

## Instructor

**Instructor** Walter John Starr, PhD

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**Office Hours** By appointment. Please email the instructor to schedule a Zoom meeting.

**Credit Hours** 3

For questions about course content, first, try reading or posting on the [Course Questions Forum](#). For questions about your grade or other personal issues, please use Canvas email for all communication.

Be sure to check the Announcements tab in the Canvas shell regularly for information on class assignments, changes and other class information. In addition, important information (but not all Announcements) will be sent via email when it is posted in this tab.

## Course Information

Welcome to Advertising Strategy!

Strategy has been defined as “A method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem: and “The art and science of planning and marshaling resources for their most efficient and effective use.” In Advertising Strategy, you will learn to develop strategies for a successful and effective advertising and/or integrated marketing communications (IMC) campaign. The overall goal of this course is to deepen and broaden your understanding of strategic communication management by accomplishing the following:

- Present you with a wide range of interconnected, integrated strategic advertising decisions that are similar to what you will encounter in the “real world.”
- Present you with “the case method”—a structured, field-tested approach to decision-making that is a practical and useful method for addressing a variety of communications management issues.
- Utilize individual assignments to demonstrate your writing skills and communication problem-solving abilities.
- Utilize the team case analysis and class presentation to closely approximate the work environment of a management position on the client-side or from within an agency.

- Explain how diversity (e.g., gender, race, ethnicity, sexual orientation or other forms of diversity) impacts messaging strategies in advertising campaigns.

## Course Objectives

By the end of this course, you will be able to:

- Follow a structured decision- making process.
  - Assess problems and opportunities, isolate key facts, and rank-order salient management issues.
  - Make decisions and create action plans appropriate to the situation under consideration.
- Efficiently and persuasively write up and present your analysis and sell your recommendations.
- Justify and defend a proposed recommendation against constructive criticism from your colleagues.
- Learn independently and from each other to make up for areas you have not yet studied.

## Course Requirements

### Required textbooks

Parente, Donald *Advertising Campaign Strategy: A Guide to Marketing Communication Plans 5th Edition*

Taylor, Alice Kavounas *Strategic Thinking for Advertising Creatives*

(FYI-both of these books are available for rent or purchase on Amazon; a used version of each is fine and can save you money. Note—I have no financial interest in Amazon, just looking out for your wallet):

### Prerequisites

MAR 3023 and ADV 3008 with minimum grades of C and ADV major.

### Minimum technology requirements

You will need an Internet connection to access your text, view the lectures, attend online class sessions, and complete your assignments.

### Minimum technical skills

You must be able to communicate with the instructor. Most communications can be done via email and the discussion board, but you may be asked to join Dropbox.com (a free online service) to share large files.

## **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 using Zoom at <https://ufl.zoom.us> (Links to an external site.).

# **Course Policies**

## **Attendance Policy**

This is an online asynchronously delivered course, attendance in the form of calling roll will not occur.

## **Late Work and Make-up Policy**

You are expected to prepare and submit your assignments on a timely basis. Due dates are clearly laid out in this syllabus.

Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Late submissions will receive a 'zero' grade, and there will be no make-up assignments unless you have a doctor's note, a documented emergency or you have negotiated with me ahead of time for late work.

*It is YOUR responsibility to meet our class assignment deadlines. **Should circumstances arise and you post an assignment after the due date, it is also YOUR responsibility to email me at [wjstarr@ufl.edu](mailto:wjstarr@ufl.edu) to let me know when you have posted your late assignment. I do not go back on a regular basis to look for late posted assignments.***

Issues with uploading work for a grade is not an excuse. If you have technical difficulties with Canvas, there are other means to submit completed work. You may email .zip files or even links to Dropbox folders to Instructor via UF email. Another suggestion to compensate for technical difficulties by not waiting until the last minute to submit work.

Work turned in late will not be accepted except for extreme circumstances (i.e. family emergencies.) If you anticipate not making a project deadline, please contact the instructor. Every day a project is late, you will lose a letter grade. No make-up options will be provided.

Issues with uploading work for a grade is not an excuse. If you have technical difficulties with Canvas, there are other means to submit completed work. You may email .zip files or even links to Dropbox folders to your Instructor via UF email. Another suggestion to compensate for technical difficulties by not waiting until the last minute to submit work.

### **Technical Issue Policy**

Any requests for make-ups due to technical issues **MUST** be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You **MUST** e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

### **Emergency and Extenuating Circumstances Policy**

Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the [medical withdrawal or drop process \(Links to an external site.\)](#).

**Students MUST inform their academic advisor before dropping a course**, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes.

## **Grading Policy**

I will make every effort to have each assignment graded and posted within one week of the due date.

Your work will be evaluated as noted below. Late submissions policy is detailed in appropriate section of this syllabus, and, generally, there are no make-up assignments unless you have a doctor's note, a documented emergency, or you have negotiated with me ahead of time. **Also, please note: There is no "extra-credit offered in this course."**

<b>Assignment</b>	<b>Points</b>
Weekly Discussions	75
Week 4 Team Assignment	25
Week 7 Team Assignment	25
Week 10 Team Assignment	30

Situation Analysis/SWOT	10
Target Audience	10
Goals/Objectives	10
C&D Map	10
Creative Strategy	10
Media Strategy	10
Digital Strategy	10
Team Case Study-Cheetos	100
Plan Outline	20
Plan Rough Draft	20
Final Plan	100
Plan PowerPoint	35
<b>TOTAL</b>	<b>500</b>

### Grading Scale

Percent	Grade	Grade Points
93 – 100	A	4.00
90 – 92	A-	3.67
87 – 89	B+	3.33
83 – 86	B	3.00
80 – 82	B-	2.67
77 – 79	C+	2.33
73 – 76	C	2.00
70 – 72	C-	1.67
67 – 69	D+	1.33
60 – 66	D	1.00
0 – 59	E	0.00

See the [current UF grading policies \(Links to an external site.\)](#) for more information.

## **University Policy on Accommodating Students with Disabilities:**

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

## **Academic Honesty:**

All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

**Plagiarism:** Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

**Cheating:** Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

**Misrepresenting Research Data:** The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason, any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the [University of Florida Code of Conduct \(Links to an external site.\)](#).

### **Netiquette and Communication Courtesy:**

All members of the class are expected to follow [rules of common courtesy \(Links to an external site.\)](#) 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

### **Health and Wellness**

- **U Matter, We Care:** If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [umatter.ufl.edu](http://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](http://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](http://shcc.ufl.edu) (Links to an external site.).
- **University Police Department:** Visit [police.ufl.edu](http://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](http://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/](http://career.ufl.edu/) (Links to an external site.).
- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources. [cms.uflib.ufl.edu/ask](http://cms.uflib.ufl.edu/ask) (Links to an external site.)

- **Teaching Center:** 352-392-2010 General study skills and tutoring: [teachingcenter.ufl.edu/](https://teachingcenter.ufl.edu/) (Links to an external site.)
- **Writing Studio:** 352-846-1138. Help brainstorming, formatting, and writing papers: [writing.ufl.edu/writing-studio/](https://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 in a professional and respectful manner 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

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to engage with all content, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

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 objectives of the course.
- 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.