

# ADV3001 Advertising Strategy

Fall 2020

Class Number 21372 (Section 116F)

Mondays, (Period 7-8) 1:55PM EST to 3:50PM EST

Wednesdays, (Period 7) 1:45PM EST to 2:45PM EST

**\*ZOOM Live Lectures (REQUIRED) Mondays 1:55PM EST to 3:50PM EST (Attendance Taken)**



Instructor: Prof. Raegan L. Burden, MMC

Email: [raegan.burden@ufl.edu](mailto:raegan.burden@ufl.edu)

Office Hours: By Appointment

## Overview

Catalog description: *A study of the theoretical foundations and the process of developing advertising and promotional strategy; methods of utilizing research data for developing and evaluating advertising strategy.*

## Prerequisites

A minimum grade of C in ADV3008, MMC2100, and MAR3023 are required as prerequisite courses.

## Resources

### Canvas

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

### Required Textbook (This course **CANNOT** be completed without purchasing the book!)

Parente, D., & Straughnsbaugh-Hutchinson, K. (2014) *Advertising Campaign Strategy: A Guide to Marketing Communication Plans*. 5<sup>th</sup> Edition. Cengage Learning.

## 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 strategic endeavors.

## Course Goals

The goal of this course is to provide students with the fundamental skills needed to devise and present a complete marketing communications plan. The student learning outcomes for the course will be introduced and/or reinforced through regular opportunities that reinforce skills in critical thinking, problem-solving, oral and written communication, and peer collaboration. Skills emphasized during this course are:

- The application of reading/articulating written and verbal information about marketing and advertising situations
- The ability to employ decision-making skills (i.e., evaluate, justify, and defend) in the analysis and evaluation of strategic alternatives
- Written and verbal communication skills necessary to brief strategic planning partners (e.g., client, agency team, promotions specialists) about planning decisions.

# Expectations and Assignments

## Formatting, Spelling and Grammar

Each of your 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

## Digital Resources:

*The Wall Street Journal* – UF is an institution subscriber to the Wall Street Journal. By way of this UF's subscription, students can access a digital subscription to the WSJ through registration with a valid Gatorlink ID. The link to the education subscription site is

[https://education.wsj.com/?s=University+of+Florida&cat=2&page\\_type=searchresults](https://education.wsj.com/?s=University+of+Florida&cat=2&page_type=searchresults) .

If the hyperlink fails, simply copy and paste the address into a new browser, and then proceed with instructions for set up.

*Kanopy* (<https://ufl.kanopy.com>) – Kanopy Streaming Video is a service available through the UF Libraries and is free to students with a valid Gatorlink ID and username. Videos accessed off-campus will require remote login access. Students can take advantage of Kanopy's extensive entertainment and education library at any time.

*New York Times*, Business section – For the first time, UF is able to provide free online subscriptions for all students, faculty and staff to both the *New York Times* and the *Wall Street Journal*. To activate your *New York Times* subscription, go to [myUFL](#) and navigate to "Main Menu." From there, go to "Quick Links," then "NY Times" and click on "Subscribe now."

## Assessment Criteria

Student development and skills performance will be assessed on a cumulative letter grade scale. NO extra credit assignments will be given.

### Weekly Assignments – 45% of Final Grade

- Individual & Group Assignments

### Weekly Quizzes – 15% of Final Grade

- Based on Chapter Readings
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### Strategy Plan Book (Final Project) – 30% of Final Grade

- 1 comprehensive strategy project
- 1 group presentation

### Attendance – 10% of Final Grade

## Final Grade Requirements

<b>A</b>	100 – 94	<b>C</b>	<80 – 77	<b>D-</b>	<64 – 61
<b>A-</b>	<94 – 90	<b>C</b>	<77 – 74	<b>F</b>	<61 – 0
<b>B+</b>	<90 – 87		<74 – 70		
<b>B</b>	<87 – 84	<b>D+</b>	<70 – 67		
<b>B-</b>	<84 – 80	<b>D</b>	<67 – 64		

Final grades are calculated at the end of the semester based on the student's accumulated points relative to the base of points offered during the semester. Until the conclusion of the term, points are the sole indicator of how a student is progressing relative to the base of points allocated to date. There is no grade, despite Canvas calculations.

Grades will be allocated based on an individual's calculated percent-of-base with final grades guided by the University's standards for grade distribution. Students who earn a C or better will fulfill pass requirement for ADV3001.

### Assignments

To fully comprehend the process of strategic planning, students must have the opportunity to apply the skills learned in the course. The quality of one's experience in this course can be attributed, in part, to his or her level of involvement in the learning process. Therefore, students are expected (and encouraged) to be part of the learning process through regular and consistent participation.

Assigned readings and/or out-of-class assignments prior to the lecture date are meant to lay the foundation for a more robust exchange of ideas during the class meeting time. Student preparedness is essential to the success of this goal because it enriches the individual's quality of inquiry about the subject matter. As such, the instructor recommends that students complete the review of assigned materials BEFORE the class meeting in which the topic will be reviewed.

Students should be prepared to contribute views and explanations to topics covered. Skills development opportunities, such as the digital journal, mini-group assignments, and individual writing assignments, are intended to help students become more proficient in mastering the concepts and application of the strategic advertising development process. Students should expect skills-based demonstrations to be issued regularly.

Written assignments will be submitted through Canvas and should adhere to the specifications detailed in the "format for written assignments" section of this syllabus. All assignments are expected to be submitted by the designated due date to avoid point reduction or point forfeiture.

### Group Projects

The goals of project assignments are to give students a basic understanding of: 1) the process involved in conducting a strategic analysis, 2) how a consumer-focused integrated brand communications strategy is developed, and 3) how strategic decisions are communicated to staff and line functions of the agency team. Both mini- and comprehensive project assignments will provide a foundation for immersion and the development of skills needed to translate conceptual ideas to actionable marketing communication strategies.

## Quizzes

Quizzes are intended to be short-form, low-stakes assessments that gauge the student's knowledge and understanding of the topics examined in class. The assessment content covers topics addressed in class discussion, main ideas covered in the textbook or lecture, and concepts illustrated via class "clinicals," in-class exercises, or by way of individual homework assignments. Quizzes also build from knowledge that students are expected to have acquired from course prerequisites, such as ADV3008 and MAR3023.

Quizzes will be administered via CANVAS on a weekly schedule, and contain approximately 10-20 questions. Students must take the quiz within the designated due date to avoid forfeiting the quiz opportunity. Students are allowed only one attempt per Canvas quiz. Each quiz is timed and will automatically close at the end of the allotted minutes.

Information tested is cumulative up to the quiz date, so students can best prepare for the quizzes by attending class, being an active participant with both course readings and class discussions, and by seeking regular opportunities to "translate" what is introduced during class time to "real world" examples outside of class.

## Final Project (Strategy Plan Book)

Groups will be asked to deliver a formal presentation at the end of the semester as a formality to the reporting process. This is consistent with expectations of the industry and allows students the chance to receive mentoring and feedback on presentation style. Individual scores for the team presentation will be assigned according to overall team presentation quality and clarity of information delivered in context with the strategy assignment. A rubric will be provided for each project to clarify the Professor's expectations.

## Attendance (via ZOOM live lectures)

Class Attendance will be taken online during live lectures. **You MUST log in to ZOOM and utilize the "join video" feature** to receive credit for attendance. Our class days of lectures will be on Mondays, 1:55PM EST to 3:50PM EST for the entire summer session.

Each student is allowed two "free" missed classes (for live lecture days) without penalty to the final attendance point total. Keep in mind that the free absences do not automatically excuse the student from assignment due dates, point awarded for in-class participation, or other point-based activities. Routine unexcused absences over the two-missed-class minimum will result in a loss of one-half point per absence and may directly affect the student's grade. This does not apply, however, to excused absences due to activities sponsored by Ad Society, CJC organizations and/or that require student participation in official University business. See the section below for an understanding about the instructor's policy for excused absences and personal emergencies.

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.

## 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. Extra credit projects will not be assigned in lieu of late submissions.

## UF Policies

### University Policy on Accommodating Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

### 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](mailto: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

### 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](mailto:umatter@ufl.edu); by phone at 352-392-1575; and/or visit [U Matter, We Care website](#) to refer or report a concern. A team member will reach out to the student in distress. The *UMatter, We Care Team* can help connect students to the many other helping resources available including, but not limited to: Victim Advocates, the Counseling and Wellness Center, and/or Student Health Care 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/>.

## Communicating with the Professor

Students with questions, comments or concerns, should contact Professor Raegan via email:

[raegan.burden@ufl.edu](mailto:raegan.burden@ufl.edu)

**DO NOT** utilize canvas to send messages! Canvas emails are not attached to Microsoft Outlook and can only be seen when the instructor logs on. By contrast, all emails sent directly to the ufl email address are seen daily. Per departmental policy, all emails are returned with 72 hours.

As an official notice, the instructor **DOES NOT** answer emails on weekends (i.e., Saturday or Sunday). Emails sent during this timeframe will be addressed beginning the next Monday, in the order received.

## Course Schedule

*(Tentative – Subject to Change)*

Module 1:	Embrace the New Media Landscape & Consumer Mindset
Module 2:	Ad Agency Organizational Structure & Roles
Module 3:	Button Up Plans Book
Module 4:	Lay the Research Foundation
Module 5:	Situation Analysis
Module 6:	Deriving Problems & Opportunities from the Situation Analysis
Module 7:	SWOT Analysis
Module 8:	Build the Marketing Strategy
Module 9:	Outline the Marketing Objectives
Module 10:	Build the Communication Strategy & Messaging
Module 11:	Outline the Communications Objectives
Module 12:	Target Market Profile / IMC – Tactical Mix