

# Course Syllabus

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## Syllabus ADV 3008 Weigold

Principles of Advertising **Summer C 2021** **Asynchronous and Online**

Office Hrs: By appointment: Shoot me an email and we'll chat within 24 hours [Canvas](#) [Email](#)

### Course Learning Objectives:

- Students can identify, define and explain 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 understand and can create plans for media, creative, strategy, research, and campaigns
- Students can describe the diverse people and jobs in advertising and related professions
- Students can recount 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. As such, it relies less on critical thinking and application than some advanced courses. Rather, its purpose is to provide a broad overview of the important concepts, processes, people, organizations, and trends. This knowledge will then be the foundation for critical thinking and activities in subsequent courses.

Success in the course involves mastering these concepts. None of them are terribly difficult, but there are a lot of them! 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- = 232, 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). Exam questions come from both text and lectures.

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: **June 3-4**; Modules 1-4 and material from chapters 1-6.

Exam 2: **July 8-9**; Modules 5-8 and material from chapters 7-9, 12, 13

Exam 3: **August 5-6**; Modules 9-12 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. **THE**

**EXCEPTION is our Monday holiday.** That week the quiz will open on Tuesday and close on Wednesday. Canvas quizzes are open (written or printed) notes. 5 questions, 2pts each, timed at 4 minutes. All quizzes are administered in Honorlock 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 Mirror Home Workout Gym** (see here: [Product \(mirror.co\) \(Links to an external site.\)](#)).

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 May 25 at noon: Appendix B, Section II parts A-F (**Situation Analysis of the Mirror Home Gym**). 10 points

Part 2: Due June 29 at noon: Appendix B, Section III (**Advertising Objectives**, parts A-D). 5 points

Part 3: Due July 27: Appendix B, 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](#).

### **Missed work**

The class is taught using recorded lectures from this year. It is expected that you will complete module work each week and be prepared for a quiz the following week. In general, you cannot make up assigned work (quizzes, exams) without advance permission and/or a documented excuse. If you are ill please get a doctor's note as documentation.

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 Modules:**

**For Exam 1:** Chapters 1-6 , Modules 1-4

- **June 3: May start June 3 at 8 am, last start, June 4 at 7am**, timed at 50 minutes in Canvas with Honorlock.

**For Exam 2:** Chapters 7-9, 12-13, Modules 5-8

- **July 8: May start July 8 at 8 am, last start, July 9 at 7am**, timed at 50 minutes in Canvas with Honorlock.

**For Exam 3:** Chapters 14-17, 10-11, Modules 9-12

- **August 5: May start August 5 at 8 am, last start, August 6 at 7am**, 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>	<b>Due</b>
Fri May 14, 2021	Assignment <a href="#">Using Connect</a>	due by 8am
	Assignment <a href="#">Using Smartbook</a>	due by 8am
Sat May 15, 2021	Assignment <a href="#">Quiz 2 - Requires Honorlock</a>	due by 8am
Tue May 18, 2021	Assignment <a href="#">Smartbook Chapter 2</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter1</a>	due by 8am
Sat May 22, 2021	Assignment <a href="#">Quiz 3 - Requires Honorlock</a>	due by 8am
Tue May 25, 2021	Assignment <a href="#">Smartbook Chapter 3</a>	due by 8am
	Assignment <a href="#">Smartbook Chapter 4</a>	due by 8am
Fri May 28, 2021	Assignment <a href="#">Extra Credit Part 1: The Situation Analysis</a>	due by 8:30am
Sat May 29, 2021	Assignment <a href="#">Quiz 4 - Requires Honorlock</a>	due by 8am

<b>Date</b>	<b>Details</b>	<b>Due</b>
Tue Jun 1, 2021	Assignment <a href="#">Smartbook Chapter 6</a>	due by 8am
	Assignment <a href="#">Smartbook Chapter 5</a>	due by 8am
Fri Jun 4, 2021	Assignment <a href="#">Exam 1</a>	due by 8am
Sat Jun 12, 2021	Assignment <a href="#">Quiz 5 - Requires Honorlock</a>	due by 8am
Tue Jun 15, 2021	Assignment <a href="#">SmartBook Chapter 7</a>	due by 8am
	Assignment <a href="#">Smartbook Chapter 8</a>	due by 8am
Sat Jun 19, 2021	Assignment <a href="#">Quiz 6 - Requires Honorlock</a>	due by 8am
Tue Jun 29, 2021	Assignment <a href="#">Quiz 7 - Requires Honorlock</a>	due by 8am
Fri Jul 2, 2021	Assignment <a href="#">Extra Credit Project Part 2: Advertising Strategy</a>	due by 8:30am
Tue Jul 6, 2021	Assignment <a href="#">Quiz 8 - Requires Honorlock</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter 12</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter 9</a>	due by 8am
Tue Jul 13, 2021	Assignment <a href="#">Quiz 9 - Requires Honorlock</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter 13</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter 14</a>	due by 8am
Fri Jul 16, 2021	Assignment <a href="#">Exam 2</a>	due by 11:30pm
Tue Jul 20, 2021	Assignment <a href="#">Quiz 10 - Requires Honorlock</a>	due by 8am

<b>Date</b>	<b>Details</b>	<b>Due</b>
Fri Jul 23, 2021	Assignment <a href="#">Extra Credit Part 3: Creative Strategy</a>	due by 8:30am
Tue Jul 27, 2021	Assignment <a href="#">SmartBook Chapter 15</a>	due by 8am
	Assignment <a href="#">Quiz 11 - Requires Honorlock</a>	due by 8am
Tue Aug 3, 2021	Assignment <a href="#">SmartBook Chapter 16</a>	due by 8am
	Assignment <a href="#">Smartbook Chapter 17</a>	due by 8am
Tue Aug 10, 2021	Assignment <a href="#">SmartBook Chapter 10</a>	due by 8am
	Assignment <a href="#">SmartBook Chapter 11</a>	due by 8am
Thu Aug 12, 2021	Assignment <a href="#">Exam 3 Requires Honorlock</a>	due by 11:59pm

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Calendar						
<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
25 April 202125 Previous month	26 April 202126 Previous month	27 April 202127 Previous month	28 April 202128 Previous month	29 April 202129 Previous month	30 April 202130 Previous month	1 May 20211
2 May 20212	3 May 20213	4 May 20214 Today	5 May 20215	6 May 20216	7 May 20217	8 May 20218
9 May 20219	10 May 202110	11 May 202111	12 May 202112	13 May 202113	14 May 202114 Click to view event details	15 May 202115 Click to view event details
16 May 202116	17 May 202117	18 May 202118 Click to view event details	19 May 202119	20 May 202120	21 May 202121	22 May 202122 Click to view event details
23 May 202123	24 May 202124	25 May 202125 Click to view event details	26 May 202126	27 May 202127	28 May 202128 Click to view event details	29 May 202129 Click to view

<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Calendar Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
30 May 202130	31 May 202131	1 June 202111Next monthClick to view event details	2 June 20212Next month	3 June 20213Next month	4 June 20214Next monthClick to view event details	event details 5 June 20215Next month

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