

**University of Florida
Advertising Sales
ADV 3502, Section 1B21
Class #10131
Fall 2020 Syllabus**

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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

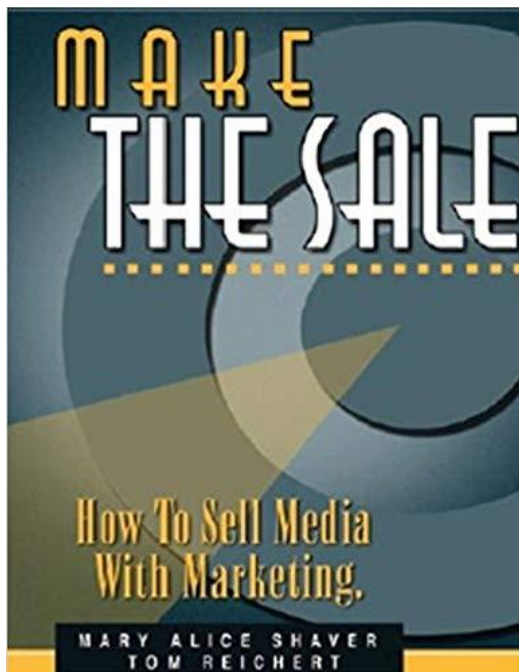
“If you work just for money, you’ll never make it. But if you love what you are doing, and always put the customer first, success will be yours.” Ray Kroc, Founder of McDonald’s

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 Mondays 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 8/31-9/6	Introduction – Space and Time	Group Discussion Board (DB) (10) Extra credit	Friday, 9/4 DB initial post Sunday, 9/6 Two DB Peer Feedback Responses
Module 2 9/7-9/13	Target Audience	Individual Activity (10) Syllabus/Handbook Quiz closes 9/13	Sunday, 9/13 Individual Activity Syllabus/Handbook Quiz closes 9/13
Module 3 9/14-9/20	You as the Media Rep	Group Discussion Board (DB) (10), Individual Activity and Select Final Project Team Leader by 9/20	Friday, 9/18 DB initial post Sunday, 9/20, Two DB Peer Feedback Responses Individual Activity due 9/20
Module 4 9/21-9/27	The Media Today	No Assignment	No Assignment
Module 5 9/28-10/4	The Local Media Mix	Individual Activity (10)	Sunday, 10/4 Individual Activity
Module 6 10/5-10/11	Local Market Research	Quiz #1 Modules 1-5 (10/5-10/6) (25)	Quiz #1 (10-5-10/6) Friday, 10/9 DB Initial Post Sunday, 10/11, Two DB Peer Feedback Responses
Module 7 10/12-10/18	Terms You Will Use, Rates &	Group Discussion Board (DB) (10)	Friday, 6/19 DB initial post Sunday, 6/21, Two DB Peer Feedback Responses

Module 8 10/19-10/25	Contracts/Staying Organized	Mid Term Assignment (50)	Mid Term Assignment (50) due 10/25
Module 9 10/26-11/1	Making Messages – Getting it Started and Getting it Done	Group Discussion Board (10)	Friday, 10/30, DB Initial Post, Sunday, 11/1, Two DB Peer Feedback
Module 10 11/2-11/8	From Prospect to Presentation – Hitting the Street and Street Smarts	Individual Assignment (10)	Sunday, 11/8, Individual Assignment
Module 11 11/9-11/15	Preparing the Presentation	Quiz #2 (11/9-11/10) (25) Modules 6-10	Quiz #2 Opens Mon. 11/9, Closes Tues. 11/10
Module 12 11/16-11/22	Making the Presentation	No Assignment	No Assignment
Module 13 11/23-11/29	Staying on the job and meals with clients	Individual Assignment (10)	Sunday, 11/29 Individual Assignment
Module 14 11/30-12/6	Improving job performance and ethics	Group Discussion Board (10)	Friday, 10/30, DB Initial Post, Sunday, 11/1, Two DB Peer Feedback
Module 15 12/7-12/9	New Media & Wrapping Up	Final Presentations (12/14-12/16) (100) Quiz #3 (12/14-12/15) Modules 11-14 (25)	Submit Final Presentations by Wed. 12/16 Quiz #3 (12/14 to 12/15)

Assignments

Group Discussions (5)	50
Individual Activities (5)	50
Quizzes (3)	75
Mid Term	50
Final Group Presentation	100
Total Points	325

Grade	Grade %	Grading Scale
A	93 to 100	302 to 325
A-	90 to 92	292 to 301
B+	87 to 89	283 to 291
B	83 to 86	270 to 282
B-	80 to 82	260 to 269
C+	77 to 79	250 to 259
C	73 to 76	238 to 249
C-	70 to 72	227 to 237
D+	67 to 69	217 to 226
D	63 to 66	205 to 216

D- 60 to 62 195 to 204
E 0 to 59 0 to 194

Group Discussion Boards (5):

Each discussion board 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 (5)

Each assignment is worth 10 points.

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

Mid Term Assignment (50):

Due at the end of the day, Sunday, Sep 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 be given 20 minutes to complete each quiz.

Quiz Dates are as follows:

Syllabus and Handbook Extra Credit Quiz (3 points extra credit)– Opens Monday, August 31st, closes Sunday, September 13th at 11:59 pm.

Quiz #1 – Opens Monday, October 4th at 9 am Closes Tuesday, October 5th, at 11:59 pm (Modules 1-5)

Quiz #2 – Opens Monday, November 9th at 9 am, Closes Tuesday, November 10th, at 11:59 pm (Modules 6-10)

Quiz #3 – Opens Monday, December 14th, Closes Tuesday, December 15th, at 11:59 pm (Modules 11-15)

Final Sales Presentation:

This is a Team Presentation worth 100 points.

You will be assigned to a team, which is also the same team for group discussion boards. 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.

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 Quizzes: There will be no make-up assignments without proof of excused absence.

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

If issues 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

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