

University of Florida
ADV4302
Great Ideas in Marketplace Communications
Class #10229, Section #09H0, Wed. Periods 6-8 (12:50 pm to 3:50 pm)
Turlington Hall Room #2342
Spring 2022 Syllabus

Tentative
Assignment dates to be updated

CONTACT INFORMATION

- **Office Hours:** Virtual office hours are held online, by scheduled appointment only, via [Zoom Conferences \(Links to an external site.\)](#).
- **Messaging:** Use the [Canvas Inbox \(Links to an external site.\)](#) conversation tool to message your instructor.
- **Email:** rpadovano@jou.ufl.edu

Use Canvas mail and/or email ONLY for personal questions related to the course content or personal nature, such as grades, special circumstances, and needed accommodations. For technical issues, please see the "[Getting Help](#)" section below.

Expect a response within 24 hours. All online correspondence must have your full name in the message body and contain your course and section number in the subject line.

If you have a question not specific to you, consult the [Course Questions Forum](#). Others likely have the same questions. Feel free to answer questions posted by your peers.

ADV4302: Great Ideas in Marketplace Communications focuses on two aspects of strategic communications:

1. **Creating (Concept Experimentation) and Developing (Producing) advertising and promotional content for real live case studies.** Clients of local and regional interest will attend the class and present a current marketing communications problem, including the target audience. Students will then have three weeks to develop a plan, including promotional material, and present it to the client in class. This portion of the course is designed to provide students with an industry perspective for developing, presenting, and evaluating viable solutions to clients' business and public service marketplace problems. Students will develop solutions for various promotional challenges in this class in three, 3 week periods. Special emphasis will be placed on unique approaches that include Digital Media, Promotional Activities, and Marketplace Program Development.

2. **Evaluating topical issues and innovation in industry innovation related to media content.** In the second element of this course, students will review current media and marketing communications topics that disrupt the industry. Following the instructions on the topics page, the student will take a position on these topics, be prepared to discuss the topics in class, and use Perusal to comment on each topic.

COURSE REQUIREMENTS

REQUIRED TEXTBOOK

There is no required textbook for this course.

PREREQUISITES

Prerequisites for this course are ADV3008 Principles of Advertising (required), SPC2608 Intro to Public Speaking (preferred).

MINIMUM TECHNOLOGY REQUIREMENTS

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the Internet and related equipment (Cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)
- Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

MINIMUM TECHNICAL SKILLS

To complete your tasks in this course, you will need a basic understanding of operating a computer and how to use word processing software.

MATERIALS/SUPPLY FEES

There is no supply fee for this course.

ZOOM

Zoom is an easy to use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help on the [UF Zoom website \(Links](#)

OBJECTIVES

Upon successful completion of this course, you will be able to:

- Analyze real-world marketing communication issues and develop a promotional and advertising plan to present to clients.
- Evaluate various advertising and marketplace ideas.
- Develop collaboration and presentation skills by working with teams.
- Create your own blog and learn how to market your personal brand using social media.

• COURSE POLICIES

• **PARTICIPATION AND MAKE-UP POLICY**

- Active participation in group assignments is expected. If you are unable to actively participate with your team accordingly, working on client assignments and presentations, you receive a 100-point deduction from your overall grade at the discretion of your instructor.
- Students who can demonstrate that they were unable to submit an assignment by the deadline must provide appropriate documentation and be given a reasonable time to make up for the late work.

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• GRADING POLICIES

- Assignments will be graded and feedback given within 7 days after the due date.

- **GRADING SCALE**

- The final percentage points are translated into the letter grades as follows:

Grade	Points	Percentage
A	495-460	100%-93%
A-	459-446	92%-90%
B+	445-431	89%-87%
B	430-411	86%-83%
B-	410-396	82%-80%
C+	395-381	79%-77%
C	380-361	76%-73%
C-	360-347	72%-70%
D+	346-332	69%-67%
D	331-312	66%-63%
D-	311-297	62%-60%
F	296-0	59%-0%

- A score below 60% constitutes a failing grade. If you noticed a scoring error, please notify the instructor within one week the error was made. No issues regarding scoring will be reviewed beyond this one week period or after midnight of the last day of the examination week, whichever comes first.
- See the current [UF grading policies \(Links to an external site.\)](#) for more information.

• LATE SUBMISSION POLICY

- Unless you notify the instructor in advance and have a documented reason for why you cannot complete an assignment in a timely way, except for factors listed on the [UF Attendance Policy website \(Links to an external site.\)](#), make-ups, and late submissions on homework, exams, and quizzes will not be accepted.

• STUDENT FEEDBACK SURVEYS

- Every semester, students will complete two surveys to give the instructor feedback regarding this course's elements. These surveys are anonymous and are a way for you to provide honest feedback on the course. This feedback is essential to provide the best quality instruction and give you, the learner, the best learning experience. You are asked to give your honest opinion and share any advice you have to make the course better. You will be asked questions regarding the instructor's presence, lectures, assignment quality, etc.

• MID-COURSE SURVEY

- The Mid-Course Survey will take place during Module 7 of the course. This survey will act as a prerequisite for the rest of the modules and will require completion before moving forward in the course. You will be graded for your participation in the quiz, not for your answers, as the survey is anonymous.

• END-OF-COURSE SURVEY

- The End-of-Course Survey will take place during Module 13 of the course. This survey will act as a prerequisite for the final module and will require completion before moving forward. You will be graded for your participation in the quiz, not for your answers, as the survey is anonymous.

UF POLICIES

POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the [Disability Resource Center \(Links to an external site.\)](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter, which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

The instructor should be notified of any special accommodations required by the student when they begin their course.

UF COUNSELING SERVICES

Resources are available on campus for students with personal problems or who lack clear career and academic goals, which interfere with their academic performance. These resources include:

- [UF Counseling & Wellness Center \(Links to an external site.\)](#), 301 Peabody Hall, 352-392-1575, personal and career counseling
- [UF Student Health Care Center \(Links to an external site.\)](#)
 - Student Mental Health, 352-392-1171, personal counseling
 - Sexual Assault Recovery Services (SARS), 352-392-1161, sexual counseling
- [U Matter We Care \(Links to an external site.\)](#)
- [UF Career Resource Center \(Links to an external site.\)](#), Reitz Union, 352-392-1601, career development assistance and counseling

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

UF students are bound by [The Honor Pledge \(Links to an external site.\)](#), which states: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty 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 \(Links to an external site.\)](#) specifies the number of behaviors that violate this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class. From the [Regulations of the University of Florida, 4.041 Student Honor Code and Student Conduct Code: Scope and Violations \(Links to an external site.\)](#):

Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student."

From the [Regulations of the University of Florida, 6C1-4.047 Student Honor Code and Student Conduct Code: Sanctions \(Links to an external site.\)](#):

For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations, including but not limited to conduct probation, suspension and expulsion as well as any educational sanctions. In addition, students may receive the following:

1. Assignment grade penalty. The student is assigned a grade penalty on an assignment including but not limited to a zero.
2. Course grade penalty. The student is assigned a grade penalty in the entire course including but not limited to an 'E'."

NETIQUETTE AND COMMUNICATION COURTESY

All class members are expected to follow common courtesy rules in all email messages, threaded discussions, and chats.

GETTING HELP

TECHNICAL DIFFICULTIES

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu> (Links to an external site.)
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues should be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

HEALTH AND WELLNESS

- **U Matter, We Care:** If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu (Links to an external site.) to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit counseling.ufl.edu (Links to an external site.) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit shcc.ufl.edu (Links to an external site.).
- **University Police Department:** Visit police.ufl.edu (Links to an external site.) or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center (Links to an external site.).

ACADEMIC AND STUDENT SUPPORT

- **Career Connections Center:** 352-392-1601. Career assistance and counseling services career.ufl.edu/ ([Links to an external site.](#))
- **Library Support:** Various ways to receive assistance for using the libraries or finding resources. cms.uflib.ufl.edu/ask ([Links to an external site.](#))
- **Teaching Center:** 352-392-2010 General study skills and tutoring: teachingcenter.ufl.edu/ ([Links to an external site.](#))
- **Writing Studio:** 352-846-1138. Help brainstorming, formatting, and writing papers: writing.ufl.edu/writing-studio/ ([Links to an external site.](#))

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback professionally and respectfully is available at <https://gatorevals.aa.ufl.edu/students/> ([Links to an external site.](#)). 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.](#)).

TIPS FOR SUCCESS

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the course's objectives.
- Print out the Course Schedule located in the Course Syllabus and check things off as you go.
- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.

To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

Course Summary and Assignments:

Date	Details
Fri Jan 9, 2022	Assignment Module 1: Group Discussion
Sun Jan 17, 2022	Assignment Module 1: Perusall Assignment
Fri Jan 22, 2022	Assignment Module 2: Perusall Assignment
Sun Jan 24, 2022	Assignment Client #1 Presentation Plan
Sun Feb 7, 2022	Assignment Client #1 Presentation
Fri Feb 12, 2022	Assignment Module 5: Group Discussion
Sun Feb 21, 2022	Assignment Client #2 Presentation Plan Assignment Module 6: Perusall Assignment
Sun Mar 7, 2022	Assignment Client #2 Presentation Assignment Module 8: Perusall Assignment
Fri Mar 12, 2022	Assignment Module 9: Group Discussion
Fri Mar 19, 2022	Assignment Module 10: Perusall Assignment
Sun Mar 21, 2022	Assignment Client #3 Presentation Plan
Fri Mar 26, 2022	Assignment Module 11: Group Discussion

Date	Details
Sun Apr 4, 2022	Assignment Client #3 Presentation
Sun Apr 11, 2022	Assignment Module 13: Perusall Assignment
Sun Apr 18, 2022	Assignment Create a Blog
Sun Apr 25, 2022	Assignment Final Client Group Reflection Paper

- Group Discussion Boards (4) 40 points
- Perusall Assignments (6) 60 points
- Client Presentation Plans (3) 60 points
- Client Presentations (3) 300 points
- Final Client Reflection Paper 25 points
- Create a blog assignment 10 points
- Total Points **495 points**

MODULE 1

- Hayden, B. (2019, August 13). [13 Timeless Lessons from the Father of Advertising \(Links to an external site.\)](#). *Copyblogger*.

MODULE 2

- Light, L. (2020, May 20). [Brand Relevance: The Strategy Behind 'i'm lovin' it' \(Links to an external site.\)](#). *Branding Strategy Insider*.
- (2014, May 13). ['i'm lovin' it' a Hit as McDonald's Aims for New Markets \(Links to an external site.\)](#). *Campaign*.

MODULE 5

- Godin, S. (2015, March 25). [What is Customer Service for? \(Links to an external site.\)](#). *Seth's Blog*.

MODULE 6

- Beer, J. (2018, November 1). [10 Years of Flo: The Story Behind Progressive's Accidental Ad Icon \(Links to an external site.\)](#). *Fast Company*.
- French, K. ([Culture Marketing 101: How to Turn Brand Culture into Content \(Links to an external site.\)](#)). *Column Five*.

MODULE 8

- Mildenhall, J. (2017, September 18). [How Airbnb Built its Brand by Telling the World Not to Travel \(Links to an external site.\)](#). *PR Week*.

MODULE 10

- (2020, July). Danao, M. [Halo Top Increased Sales By 2,500% With Word-of-Mouth \(Links to an external site.\)](#). *Referral Candy Blog*.
- Fleming, M. (2018, October 31). [Halo Top on Disrupting the Ice Cream Market: We Haven't Been Trained to Think Inside the Box \(Links to an external site.\)](#). *Marketing Week*.

MODULE 13

- Hertzberg, K. (2017, November 29). [Here's How to Write a Blog Post Like a Professional \(Links to an external site.\)](#). *Grammarly Blog*.

MODULE 14

- Tyler, H. (2018, February 26). [How to Build a Personal Brand Complete Guide to Personal Branding. \(Links to an external site.\)](#) *Thinkific Blog*

