

**University of Florida**  
**ADV3502 -Advertising Sales**  
**Section #7E39 Class #10062**  
**Summer C 2021 Syllabus**  
**100% Online**

Instructor: Robert Padovano, Adjunct Lecturer  
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Office Hours: By Zoom appt Email:

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.

Sales requires persistence, research, knowledge, creative thinking, and preparedness.

The role of an advertising salesperson is to convert prospects into clients, building long-term and gaining trust that the space and or time that they purchase will benefit their business and brand.

The course will cover selling skills and the process of 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

### **The 6 Course Objectives:**

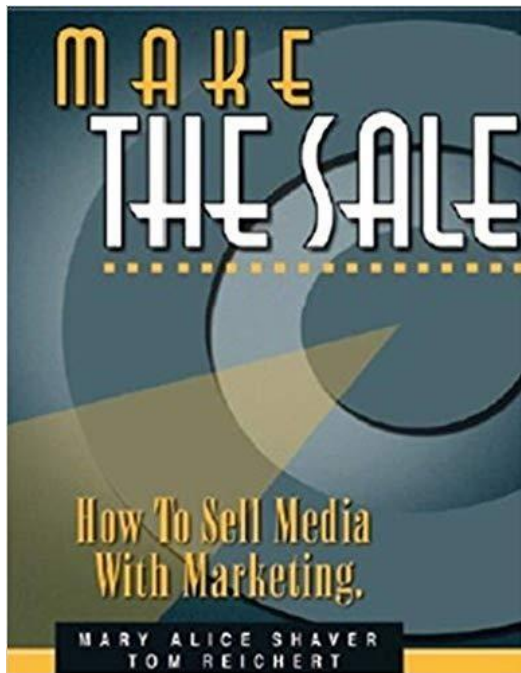
1. Learn How to Serve Clients.
2. Explaining the local media and marketing mix.
3. Focusing on starting the job and how to address problems and cases.
4. How to develop ideas and strategies.
5. How to make sales presentation with effective public speaking and slides.
6. Focus on how to succeed as a sales rep.

This course is one of the courses in the Media Sales and Account Management Certificate.

For additional information about the certificate please contact me or go to the link [https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/JRC\\_UCT01/](https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/JRC_UCT01/)

### **Required Text:**

*Make The Sale: How To Sell Media With Marketing*, Mary Alice Shaver and Tom Reichert (2006) Published by the Copy Workshop.



## 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 weekly announcements in Canvas

## Course Overview

Module(s)	Dates	Description	Assignment(s)/Points	Due Date(s)
Module 1	5/10-5/16	Introduction: Space and Time	Group Discussion Board (10)  Extra Credit Assignment Syllabus (3)	Friday, 5/14 DB initial post Sunday, 5/16 Two DB Peer  Complete Syllabus XC Assignment 5/16
Module 2	5/17-5/23	Target Audience	Individual Activity (10)	Sunday, 5/23 Individual Activity
Module 3	5/24-5/30	You as the Media Rep	Group Discussion Board (10),  Individual Activity (10)  Select Team Leader for final project	Friday, 5/28 DB initial post Sunday, 5/30 Two DB Peer Feedback Responses Sunday, 5/30  Individual Activity and Select Team Leader
Module 4	5/31-6/6	The Media Today	Individual Activity (10)	Sunday, 6/6 Individual Activity
Module 5	6/7-6/13	The Local Media Mix	No Assignment	No Assignment
Modules 6 & 7	6/14-6/20	Local Market Research and Terms You will use	Quiz #1 (25) (Modules 1-5)  Individual Activity (10),	Quiz #1 (6/15-6/16)  Sunday, 6/20 Individual Activity

Summer Recess	6/21-6/27	Summer Recess	Summer Recess	Summer Recess
Modules 8 & 9	6/28-7/6	Contracts. Staying Organized/Making Messages:/ Getting it Started and Getting it Done.	Individual Activity (10) Mid Term Individual Assignment (50)	Tuesday 7/6 Individual Activity (10) Mid Term due Tuesday 7/6
Module 10	7/7-7/11	Hitting the Street and Street Smarts	Individual Activity (10)	Sunday, 7/11, Individual Activity
Module 11	7/12-7/18	Preparing the Presentation	Quiz #2 (25) Modules 6-10	Quiz #2 (7/13-7/14)
Modules 12 & 13	7/19-7/25	Making the Presentation/Staying on the job and meeting with clients	Individual Activity (10)	Sunday, 7/25, Individual Activity
Modules 14 & 15	7/26-8/4	Improving Job Performance, Ethics and Wrapping Up	Final Project (100) Quiz #3 (25) Modules 11-14 Group Discussion Board (10)	Final Project Due 8/4 Quiz #3 (8/3-8/4) Friday, 7/30 DB Initial Post, Sunday, 8/1, Two DB Peer Feedback Responses

### **Assignments**

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

<b>Total Points</b>	<b>325</b>
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<b><u>Grade</u></b>	<b><u>Grade %</u></b>	<b><u>Grading Scale</u></b>
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

### **5 Group Discussion Boards (50 points)**

Each discussion board is worth **10 points: 5 points your initial post and 5 points for your two peer feedback responses).**

You will be assigned to a group during the first week of class (Module 1) and will be required to make an original post by the end of the day Friday at 11:59 pm and post two-peer feedback responses by the end of the day Sunday at 11:59pm.

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).**

### **5 Individual Activity (50 points)**

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 points):**

Due at the end of the day, Sunday,

This is an individual assignment worth 50 points. See Canvas for Details.

### **3 Quizzes (75 points):**

There will be three ten question multiple-choice quizzes based on questions from the textbook and lectures. Each is worth 25 points.

You will be given 20 minutes to complete each quiz.

### **Quiz Dates are as follows:**

**Quiz #1** – Opens Tuesday, June 15<sup>th</sup> at 9 am Closes Wednesday, June 16<sup>th</sup>, at 11:59 am (Modules 1-5)

**Quiz #2** – Opens Tuesday, July 13<sup>th</sup> at 9 am, Closes Wednesday, July 14<sup>th</sup>, at 11:59 am (Modules 6-10)

**Quiz #3** – Opens Tuesday, August 3<sup>rd</sup> at 9 am, Closes Wednesday, August 4<sup>th</sup>, at 11:59 am (Modules 11-14)

### **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 on a weekly basis.

**Contacting the Helpdesk:**

If you run into technical issues with Canvas, etc. please contact the UF Computing Helpdesk for assistance at [helpdesk@ufl.edu](mailto: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](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

**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

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