

**ADV 3008**  
**\*\*PRINCIPLES OF ADVERTISING\*\***  
**SPRING 2021 SYLLABUS**

**Professor:** Kasey Windels, Ph.D.

**Course Format:** HyFlex

**Scheduled Class Time:** Tuesdays from 10:40-11:30; Thursdays from 10:40-12:35

**Class Location for In-Person:** Weimer 1064

**Class Location for Synchronous Online:**

<https://ufl.zoom.us/j/96813709217?pwd=TS9jMHN4cEh1M0FXUXc2dC9OM1JUz09>

**Office Hours/Location:** Tues. from 11:30-12:30 (or by appt.) / <https://ufl.zoom.us/j/8593158653>

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

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

## **COURSE DESCRIPTION**

This course addresses the foundations of 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.

## **COURSE 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.

"Many a small thing has been made large by the right kind of advertising."

--Mark Twain

## REQUIRED MATERIALS

- Arens & Weigold, 16e (2021). *Contemporary Advertising and IMC*. Burr Ridge, IL: McGrawHill/Irwin.
  - Purchase the eBook and homework system (Connect).
  - The least expensive way to get access is through UF All Access. Please visit: <https://www.bsd.ufl.edu/G1C/bookstore/allaccess.asp> to opt in and purchase your required Connect code [includes your ebook] access and class assignments. You can also purchase access in the UF bookstore but this will be at the higher list pricing rather than the negotiated discounted All Access pricing.
  - The book is digital and purchasing will also give you access to the homework system. If you would prefer a paper copy, the publisher will mail you one for \$20 more. Note that you should still go through the UF All Access system to order.
  - Note: If you are waiting for financial aid to disburse McGraw Hill gives you two weeks of free access if you request it. Don't wait to buy the book as you will miss assignments.

## COURSE STRUCTURE

Our course is a HyFlex course with two sections, one in-person and one online.

We will hold lectures live / synchronously every Tuesday from 10:40-11:30 and Thursday from 10:40-12:35. In-person students should be in the classroom, and online students should participate via Zoom.

The class is taught live with a recording posted on Canvas for later watching. Where possible, you are expected to watch live. If you cannot make a class, you should watch the video within 24 hours of the live class. We will sometimes have activities to complete during the lecture (which will be done via Canvas to maintain physical distance), and you will only have 24 hours from the end of the live class to complete the activity.

## ASSIGNMENTS

- **Exams:** You will have three exams throughout the semester, each with 50 multiple choice and true-false questions. These exams will be completed online and require Honorlock.
- **SmartBook:** You will complete SmartBook assignments for each chapter through the McGraw Hill Connect system, which previews important parts of the textbook and allows you to quiz yourself. The SmartBook system scores you based on your progress in the chapter. 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 course (so after Exam 1, all of the assignments covering Exam 2 will be available), and each assignment is due at 11:59 p.m. on the due date. You can work ahead when the assignments are available. I will drop your lowest SmartBook grade; beyond that, missing SmartBook assignments cannot be made up.
- **In-Class Activities:** We will have various activities during class throughout the semester. These activities will be done via Canvas (to maintain physical distance), and must be completed within 24 hours of the class period to receive credit. I will drop your single lowest score; beyond that, missing activity scores cannot be made up.

## GRADING

- 3 Exams (23.33% each) 70%
- 8 SmartBook Assignments 15% (one lowest score dropped)
- In-Class Activities 15% (one lowest score dropped)

## 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		

“An ad is finished only when you no longer can find a single element to remove.”

--Robert Fleege

## POLICIES & PROCEDURES

- **In-Person Student COVID Requirements:** Some students will have face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.
  - You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
  - This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
  - Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
  - If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#).
    - Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.
- **Zoom Recordings of Class Lectures:** 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.

- **Technical Issues:** If you are experiencing technical issues during class, you may [visit the helpdesk website](#) or call 352-392-4357.
- **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 (<https://www.mheducation.com/support.html>). They are the experts in their software. If they cannot resolve the problem, please email Dr. Windels 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.
- **Technology/Paying Attention:** I prefer that you close all other programs and windows to avoid distraction. When we're distracted rather than engaged, we can't learn effectively. To maximize learning, don't multitask while listening to lectures or doing readings. Give them your full, undivided attention.
- **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 or illness and
  - You can provide written documentation of the emergency or illness (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 expected at all times. 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.

- **Cheating During Exams:** Our exams are closed book and closed notes, which means that you should draw from only your memory during the exam. Do not use any other materials, and do not share any answers with your classmates. See the Honor Code section on cheating for more information.
- **Plagiarism:** Original writing is essential to ethical communication. 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:** Grade challenges can occur via email or during Zoom office hours. 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 three weeks of your receiving that particular grade. After three weeks, all grades are final.
- **E-mail Policy:** As e-mail has become a favored way to communicate in academia and industry, you must learn to use it appropriately. Thus, when e-mailing me, address me formally. I will generally return it within 24 hours of receiving it on weekdays or by Monday evening if I receive it on the weekend. If you need to discuss something in length, visit my digital office hours or email me to set up a time to meet virtually.
- **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.
- **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.

- **Course Evaluations:** Students are expected to provide professional and constructive feedback on the quality of instruction via the online course evaluation system, GatorEvals. You will be notified when the evaluation period begins, and you can find GatorEvals through your Canvas course menu.
- **Tentative Nature of the Syllabus:** I reserve the right to change deadlines 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.

“There isn’t any significant difference between the various brands of whiskey, or cigarettes or beer. They are all about the same. So are the cake mixes and the detergents and the margarines. The manufacturer who dedicates his advertising to building the most sharply defined personality for his brand will get the largest share of the market at the highest profit.”

--David Ogilvy

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**TENTATIVE COURSE SCHEDULE**

Date	Topic	Reading	Assignment
	<b><i>What is advertising and IMC?</i></b>		
1/12	Introduction to Class & Syllabus		
1/14	Advertising and IMC Today	Ch. 1	
1/19	Role and Functions of Adv.	Ch. 2	
1/21	History and Evolution of Adv. Economic and Regulatory Aspects	Ch. 2 Ch. 3	SmartBook Ch. 1-2 Due
1/26	Economic and Regulatory Aspects	Ch. 3	
1/28	Scope: From Local to Global	Ch. 4	SmartBook Ch. 3-4 Due
2/2	Scope: From Local to Global	Ch. 4	
2/4	<b>Exam 1: Ch. 1-4</b>		<b>Exam 1</b>
	<b><i>Planning the Campaign</i></b>		
2/9	Marketing and Consumer Behavior	Ch. 5	
2/11	Marketing and Consumer Behavior	Ch. 5	
2/16	Market Segmentation and Marketing Mix	Ch. 6	
2/18	Market Segmentation and Marketing Mix Research: Gathering Info	Ch. 6 Ch. 7	SmartBook Ch. 5-6 Due
2/23	Research: Gathering Info Marketing and IMC Planning	Ch. 7 Ch. 8	
2/25	<b>Recharge Day</b>		<b>Recharge Day</b>
3/2	Marketing and IMC Planning	Ch. 8	SmartBook Ch. 7-8 Due
3/4	Creative Strategy and Creative Process	Ch. 10	
3/9	Creative Strategy and Creative Process	Ch. 10	
3/11	Creative Execution: Art and Copy	Ch. 11	SmartBook Ch. 10-11 Due
3/16	Creative Execution: Art and Copy	Ch. 11	
3/18	<b>Exam 2: Ch. 5-8, 10-11</b>		<b>Exam 2</b>
	<b><i>Executing the Campaign</i></b>		
3/23	Workshop / Activity / Film Day		
3/25	Planning Media Strategy	Ch. 9	SmartBook Ch. 9 Due
3/30	Using Print Media	Ch. 12	
4/1	Using Print Media	Ch. 12	
4/6	Using Electronic Media	Ch. 13	SmartBook Ch. 12-13 Due
4/8	Using Digital Interactive Media	Ch. 14	
4/13	Using Social Media	Ch. 15	SmartBook Ch. 14-15 Due
4/15	<b>Exam 3: Ch. 9, 12-15</b>		<b>Exam 3</b>