

University of Florida
ADV4400
International and Cross Cultural Advertising
Section 1798. Class #21754
Fall 2020 Syllabus

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This is an online course. To begin go to the UF e-Learning site at <http://elearning.ufl.edu/>

Then click on LOG IN To E-LEARNING in Canvas, which is located in the center of the page. You will then login using your UF Gatorlink username and password to access this course. Look for 'Courses' on the left hand side of the page and click. From there you will select ADV4400, International & Cross-Cultural Advertising, Fall 2017.

I encourage you to download the Canvas App for Free at the App store on iTunes and on Google Play for the Android. This will help provide you information regarding when announcements are made as well as submitting assignments.



Course Description

Welcome to International and Crossing Cultural Advertising.

This course is designed to introduce students to the opportunities and challenges involved in developing strategies and for implementing communication plans for international markets.

We are going to examine the topic of international advertising from an “inside out” perspective, beginning with an exploration of marketers’ opportunities among consumers in the US and before expanding the scope of discussion to

international and global markets. The course attempts to provide balance between the practical and theoretical concepts advertisers must consider if they are to effectively operate in the global marketplace.

“Marketing begins with seeing. It continues with finding the empathy to understand the hopes, dreams and fears of those we seek to serve. Marketing makes change happen, it opens doors and it helps people find meaning as they move from where they are to where they seek to go.

But marketing also requires the guts to make assertions. To say, “here. I made this.” To own the work, to take responsibility for the change you seek to make.”

--Seth Godin, author, blogger and marketing guru.

Course Objectives

The objectives of the course are as follows:

- To expose you to and encourage the understanding of the issues and concerns in international advertising campaigns
- To examine relevant theories associated with understanding advertising and promotion planning decisions used to address international markets
- To analyze international advertising strategies demonstrated in successful advertising campaigns

Required Course Materials

1. Mueller, Barbara (2017), *Dynamics of International Advertising: Theoretical and Practical Perspectives* (third edition). New York: Peter Lange Publishing, Inc.



2. *Ad Text Advertising Curriculum* (2011) available online at www.adtext.online.org. Published by the Advertising Educational Foundation and distributed by Johns Hopkins University Press Project MUSE.

Grade Assessment Criteria

<u>Graded Assignments</u>	<u>Points</u>
5 Biweekly Q&A	50
4 Quizzes (20 points each)	80
3 Small Group Discussions	30
2 Individual Assignments	200
<u>Group Team Project</u>	<u>100</u>
Total Points	460

1. **Biweekly Q & A** (5), 50 points
 - a. Every two weeks, you will be asked to submit two questions (and answers) about the module reading and/or lecture content that would be appropriate to pose to class peers. The questions can be ones that you are curious about or interested in based on how it was addressed in the readings. Generally, the questions the instructor is more interested in from you fall into the category of context questions. Context questions present the inquiry in relation to an opinion or example (real or hypothetical) that demonstrates your ‘deeper thinking’ about the module lecture and assigned readings. This category of questions goes beyond the one-dimensional questions written to test others’ knowledge on basic definitions or terms introduced in the readings. Instead, they should demonstrate your thoughtfulness to the subject matter and willingness to assert other queries for consideration in an effort to raise the bar on the level of discussion.
 - b. Create [two questions](#) from an assigned module for assigned week based on the criteria outlined above and then provide [answers](#) for the each question you raised. The questions and answers need to be relevant to the assigned class materials. Don't wing it.

This assignment is due by **Friday, 5:00PM** of each assigned week. A rubric is provided in the context of the Course Materials to clarify the weekly question evaluation criteria.

2. **Quizzes** (4), 80 Points total: 20 points each-
 - a. There will be four quizzes consisting of 10 questions each will be given over the term. They will be scheduled approximately every **three (3)** weeks. Quiz questions will be presented in a multiple-choice format and will cover content for modules completed up to the quiz point.
 - b. Quizzes in this class will be due on **Wednesdays at 5:00 PM**. There will be no extensions or retakes.

- c. Once a quiz has been started, it cannot be stopped until the allotted time (20 minutes) is complete.
- d. Therefore you should take care to cover all materials prior to attempting the quiz and work steadily to complete the quiz within the designated time period. Please review the course syllabus for clarification on the designated quiz dates (to be provided below).

- Quiz 1 due date → Sep 23rd at 5:00 PM
- Quiz 2 due date → Oct 14th at 5:00 PM
- Quiz 3 due date → Nov 4th at 5:00 PM
- Quiz 4 due date → Dec 9th at 5:00 PM

3. **Group discussion boards** (3), 30 Points total: 10 points each-

- a. The purpose of the small group discussions is to provide you with an opportunity to exchange ideas and engage with your peers. Early in the semester, you will be assigned to a small group to work with other student peers for four graded discussions throughout the semester and for the team project & presentation (explained below). For the small group discussions, you will be given a topic on which to respond through discussion board post. At times you will not only be asked to submit your own opinion, but also to review and respond to the opinions of your peers. Some discussions will be graded on your responses and some will be judged upon your individual posting and the number of peer reviewed postings. Discussion items requiring peer review will be posted clearly.
- b. The deadlines for each discussion are: Friday, 5:00 PM for posting your discussion response as well as responding to two of your peers
 - **Discussion 1 due dates** → Tuesday, Sep 11th, 5:00PM
 - **Discussion 2 due dates** → Friday, Sep 18th, 5:00 PM
 - **Discussion 3 due dates** → Friday, Oct 30th, 5:00 PM

****Note:** Initial Discussion Board responses made after Friday will result in a **2.5-point** deduction from your score.

4. **Individual assignments** (2), 100 Points each –

Up to two individual written assignments will be issued for this course. Assignments must be submitted to the assignment drop box by 5:00 PM on the specified due date. Generally, assignments will have a page limit of three to five pages maximum. **Please note that I will stop reading after the assignment page limit had reached, anything beyond that will be counted as missing.**

All submissions should be typed or word-processed, on 8 ½ x 11” All manuscripts must be double-spaced (excluding references) in 12-point

Times Roman font (no narrow fonts) with pages numbered consecutively in the upper right corner throughout the entire paper (title page is page

1). Allow margins of at least one inch on all four sides. Use one font style only (e.g., Times Roman). Papers must be left justified. Papers should be prepared according to one of the main academic styles: APA, Chicago Style, and Journal of Advertising.

Students are strongly recommended to ask the instructor if they are not familiar with the mentioned formats.

File naming convention – All submissions must have the following format:

LastName _ FirstName _ Assignment#_Filename.doc or .docx (Only .doc and .docx files will be considered. Improperly formatted files will **NOT** be considered and could result to receiving 0 points for the submission)

Late, missed, or revised assignments will **NOT** be accepted. Exception will only be approved by the course instructor if you have a **DOCUMENTED** medical emergency or other situations that are supported by UF leave policies can obtain approval to submit assignments without getting penalized.

Travel, vacation, internship, tours, etc., will not be considered under this clause. A written petition to the instructor explaining the reason for assignment tardiness must be attached with the submission. Assignments not submitted within the initial deadline will lead to a **grade penalty (usually 5% of the grade per day)** and after 7 days students will **forfeit** all possible points for that assessment.

- **Individual assignment 1 due date → Friday, Oct 23rd, 5:00 PM**
- **Individual assignment 2 due date → Friday, Nov 13th, 5:00 PM**

5. Final project (1), 100 points

Team Project (100) Due Monday, Dec 7th, 5:00 PM.

The purpose of the presentation is to provide the class with a resource for deeper understanding about how the component topics reviewed over the term work together to contribute greater understanding of a specific topic. Each team will **submit a topic proposal** they wish to work **by Nov 13th** to allow group members adequate opportunity to collaborate before the end-of-semester deadline. Each team will complete a team

project report and a PowerPoint file that will be shared with the class via course site post at the end of the semester. Team project grades will be based on two criteria: 1) the instructor's assessment of the team's final project and 2) each individual's assessment from his/her colleagues for the entire project.

Extra Credit

At various times throughout the semester, you may have some opportunities to earn extra credit. Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible in order to give you time to make any necessary arrangements.

Grading Scale

Your work for the course will be evaluated on the following scale.

A = 100 – 93	C = 76 – 73
A- = 92 – 90	C- = 72 – 70
B+ = 89 – 87	D+ = 69 – 67
B = 86 – 83	D = 66 – 63
B- = 82 – 80	D- = 62 – 60
C+ = 79 – 77	E = 59 and below

Inclusivity Statement

We understand that our members represent a rich variety of backgrounds and perspectives. The College of Journalism and Communications and the Department of Advertising is dedicated to providing an atmosphere for learning that respects diversity. While working together to build this community, I ask all of you as members to:

- Share your unique experiences, values and beliefs.
- Be open to the view of others.
- Honor the uniqueness of your colleagues.
- Appreciate the opportunity that we have to learn from each other in this community.
- Value each other's opinions and communicate in a respectful manner.
- Keep confidential discussions that the community has of a personal (or professional) nature.

Academic Honesty

The UF Conduct Code will be enforced at all times in this class:

“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 obligated to report any condition that facilitates academic misconduct to appropriate personnel.” Feel free to consult me if you have any questions or concerns.

Students with Disabilities

My wish is for all of you in my class to be as comfortable in the classroom environment and to thrive as a student. Please inform me as soon as possible if there are any conditions that may limit or affect your participation in this course so I can make necessary arrangements. However, I can only do that when you have first registered with the Dean of Students Office. The Dean of Students Office will provide documentation to you as a student, which you must then present to me. For more information please visit <http://www.dso.ufl.edu/drc> or call 352-392-1261. Please follow this procedure as early as possible in the semester if you require assistance.

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

Course evaluation

As a student, you 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 you will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

Course Schedule

The schedule below is a representation of the tentative outline of topics that will be covered over the duration of the course. Please use it as a reference for keeping up with assignments and deadlines. In the event of any changes to the present schedule, I will inform the class via emails and/or announcements via Canvas.

****All assignments (group discussions, bi-weekly q & a, individual assignments, group project assignments) are due at 5:00 PM unless otherwise specified****

<u>Module</u>	<u>Topic</u>	<u>Dates</u>	<u>Quiz/Assignments</u>
Module 1	Course Introduction & Defining Multiculturalism	Aug 31 – Sep 4	Getting started discussion Student Bio <u>Module 1 Q&A</u> <u>Due Sep 9th</u>
Module 2	Gender, Race, Ethnicity, Sexuality, and Class	Sep 8 – Sep 11	Group Discussion 1 <u>Module 1 Q&A due</u> <u>Sep 9th</u>
Module 3	Multiculturalism in the Marketplace: Targeting Latinas and African American Women	Sep 14 – Sep 18	Group Discussion 2
Module 4	Multiculturalism in the Marketplace: Targeting Asian American and LGTBQ Consumers	Sep 21 – Sep 25	Quiz 1 Sep 23 (Modules 1 – 3)
Module 5	The Growth of International Business and Advertising	Sep 28 – Oct 2	Module 5 Q&A
Module 6	The International Marketing Mix	Oct 5 – Oct 9	Extra Credit Assignment
Module 7	The International Marketing & Advertising Environment	Oct 12 – Oct 16	Module 7 Q&A Quiz 2 Oct 14 (Modules 4-6)
Module 8	The Cultural Environment	Oct 19 – Oct 23	Individual Assignment 1 due
Module 9	The Cultural Environment II	Oct 26 – Oct 30	Group Discussion 3 Team Project topic due

Module 10	Creative Strategy and Execution	Nov 2 – Nov 6	Quiz 3 Nov 4 (Modules 7 – 9)
Module 11	Advertising Media in the International Arena	Nov 9 – Nov 13	Individual Assignment 2 due
Module 12	Research in International Advertising	Nov 16 – Nov 20	Module 12 Q&A
	Thanksgiving Break	Nov 25 th - Nov 27 th	
Module 13	Corporate Social Responsibility	Nov 30 - Dec 4	No assignment
Module 14	Course wrap up	Dec 7- Dec 11	Group Project <u>Final Submission</u> <u>Due (5:00 pm, Dec 7th)</u> Quiz 4 Dec 9 (Modules 10 – 13)