

# Syllabus ADV 3008 Weigold

Principles of Advertising Spring 2021 Online

Office Hrs: MW 11am – 1pm [Canvas Email](#)

## 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 (SmartBook) in our Canvas shell.** The book is digital and purchasing will also give you access to SmartBook. If you would prefer a paper copy buy the digital one and you can request that the publisher send you one for a modest cost.

## Course Description:

This is a foundations course about advertising. 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 = 322 or higher, A- = 315, B+ = 308, B = 287, B- = 280, C+ = 273, C = 245, C- = 280, D = 210, E = <210

Points come from two sources: exams (worth 150 points total, 3 exams worth 50 points each) and homework (300 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> (Links to an external site.)

## 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 questions come from both lectures and the text.

## Exam Schedule

Exam 1: Feb 11-12; Modules 1-8 and material from chapters 1-6.

Exam 2: Mar 18-19; Lectures and material from chapters 7-9, 12, 13

Exam 3: April 20-21; Lectures and material from chapters 14-17, 10-11

## Homework

Assessing your understanding of the text: **SMARTBOOK**: Found in McGraw Hill Connect

18 assignments, 5 points each, 90 points total. The dates the SmartBook assignments open and close can be found in Connect and in this syllabus. Missed homework cannot be made up without advance permission and a documented excuse.

Assessing your understanding of the lectures: **QUIZZES**. Found in Canvas

11 quizzes, 10 points each, for 110 points total. Quiz dates below, generally the quiz is available starting Monday mornings and closes on Tuesday mornings. Canvas quizzes are open (written or printed) notes. 5 questions, 2pts each, timed at 5 minutes. All quizzes are administered in Lockdown browser and Respondus to ensure the integrity of the quiz.

## Extra Credit

Extra credit can be earned through participation in research studies. 5 points for each hour of participation. Opportunities that arise are announced in Canvas. The course is not part of SONA and studies completed there may not be counted towards EC in this class.

Another way to earn extra credit up to 20 points (possible, depending on quality of the work and completion of three parts) is a semester project. To participate you should complete the sections of an advertising plan (see Appendix B) for **the BMW K1600 GT**

**motorcycle** (see here: [K 1600 GT | BMW Motorrad \(bmwmotorcycles.com \(Links to an external site.\)\)](https://www.bmw-motorcycles.com)).

IMPORTANT: The semester extra credit is an integrated project with 3 sequential parts. You must do Part 1 to be eligible for Part 2, and complete Parts 1 and 2 to be eligible for Part 3. Earlier parts must be submitted by their due dates. If you complete an earlier part you do not have to continue doing subsequent parts if you don't want to.

Part 1: Due Feb 5: Section II (**Situation Analysis** of the **BMW K1600 GT**, parts A-F). 10 points

Part 2: Due March 12: Section III (**Advertising Objectives**, parts A-D). 5 points

Part 3: Due April 9: Section IV (**Advertising Creative Strategy**, parts A (product concept), B (target audience), and D (advertising message). 5 points

For more information on the extra credit project see HERE [The Semester Extra Credit Project](#).

## **Absences**

The class is taught using live lectures from Fall 2020. It is expected that you will watch the first lecture by Tuesday night of each week, the second by Thursday night. Requirements for class 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> (Links to an external site.)

## **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.) Links to an external site.

## **Accommodations:**

Accommodations must be registered with the DSR (<https://drc.dso.ufl.edu/> (Links to an external site.)). 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 Modules:**

**For Exam 1:** Chapters 1-6 , Modules 1-5

- **Feb 11-12** first start: 2-8 at 8 am, last start, 2-9 at 7 pm, timed at 50 minutes in Canvas with Honorlock.

**For Exam 2:** Chapters 7-9, 12-13, Modules 6-10

- **March 18-19** first start: 3-14 at 8 am, last start, 3-15 at 7 pm, timed at 50 minutes in Canvas with Honorlock..

**For Exam 3:** Chapters 14-17, 10-11, Modules 11-15

- **April 20-21** first start: 4-20 at 8 am, last start, 4-21 at 7 pm, timed at 50 minutes in Canvas with Honorlock.

### **Course Evaluations**

Students are expected to provide professional and respectful feedback on the quality of instruction in the course by completing course evaluations online via GatorEvals. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/> (Links to an external site.) . Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/> (Links to an external site.)

### **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](http://www.counseling.ufl.edu/cwc/Default.aspx) (Links to an external site.) 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/> (Links to an external site.)

Calendar

## **Course Summary:**

<b>Date</b>	<b>Details</b>	
Tue Jan 19, 2021	Assignment <a href="#">Using Connect</a>	due by 8am
	Assignment <a href="#">Using Smartbook</a>	due by 8am
Wed Jan 20, 2021	Assignment <a href="#">Quiz 2 - Requires Respondus LockDown Browser + Webcam</a>	due by 8am
	Assignment <a href="#">Quiz 3 - Requires Respondus LockDown Browser + Webcam</a>	due by 8am
Tue Jan 26, 2021	Assignment <a href="#">Smartbook Chapter 2</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter1</a>	due by 8am
Tue Feb 2, 2021	Assignment <a href="#">Quiz 4 - Requires Respondus LockDown Browser + Webcam</a>	due by 8am
	Assignment <a href="#">Smartbook Chapter 3</a>	due by 8am
	Assignment <a href="#">Smartbook Chapter 4</a>	due by 8am
Fri Feb 5, 2021	Assignment <a href="#">Extra Credit Part 1: The Situation Analysis</a>	due by 8:30am
Tue Feb 9, 2021	Assignment <a href="#">Quiz 5 - Requires Respondus LockDown Browser + Webcam</a>	due by 8am
	Assignment <a href="#">Smartbook Chapter 6</a>	due by 8am
	Assignment <a href="#">Smartbook Chapter 5</a>	due by 8am
Fri Feb 12, 2021	Assignment <a href="#">Exam 1</a>	due by 8pm
Tue Feb 23, 2021	Assignment <a href="#">SmartBook Chapter 7</a>	due by 8am

<b>Date</b>	<b>Details</b>	
Tue Mar 2, 2021	Assignment <a href="#">Quiz 6 - Requires Respondus LockDown Browser + Webcam</a>	due by 8am
	Assignment <a href="#">Smartbook Chapter 8</a>	due by 8am
Tue Mar 9, 2021	Assignment <a href="#">Quiz 7 - Requires Respondus LockDown Browser + Webcam</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter 12</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter 9</a>	due by 8am
Fri Mar 12, 2021	Assignment <a href="#">Extra Credit Project Part 2: Advertising Strategy</a>	due by 8:30am
Tue Mar 16, 2021	Assignment <a href="#">Quiz 8 - Requires Respondus LockDown Browser + Webcam</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter 13</a>	due by 8am
Fri Mar 19, 2021	Assignment <a href="#">Exam 2</a>	due by 8:30pm
Tue Mar 30, 2021	Assignment <a href="#">Quiz 9 - Requires Respondus LockDown Browser + Webcam</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter 14</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter 15</a>	due by 8am
Tue Apr 6, 2021	Assignment <a href="#">Quiz 10 - Requires Respondus LockDown Browser + Webcam</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter 16</a>	due by 8am
	Assignment <a href="#">Smartbook Chapter 17</a>	due by 8am

<b>Date</b>	<b>Details</b>	
Fri Apr 9, 2021	Assignment <a href="#">Extra Credit Part 3: Creative Strategy</a>	due by 8:30am
Tue Apr 13, 2021	Assignment <a href="#">SmartBook Chapter 10</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter 11</a>	due by 8am
Tue Apr 20, 2021	Assignment <a href="#">Quiz 11 - Requires Respondus LockDown Browser + Webcam</a>	due by 8am
	Assignment <a href="#">Exam 3</a>	due by 9:30pm