

Course Syllabus

Syllabus ADV 3008 Weigold

Principles of Advertising **Fall 2021** **Live and In-Person!**

Section: 10018

Office Hrs: TBD or shoot me an email and we'll zoom 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>

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. NO NOTES are allowed on exams.

Exam Schedule

Exam 1: **September 28**; Exam in Canvas, 50 minutes, opens at 9:30 am and closes at 11:30 am. Covers Modules 1-4 and material from chapters 1-6. Exam is taken at home, not in class. There is no class on exam day.

Exam 2: **November 2**; Exam in Canvas, 50 minutes, opens at 9:30 am and closes at 11:30 am. Covers Modules 5-7 and material from chapters 7-9, 12, 13. Exam is taken at home, not in class. There is no class on exam day.

Exam 3: **December 7**; Modules 8 to finish and material from chapters 14-17, 10, 11. Exam is taken at home, not in class. There is no class on exam day.

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. Quizzes: available every Monday all day. They time out at six minutes, five multiple choice questions selected from a bank, in Honorlock. You may take the quiz at any time each Monday (if a holiday the quiz is on Tuesday). Canvas quizzes allow for printed notes. Digital aids of any kind are not allowed. 5 questions, 2pts each, timed at 5 minutes. All quizzes are administered in Honorlock to ensure the integrity of the quiz.

Extra Credit

There are two extra credit opportunities, you should choose ONE if you wish to earn extra credit. Doing so is voluntary.

1. The Situation Analysis. (20 points total possible)

One way to earn extra credit up to 20 points (possible, depending on quality of the work) is to complete a situation analysis (see Appendix B) for **Ford Lighting**.

Part 1: Due September 30: Appendix B, Section II Part A (**Situation Analysis** of the **F150 Lightning**) worth up to 10 points.

Part 2: Due November 4 at 8 am: Appendix B, Section II Part B (**Situation Analysis** of the **F150 Lightning**). worth up to 5 points

Part 3: Due December 2: Appendix B, Section II Parts C through F (**Situation Analysis** of the **F150 Lightning**). worth up to 5 points

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

2. Interview an advertising executive (10 points total possible)

You can earn up to 10 points if you identify, contact, and record and post a zoom interview with an executive working in advertising. They may work for an agency or an advertiser (client) but they must have responsibility for leading and/or executing marketing communication efforts.

The interview should last about 20 minutes and should (at a minimum) cover these topics:

1. Your first statement (captured on the video) is sharing that you are recording the interview for a class and that it will be posted for students to view and making sure you have their permission to do so. Then, Who is the person? What do they do? What is their company and what does it do?
2. How did they get started in advertising? What did they do in college to make the leap to the profession?
3. What is a typical day like where they work?

4. How is the advertising industry changing and what do they see as the biggest changes happening right now
5. What advice would they share with someone looking to enter their field in the next few years?

Along with your video post a biographical sketch from the professional.

Must be posted by November 4.

Missed work

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>

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.

Accommodations:

Accommodations must be registered with the DSR (<https://drc.dso.ufl.edu/>). 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

- **September 28: During class time, exam taken in Canvas.** Timed at 50 minutes with Honorlock.

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

- **November 2: During class time, exam taken in Canvas,** timed at 50 minutes in Canvas with Honorlock.

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

- **December 7: During class time, exam taken in Canvas,** 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/> . Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>

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> 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/>

Calendar

Course Summary:

Date	Details
Fri Aug 27, 2021	Assignment Using Connect
	Assignment Using Smartbook
Mon Aug 30, 2021	Assignment Chapter 1

Date	Details
	Assignment Syllabus Quiz (Quiz 1)
Tue Sep 7, 2021	Assignment Chapter 2
	Assignment Quiz 2 - Requires Honorlock
Mon Sep 13, 2021	Assignment Quiz 3 - Requires Honorlock
	Assignment Chapter 3
Mon Sep 20, 2021	Assignment Chapter 4
	Assignment Chapter 5
Mon Sep 27, 2021	Assignment Chapter 6
	Assignment Chapters 5 and 6
	Assignment Quiz 4 - Requires Honorlock
Tue Sep 28, 2021	Assignment Exam 1
Fri Oct 1, 2021	Assignment Extra Credit The Situation Analysis Part 1
Mon Oct 4, 2021	Assignment Quiz 5 - Requires Honorlock
Mon Oct 11, 2021	Assignment Quiz 6 - Requires Honorlock
Fri Oct 15, 2021	Assignment Chapter 9
Mon Oct 18, 2021	Assignment Chapter 7
	Assignment Chapter 8

Date	Details
	Assignment Quiz 7 - Requires Honorlock
Tue Oct 19, 2021	Assignment Extra Credit: The Situation Analysis Extra Credit Part 2
Mon Oct 25, 2021	Assignment Chapter 12
	Assignment Chapter 13
Mon Nov 1, 2021	Assignment Extra Credit: The advertising executive interview extra credit
Tue Nov 2, 2021	Assignment Exam 2
Mon Nov 8, 2021	Assignment Quiz 8 - Requires Honorlock
	Assignment Chapter 14
Mon Nov 15, 2021	Assignment Chapter 15
	Assignment Quiz 9 - Requires Honorlock
Tue Nov 16, 2021	Assignment Extra Credit: The Situation Analysis Extra Credit Part 3
	Assignment Chapter 16
Mon Nov 22, 2021	Assignment Chapter 17
	Assignment Quiz 10: Requires Honorlock
Mon Nov 29, 2021	Assignment Quiz 11 - Requires Honorlock
Mon Dec 6, 2021	Assignment Chapter 10
	Assignment Chapter 11

Date

Details

Tue Dec 7, 2021

Assignment [Exam 3 Requires Honorlock](#)
