
Spring 2021
T, Periods 3-5 (9:35 - 12:35)

MMC 6936

Beyond Advertising (section 231)

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Overview

The opportunity to expand the consumer's brand experience often goes beyond advertising. Brand contact opportunities in media, via virtual spaces, and at point of purchase have been given little attention until now. This course explores promotions and marketing communications from an "everything else" perspective by exploring best practices that have inspired some of the most notable brands, including Apple, Beats, Coca-Cola, and others. Consumer psychology, shopper behavior, and communications strategy are topics introduced to discover how product packaging, sales promotions, direct marketing, and sensory inputs are used to add value to brand strategy.

Goals/Learning Outcomes

The instructor aspires to make students more astute interview candidate and entry-level professionals on entering the workforce. With this goal in mind, students in this course will attain:

1. A heightened awareness of the array of contemporary media and marketing communications tactics implemented to promote products and brands.
2. Knowledge about the theories and industry research focused on consumer behavior influencers, semiotics, the psychology of design and color, and archetypes commonly applied to encourage/reinforce brand selection.
3. Recognition of the suppliers and boutiques that supplement marketing communications and agency organizations with niche specialties.

Textbook & Materials Requirements

The course will rely heavily on current resources, such as company websites and popular press readings. Assigned readings will tend to be made available in Canvas, the UF Libraries course reserves, or via Internet sources. Students are expected to prepare for class by completing the assigned readings before the class meeting that they will be discussed. In addition, the required textbook is as follows:

Required textbook: *Psychology of Advertising* (Third Edition) by Bob M. Fennis and Wolfgang Stroebe. Routledge: London and New York. Copyright 2021.

Evaluation

Students will be evaluated according to 1) consistency of attendance; 2) quality of participation and preparation to in-class discussion; and 3) contribution to the depth of understanding about topics reviewed in class. Attendance and participation will be evaluated weekly. Students' contribution to the depth understanding of course topics will be assigned via professional interaction, cooperative class resource development, and consumer behavior beyond advertising investigative reports. Specific categories and weight allotted to each will be specified in the final version of this syllabus.

Course Administrative Policies

Academic Honesty

Academic dishonesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

Attendance

Class attendance is expected and will be evaluated at 25% of the student's final grade. Each student is allowed two "free" missed classes without penalty to the final attendance point total. Routine unexcused absences over the two-missed-class minimum will result in a loss of one-half point per absence and may directly affect the student's grade. This does not apply, however, to excused absences due to activities sponsored by Ad Society, CJC organizations or that require student participation in official University business. See the section below for an understanding about the instructor's policy for excused absences and personal emergencies.

Class Format and Protocol

The topics presented for weekly discussion will be planned and prepared by the instructor. The class meetings will adhere to an interactive protocol, where students are expected to play an active role in the discussion. Students are encouraged to demonstrate their ability to engage in the discussion topics through inquiry, information discovery, or shared exchange on the discussion topics.

When possible, guest experts will be invited to provide additional perspective on the topic. Such opportunities require students to assume the role of engaged para-professionals. In preparation for such occasions, we will work together to make invited speaker opportunities as valuable as possible.

Tentative Course Schedule

The course outline is presented to you at the onset of the semester lays out broad topics and the order of progression that will guide us. The instructor will advise the class in advance should there be any need for timeline adjustment. Please review the schedule carefully and plan accordingly

Week	Class Discussion Topic
January	
Week 1: 1/5	Course Introduction & Syllabus Review