

ADV3001 (03G9) | Advertising Strategy | Fall 2022 | Dr. Starr

M | Period 3 (10:40-11:30 AM) WEIM 3215

W | Period 3-4 (9:35-11:30 AM)

Instructor

Instructor: Dr. W. John Starr

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Office: Weimer 2095

Office Hours: By appointment

Course Description

Advertising Strategy is an overview of the strategic planning process required to develop a successful advertising campaign and integrated marketing communications (IMC) plan. The course deals with academic knowledge and practical information needed to develop and maintain successful brands advertised by companies, organizations and individuals.

Course Objectives

The goal of this course is to provide students with the fundamental skills needed to analyze, evaluate, and develop an advertising/IMC campaign. This goal will be accomplished by focusing on three key elements central to the strategic planning process: brands, consumers, and communication. Specific course learning objectives are as follows:

- 1) To expose students to a set of fundamental theories and practical concepts used to develop strategically sound advertising campaigns;
- 2) To provide students with an understanding of the systematic process involved in developing a communication plan, including analyzing a market situation, formulating communication objectives, identifying potential target audiences, and developing an advertising campaign strategies; and
- 3) To give students regular opportunities to apply this knowledge by way of class exercises, assignments, and a team project.
- 4) To familiarize students with special issues in the current market and advertising industry;
- 5) To build capacity of students in delivering highly effective campaign proposal presentations.

Textbook – required

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Advertising Campaign Strategy: A Guide to Marketing Communication Plans, (Fifth Edition) Cengage Learning, Parente, Donald, Kristen L. Strausbaugh-Hutchinson (2015).

Printed in the United States. ISBN: 978-1-133-434801

Class Participation

Your attendance and active participation in class discussion are expected and required in every class. In order to participate effectively in class, you would need to have read the material ahead of class. You are expected to keep up with the readings for each class.

Assessment

Students' grade will be based on their performance in four areas: two exams, topic presentation, one final group project, and class participation. You must earn a C or higher to successfully complete the course. Extra credit opportunities will also be made available and points will be allocated at the instructor's discretion. The following provides a percentage allocation for each of these areas:

Assignment Weighting

• 2 Exams	30 (15 each)
• Quizzes	20 (5 each)
• Class Project	20
• Assignments	25
• Class Participation (attendance, assignments, class discussions)	5
TOTAL	100

Grading Scale

Points	Grade		Points	Grade
92-100	A		70 - 75	C
90 – 91.9	A-		66 – 69.9	D+
86 – 89.9	B+		60 – 65.9	D
80 – 85.9	B		Below 60	E
76 – 79.9	C+			

Exams

There will be two in-class exams during the regularly scheduled class period. Exams are designed to test the student's cumulative knowledge of the main ideas covered in the lecture files, student presentation materials, and in-class exercises up to the exam date specified on the syllabus. The general exam format consists of several open-ended questions and multiple choice and true-false questions taken. Sample questions and brief guide of the exams will be provided prior to the first exam. Make-up exams will be allowed only for the students who miss the class of the exam date with the appropriate documentation.

Strategy Update

Once during the semester, each student will present to the class a Strategy-Tactic Update regarding Strategies and tactics used by brand in the execution of an IMC plan. There will be two examples of recent strategy executions or tactics by a brand. In addition to a class presentation, students will submit online their Power Point presentation. No form of makeup will be available.

IMC Class Project

For the final project using a public brand, student groups with four to six members will develop a partial IMC campaign plan book, and make a presentation to the client during the last week of the course. Specific guidelines for this project will be provided at the date in the course syllabus. Failure to make presentation on the assigned dates will result in zero credit for the project.

Team Member Evaluations:

Students will spend much of their outside class time working with their team members, with the team projects accounting for a significant percentage of the final grade. In order to assess each team member's contribution to the team project, students are asked to evaluate their team members at each phase of the team project. Students need to evaluate each of their team members using a form provided by the instructor. The total possible score is 20. For each point less than 20, the team project score for the individual student will be reduced by five (5) %.

The team member evaluation is due at the beginning of class the day of the presentation to the client. The rule regarding late assignments is applied to the team member evaluation. After the deadline, 10% of the project grade is deducted each day the team member evaluation is turned in late.

Extra Credit

At various times throughout the semester, students may have an opportunity to earn extra credit. Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible in order to give students time to make any necessary arrangements.

Academic Honesty

Academic honesty 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."

Visit the Student Conduct and Conflict Resolution's website

(<http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>) for more information.

Respect

In the real world, you will have to be on time for work and not leave meetings early. Therefore, I am expecting you to do your best and to respect the class by:

- Attending all lectures, presentation, and exams.
- Being on time.
- Being prepared for class and being familiar with any announcements or e-mail notices via e-mail or course website announcement.
- Please do not bring any food during the class.
- Being focused on the lecture and being active learners: any personal conversation during class will distract the class-learning environment.

Students with Challenges

I am committed to help students with any type of challenges, while abiding by the standard code of confidentiality and fairness. In order to address special academic needs, the instructor must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. Students affected by such challenges should provide an official statement from the Dean of Students Office (<http://www.dso.ufl.edu/drc/>) explaining his/her situation.

Counseling Services

The Counseling and Wellness Center at the University of Florida is the primary provider of counseling, mental health, and psychiatric services for UF students. The Center's goal is to help students to be maximally effective in their academic pursuits: first, by reducing or eliminating emotional, psychological, and interpersonal problems that interfere with your academic functioning. Secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. Visit the Center's website (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>) for more information.

Tentative Course Schedule

I will advise the class of any events that necessitate revision to the present schedule.

August Wk. 1	24	Lecture: Introduction to course – Embrace the New Media Landscape - Read Parente Chapter 1
August WK.2	29-31	Lecture: Lay the Research Foundation: Understanding the Company & Consumer/Hines Lecture Read Parente Chapter 2
September 5 Wk. 3	Labor Day 7	NO CLASS – Research/Interviewing Quiz #1
September Wk. 4	12-14	Lecture: Map Out the Situation: Know the Market, Product and Competition. Read Parente Chapter 3
Wk. 5	19-21	Lecture: Turn Findings into Marketing & Communication Goals. Read Parente Chapter. 4
Wk. 6	26–28	Lecture: Build the Marketing Strategy Read Parente Chapter 5 – Quiz #2
October Wk. 7	3-5	Lecture: Define Consumer Touchpoints: Establish tactical Mix Read Parente Chapter 8 – Exam 1 Review
October Wk. 8	10-12	Lecture: Plan Media Strategy and Tactics – Read Parente Chapter 9. Exam 1
October Wk. 9	17-19	Lecture: Devise the Campaign Concept – Read Parente Chapter 7 Team Meetings – Discuss plan books
October Wk. 10	24-26	Lecture: Button Up the Plans Book – Read Parente Chapter 11 Rough Drafts of Plan Books Due on October 28
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Wk. 11	Oct 31- Nov. 2	Lecture: Outline the Communication Strategy and Messaging – Read Chapter 6 – Quiz #3
November Wk. 12	7– 9	Lecture: Evaluate the Effectiveness of the Campaign – Read Chapter 10
November Wk. 13	21	Lecture: Evolution of Account Planning Quiz #4
November Wk. 14	28-30	Exam 2 Review/ Lecture: Lock Down the Pitch. Read Parente: Chapter 12 Lecture: Evolution of account planning

December
Week 15

5-7

Presentations (slide show and final books due)/Exam 2