15	3.75
Activity 6	15	3.75
Activity 7	10	2.5
Activity 8	10	2.5
Activity 9	10	2.5
Activity 10	10	2.5
<i>Attendance</i>	20	5
<b>Total</b>	400 points	100%

Students are expected to prepare thoroughly for class by reading assigned materials prior to class, to participate actively in LIVE 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 (150 points)*: The course will include three exams proctored by Honorlock. Each exam is worth 50 points towards the student's final grade in the course. The exams will cover material from the textbook, class discussions and presentations, and any other additional material used 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 (120 points)*: You will work individually throughout the semester to develop a creative brief for a brand. Students will choose one of three brands (**TBA**) to work with during the semester. This project will consist of three sections due at different points during the semester: (1) a situation analysis, consumer, and brand research, (2) big idea definition and rationale, IMC strategies, and evaluation, and (3) the creative brief itself. The purpose of the research projects is to deepen book-learning by putting it into practice. Additional details about these projects will be given as the semester progresses.
- c) *Other Activities (100 points)*: A variety of small activities (10 in total) will be assigned throughout the semester to help you engage with the content for each module, as well as apply the concepts learned.
- d) *Attendance (20 points)*: Please refer to the Attendance Policy section of this syllabus.

## GRADING POLICY

Points		%		Grade	Grade points
400	376	100	94	A	4.00
375.99	360	93.995	90	A-	3.67
359.99	348	89.995	87	B+	3.33
347.99	336	86.995	84	B	3.00
335.99	320	83.995	80	B-	2.67
319.99	308	79.995	77	C+	2.33
307.99	296	76.995	74	C	2.00
295.99	282	73.995	70	C-	1.67
283.99	268	70.995	67	D+	1.33
267.99	256	66.995	64	D	1.00
255.99	244	63.995	61	D-	0.67
243.99	0	60.995	0	E	0.00

**Note:** There will be no rounding up of grades. For example, if you got a total of 359.50 points, you would receive a B+, not an A-. If you got a total of 319.80, you would 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/](http://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>

### *Online Recording of Classes*

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments



live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

## CAMPUS RESOURCES

### Health and Wellness

#### **U Matter, We Care:**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto: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](mailto: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](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf).

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

## IMPORTANT DATES

- August 31, 2020: Fall 2020 classes begin
- August 31 – September 4, 2020: Drop/Add
- August 31 – September 4, 2020: Late registration
- September 4, 2020: Withdrawal from all Spring courses with no fee liability
- September 7, 2020: Labor Day – no classes
- September 25, 2020: Withdrawal with 25% refund (W assigned to all Spring courses)

- October 2-3, 2020: Homecoming – no classes
- November 11, 2020: Veterans Day – no classes
- November 25-28, 2020: Thanksgiving Break – no classes
- December 9, 2020: Classes end
- December 10-11, 2020: Reading Days
- December 12-18, 2020: Final exams
- December 23, 2020: Final grades available
- For other important dates, refer to the Spring 2020 Academic Calendar (<https://catalog.ufl.edu/UGRD/dates-deadlines/2020-2021/#fall20text>)