

**ADV 3008**  
**\*\*Principles of Advertising\*\***  
**Fall 2020**

**Professor:** Bhakti

**Class Time:** Mondays from 4:00-6:00 pm, Wednesdays from 5:10- 6:00 pm

**Office:** G040 Weimer Hall

**Office Hours:** By appointment

**Email:** [bhakti.bhakti@ufl.edu](mailto:bhakti.bhakti@ufl.edu)

**Course Website:** Relevant course info will be posted on Canvas.

**Course Description**

So, you are probably reading this on your MacBook. No? iPad? Ok, wait your latest Smartphone? No? Ok last guess, a Surface Book? I give up. But the point is, you are currently accessing this document on a pretty latest technological device, maybe sipping on your favorite beverage, from the comfort of your room filled with your favorite brands and products, to make life convenient and fun! And there is a very good chance that some form of advertising has played a crucial role in influencing every single one of those purchase decisions you made that has led up to this particular moment, in this particular setting.



**"If they didn't show commercials, people would not know what to buy."**

Advertising is a permeating force in modern society. In the U.S., advertisers spend thousands of dollars every year to reach their desired audience. So why spend all this money? How does advertising affect us as consumers? What are some of the jobs in an advertising agency and what's the role of the advertiser that is the client? Most importantly, how can you be one of the awesome people in the advertising industry, working your magic to persuade people? You will learn all this and much more about the world of advertising in this class. This course will serve as a foundation for all your future advertising courses like advertising strategy. If advertising works it's magic and gets you interested in a career in the field, this class can also help you build a portfolio for any future internships or job opportunities.

So, welcome to the magical world of advertising!

## Course Objectives

- Equip you to identify and define key concepts in advertising and integrated 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.
- Introduce the steps involved in creating and executing media plans, creative collaterals, and research involved in creation of campaigns.
- Develop an understanding of the diverse job markets in the advertising industry

## Learning outcomes

Having taken this class, you should be able to:

- Differentiate between integrated marketing communications and advertising
- Identify various job roles in the field of advertising
- Understand the basic concepts of campaign related research
- Identify and understand key aspects of an advertisement like copy and visual
- Understand target audience segmentation
- Have a basic understanding of media planning

## General tips to excel in this course

- Do the LearnSmarts regularly. It is a great tool, designed to assist you in understanding the material in an effective manner
- Participate in class. Advertising is a team game and that is the best way to learn about it too
- Have fun! Share your favorite ads, be creative and keep your minds open exploring this field

## Required Materials

- Arens & Weigold, 16e (2021). *Contemporary Advertising and IMC*. Burr Ridge, IL: McGraw Hill/Irwin.
  - Purchase the text and homework (Connect Plus) in our Canvas shell. When you enter the course, scroll down, and look for McGraw Hill Connect.
  - **The book is digital** and purchasing will also give you access to the homework system. If you would also like a paper copy, the publisher will mail you one for \$20 more.
  - Note: If you are waiting for financial aid to disburse McGraw Hill gives you two weeks of free access if you request it. **Do not wait to buy the book as you will miss assignments.**
  - Please **buy the digital textbook no later than the first week of class** because all your Connect homework will only be accessible through the book for limited periods, and It Is a big part of your grades.

## COURSE COMMUNICATION

- Questions about assignments or class content? Email me at bhakti.bhakti@ufl.edu using the subject line “ADV3008”.
- Technical Support For technical support in Canvas contact the UF Help Desk, available 24-7, at <https://my.it.ufl.edu/CherwellPortal/UFITServicePortal> .
- For assistance with McGraw Hill Connect or your text, contact the CXG Support Center at: <http://mpss.mhhe.com/> For issues with technical difficulties for E-learning in Connect, please contact the UF Help Desk at: - Learning-support@ufl.edu - (352) 392-HELP - select option 2 <https://my.it.ufl.edu/CherwellPortal/UFITServicePortal#0>

\*\* Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST email me within 24 hours of the technical difficulty if you wish to request a make-up. \*\*

## Coursework

- **Exams:** You will have three exams throughout the semester, each with 50 multiple choice and true-false questions.
- **LearnSmart:** LearnSmart is a low-stakes “game-like” tool that helps you build your understanding of the chapter material and overall course content. The tool highlights essential parts of the chapter that I believe are most important to our conversation and lets you to quiz yourself on your comprehension to this information. You will complete LearnSmart **assignments for each chapter through the McGraw Hill Connect system.** The LearnSmart system scores you based on your progress in the chapter. I have assigned it to ask about **10-18 questions per chapters that we cover in the week**, which should take 10-15 minutes. Research suggests that previewing chapter materials and testing yourself on knowledge retention are two of the most effective ways to master materials. All of the assignments are open as we start covering that section of the, and each assignment is due at 2 p.m. on every Monday. You can work ahead when the assignments are available. **Missing LearnSmart assignments cannot be made up. I will drop your two lowest LearnSmart grades.**
- **Assignments:** You will have two assignments to complete and turn in via Canvas. Each assignment will consist of a written exercise that allows you to learn more about the advertising industry or apply the skills you have learned through the course material. We will discuss the details for each assignment in class and make the assignments available on Canvas. All assignments are **due at the beginning of class on the due date.** A deduction of **10% off the assigned grade** is applied to any late submission turned in within the first 24 hours (for example, from the time that assignments are collected on Tuesday until the same time on Wednesday). Assignments submitted within the second

24 hours will result in a deduction of **20% off** the assigned grade. After that (a total of 48 hours), the grade is a 0% (much worse than an “F”).

- **Extra Credit:** You will have a chance to participate in the study being conducted by one of the Professors at CJC. This is an excellent way to make up for any missing points or get extra points to better your grades. More information for **Extra Credit study will be announced in class.**

## Grading

- 3 Exams (23.33% each) 70%
- 15 LearnSmart (1% each) 15%
- 2 Assignments (5% each) 10%
- Class attendance/Participation 2.5%
- Extra Credit 2.5%

## Grading Scale

93.00 and above = A  
90.00 – 92.99 = A-  
87.00 – 89.99 = B+  
83.00 – 86.99 = B  
80.00 – 82.99 = B-  
77.00 – 79.99 = C+  
73.00 – 76.99 = C  
70.00 – 72.99 = C-  
67.00 – 69.99 = D+  
63.00 – 66.99 = D  
60.00 – 62.99 = D-  
59.99 and below = E

## Policies & Procedures

- **Zoom Policy:** These are unusual times and I understand Zoom fatigue is real but please keep your videos on for the duration of the class. Trust me, it is no fun talking to a giant black screen.
  - Always keep your audio on mute except when you share with the rest of the class
  - Please always keep your phones on silent, like you would in a "normal" class setting
  - Do not let the virtual environment steal your thunder. Please participate. This class is more fun when we all participate
  - Avoid using social media or online shopping during the class. But if you must engage in these activities, at least try, and share with the rest of the class, a good digital ad that comes your way



- **E-mail Policy:** Please send all emails to [bhakti.bhakti@ufl.edu](mailto:bhakti.bhakti@ufl.edu). Generally, I will reply within 24 hours of receiving it on the weekdays or by Monday if I receive it on the weekend. Please include the class name in the subject of the email. If you need to discuss something in length, make a Zoom meeting appointment and I'd be happy to chat.
- **Problems with McGraw Hill Connect:** If you have problems with your McGraw Hill Connect account, please contact them first to see if they can help you resolve the problem. They are the experts in their software. If they cannot resolve the problem, please email me at [bhakti.bhakti@ufl.edu](mailto:bhakti.bhakti@ufl.edu), and forward your ticket from McGraw Hill so that she can try to help you.
- **Course Preparedness:** To maximize your learning, come to class and participate in class discussions. Further, complete readings before the class in which they are discussed. Finally, check email and Canvas frequently for the latest class information and updates.
- **Absences:** Class attendance is tracked and contribute to 2.5% of your total grades. I will not be putting up recorded class lectures. If you miss a class, please work with other students to get information from lectures and find out about class announcements. 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>
- **Exam Absences:** Missing an exam without permission results in a zero. You can make up an exam if:
  - You had an unexpected and unpreventable emergency and

- 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 ([kwindels@ufl.edu](mailto:kwindels@ufl.edu)) or call the Advertising Department (352-392-4046).
- **Respect for Others' Ideas:** Appropriate and professional classroom conduct is always expected. Respect and common courtesy toward your classmates and your professor are required. Effective communication relies on the ability to recognize and embrace diversity in all its forms, including viewpoints. Be respectful of the diverse range of opinions of everyone in the class, and help make this an inclusive environment. See the CJC diversity statement for more information: <https://www.jou.ufl.edu/home/about/diversity-statement/>.
  - **Honor Code:** Please review the UF Student Honor Code and Student Conduct Code, which can be found at: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>. Any violation of the codes will be reported to the proper University administrators and may result in other sanctions. Additionally, due to the online nature of class, we will be using some form of Honor Lock for all your exams and you must comply with the requirements or receive a failing grade for that exam.
  - **Plagiarism:** Original writing is essential to ethical communication, and it is also essential for this class. Cheating is any action that violates University norms or an instructor's guidelines for the preparation and submission of assignments. Such actions may include using or providing unauthorized assistance or materials on course assignments or possessing unauthorized materials during an exam.

Plagiarism involves the representation of another's work as your own, for example: (a) Submitting as one's own any material that is copied from published or unpublished sources such as the Internet, print sources, or video programs without proper acknowledgement that it is someone else's. (b) Paraphrasing another's views, opinions or insights without proper acknowledgement or copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement. (c) Submitting as one's own work a report, examination, paper, computer file, lab report or other assignment which has been prepared by someone else. (d) Presenting work created for another course as original work in this class.

UF requires faculty who find evidence of plagiarism to submit a report to Student Conduct and Conflict Resolution. Please read the UF Student Honor Code for more information.

- **Grade Challenges:** Grades will not be discussed via email, the telephone or in class. If you disagree with a grade given on any assignment, you must appeal the grade in person during a Zoom appointment with me. In this appeal, you must clearly state the problem and give a clear, concise explanation as to why you feel the grade is inaccurate. You must

appeal assigned grades within two weeks of your receiving that particular grade. After two weeks, all grades are final.

- **Students with Disabilities:** Students with disabilities can receive accommodations. The first step is to contact the Disability Resource Center (352-329-8565; [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)). Once you receive your accommodation letter, provide a copy to the professor as early as possible in the semester.
- **Course Evaluations:** Students in this class are participating in a new course evaluation system that is designed to be more informative to instructors and is integrated into Canvas. Note that your other courses may still use the current GatorRater system at <https://evaluations.ufl.edu>.
- **Counseling and Wellness Center:** 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) 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.
- **Tentative Nature of the Syllabus:** I reserve the right to change and/or add readings throughout the semester. Furthermore, I reserve the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events. If changes in the schedule are necessary, students will be held responsible for such changes, which will be announced in class ahead of time.

### ADV 3008

### Tentative Course Schedule

Date	Topic	Reading	Assignment
8/31	Introduction to Class & Syllabus		
9/2	Advertising and IMC Today	Ch. 1	
9/7	Holiday		
9/9	The Evolution of Advertising and IMC	Ch. 2	LearnSmart Ch. 1 Due
9/14	Evolution of Adv. and IMC Economic and Regulatory Aspects	Ch. 2 Ch. 3	LearnSmart Ch. 2 Due
9/16	Economic and Regulatory Aspects	Ch. 3	LearnSmart Ch. 3 Due
9/21	Scope: From Local to Global	Ch. 4	LearnSmart Ch. 4 Due

9/23	Scope: From Local to Global	Ch. 4	
9/28	Marketing and Consumer Behavior	Ch. 5	<b>Assignment 1 Due</b>
9/30	Marketing and Consumer Behavior	Ch. 5	LearnSmart Ch. 5 Due
10/5	Market Segmentation and Marketing Mix	Ch. 6	LearnSmart Ch. 6 Due
10/7	Market Segmentation and Marketing Mix	Ch. 6	
10/12	<b>Exam 1: Ch. 1-6</b>		<b>Exam 1</b>
10/14	Research: Gathering Info	Ch. 7	
10/19	Research: Gathering Info Marketing and IMC Planning	Ch. 7 Ch. 8	LearnSmart Ch. 7 Due
10/21	Marketing and IMC Planning	Ch. 8	LearnSmart Ch. 8 Due
10/26	Planning Media Strategy	Ch. 9	LearnSmart Ch. 9 Due
10/28	Advertising in Print Media	Ch. 12	LearnSmart Ch. 12 Due
11/2	Advertising in Print Media Using Electronic Media	Ch. 12 Ch. 13	<b>Assignment 2 Due</b>
11/4	Using Electronic Media	Ch. 13	LearnSmart Ch. 13 Due
11/9	<b>Exam 2: Ch. 7-9, 12-13</b>		<b>Exam 2</b>
11/11	Holiday		
11/16	Using Digital Interactive Media	Ch. 14	LearnSmart Ch. 14 Due
11/18	Social Media	Ch. 15	LearnSmart Ch. 15 Due
11/23	Out-of-Home, Exhibitivie Media Relationship Building, Direct Marketing	Ch. 16 Ch. 17	LearnSmart Ch. 16 Due LearnSmart Ch. 17 Due
11/25	Creative Strategy and Creative Process	Ch. 10	
11/30	Creative Strategy and Creative Process Creative Execution: Art and Copy	Ch. 10 Ch. 11	LearnSmart Ch. 10 Due
12/2	Creative Execution: Art and Copy	Ch. 11	LearnSmart Ch. 11 Due
12/7	Exam review		

12/9	Reading Day		
12/14	<b>Exam 3: Ch. 14-17, 10-11</b>		<b>Exam 3 And we're done!</b>