

Syllabus ADV 3008 Weigold

Principles of Advertising Fall 2020 MCCC 100 T:3-4, H 3 Class #: 10020

Office Hrs: Mon 11am – 2pm [Canvas Email](#) TA: Morgan Huth, mhuth@ufl.edu

Course Learning Objectives:

- Students can identify and define key concepts in advertising and marketing communications
- Students can 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
- Students can successfully identify criteria used in creating and executing plans for media, creative, strategy, research, and campaigns
- Students will 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

Course Text:

Arens & Weigold, 16e (2021). Contemporary Advertising and IMC. Burr Ridge, IL: McGrawHill/Irwin. **Purchase the text and homework (Connect) in our Canvas shell.** The book is digital and purchasing will also give you access to the homework system. If you would prefer a paper copy buy the digital one and you can request that the publisher mail you one for a nominal fee.

Course Description:

This is a foundations course about advertising. As such, its purpose is to provide a broad overview of the important concepts, processes, people, organizations, and trends. Success in the course will involve mastering these concepts. In future advertising classes, it is expected that you will be familiar with them.

Advertising is a pervasive force in modern society. Each year advertisers spend upwards of a thousand dollars for each person living in the U.S. What is the purpose of such expenditures, and what are the effects? Those are some of the issues this course will deal with.

We also examine advertising from the inside, from the perspective of the advertiser (the client) and the specialists who create advertising, the ad agency. You will learn about the different people within each of these types of organizations. You will also find out about how they do their job, what life is like inside the business, and what role you might someday play should you choose an advertising career.

Grades

Your grade is based on the number of points that you earn out of 350 possible.

A = 320 or higher, A- = 315-319, B+ = 304-314, B = 290-303, B- = 280-289, C+ = 270-280, C = 256-269, C- = 245-255, D = 210-244, E = <210

Points come from two sources: exams (worth 150 points total, 3 exams worth 50 points each) and homework (200 points total). The homework is based on both the text (Smartbook exercises) and the lectures (Canvas quizzes).

Information on current UF grading policies for assigning grade points can be found here:

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

Exams

3 exams @ 50 points each, 150 points total. The exams are online and require Honorlock. Exams are 50 questions, multiple choice, 1 point each).

Exam Schedule

Exam 1: Sep 29; Lectures and readings from chapters 1-6.

Exam 2: Oct 27; Lectures and material from chapters 7-9, 13, 14

Exam 3: Dec 8; Lectures and material from chapters 15-18, 10-12

Homework

On your textbook: Found in McGraw Hill Connect

15 assignments, 10 points each, 150 points total. The dates the Smartbook assignments open and close can be found in Connect. Missed homework cannot be made up without advance permission and a documented excuse.

On your lectures: Found in Canvas

10 quizzes, 10 points each, 100 points total. Quiz dates announced in lectures.

Extra Credit

Extra credit can be earned several ways:

- Participate in research studies. 5 points for each hour of participation, up to a maximum of 25 points.

Absences

The class is taught live with a posted recording for later watching. Where possible, you are expected to watch live. If you cannot make a class and watch later, you should watch within 24 hours of the live class. Quizzes are announced in class and are posted within 48 hours of the announcement. 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 at:

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

Academic Integrity and Honesty

Familiarize yourself with UF's honor code by following the link below. <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> Links to an external site.

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.

Key Dates and Module (Homework) Number:**For Exam 1:**

8/29-HW Chs 1-2, 9/12-HW Chs 3-4, 9/19-Chapters 5-6, Exam 1 Sept 27 in class

For Exam 2:

10/03 -Chapter 7, 10/10 Chapters 8-9, 10/17-Chapters 13-14, Exam 2 Oct 25 in class

For Exam 3:

11/07-Chapters 15-16, 11/14 Chapters 17-18, 11/21-Chapters 10-12, Exam 3 Dec 3 in class

Course Evaluations

Students are encouraged to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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>.

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 (<http://www.dso.ufl.edu/sccr/process/student-conduct-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.

If you have any questions or concerns, please consult with me.

Should you find that your or another member of the UF community requires university counseling services and mental health services: call 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx> or the University Police Department: 392-1111 or 9-1-1 for emergencies.

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