

Special Study in Advertising: Introduction to Fashion Advertising - ADV4930 Course Syllabus

**Course Information:**

Class: ADV4930, Section 27910

Semester: Fall 2022

Credits: 02

Meeting Time: Periods 4-5, (10:40 AM - 12:35 PM) and asynchronous online

Meeting Location: Online

**Canvas Classroom URL: canvas link to come**

Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

**Instructor:**

Kelley Gudahl Sinclair

kgudahl@ufl.edu

347.453.6857

Office Hours: By Appointment

Please see my Bio—and a place for you to add your bio—under the Discussions tab in Canvas.

**Contact:**

Please email me at kgudahl@ufl.edu for all communication. Email is the quickest way to get a message to me. **Please DO NOT use the email option/tab in the Canvas shell.** This does not get to me on a timely basis and I cannot easily reply. Please only use my [kgudahl@ufl.edu](mailto:kgudahl@ufl.edu) email address to reach me.

**Announcements tab in Canvas shell**

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. It is YOUR responsibility to keep up with class Announcements.

## **Course Textbooks**

You will need one textbook for this course.

1. Fashion Marketing and Communication. Theory and Practice Across the Fashion Industry, Olga Mitterfellner

This book is available for purchase on Amazon; a used version is fine and can save you money. [Mitterfellner text on Amazon](#).

## **Course Description and Objectives**

Welcome to Introduction to Fashion Advertising!

Fashion is a language which tells a story about the person who wears it. It is a form of self expression that is interpreted uniquely by each person. Fashion advertising exposes the creations of designers all over the world and evokes individualized feelings from the viewer. The fashion industry has profoundly shaped consumers' tastes, ideals and desires throughout history, and many times shown through advertising.

Throughout this course, students are introduced to the basic theoretical principles of advertising within the context of the global fashion industry. Students will understand advertising as it relates to the fashion industry, explain the advertising concepts, implement market research, and analyze advertising campaigns that will allow them to understand the impact of the fashion industry.

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

- Gain insight into the nuances of the complex fashion world and the role of advertising in the fashion industry.
- Identify current trends in the fashion industry•
- Learn the basics of fashion advertising methods, campaigns and strategies •
- Study fashion campaigns, including aspects related to advertising, public relations, and events.
- Present a wide range of interconnected, integrated strategic advertising decisions that are similar to what you will encounter in the real world.
- Utilize individual assignments to demonstrate your writing skills and communication problem solving abilities.

To accomplish these objectives, this course requires you to:

- Think in a precise, structured manner and 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 Design/Expectations**

This course is accessed via recorded lectures.

### **Lectures**

The recorded materials will help you to understand key concepts and assignments. These are reinforced in online homework and in written submissions. Please note: Follow the Canvas calendar for assignments, due dates and other relevant information.

### **Your student role includes**

- Completing the assignments by deadline
- Watching the class lectures
- Participating in ALL discussions and exercises
- Being innovative and entrepreneurial
- Communicating often with your professor
- Regularly checking the Announcements tab

### **My instructor role includes**

- Facilitating your classroom success in a diplomatic, courteous, and fun environment
- Reviewing, grading, and offering commentary on your assignments
- Evoking discussion and having fun doing it!
- Resolving any issues that arise with assignments and other course materials

### **Assignments**

You will have regular assignments and these will be the basis for your final grade.

You will have written assignments and discussion questions due during our course. There will be recorded lectures and supplemental videos for your viewing and learning.

### **Discussion Posts**

Discussion is an integral part of any course. This class will be no exception. You will be expected to read the assigned chapters, accompanying readings, view videos and actively participate in weekly discussions through the Discussions tab in the Canvas e-learning site. You will be expected to demonstrate that you are thinking about the issues by asking questions, offering your own opinions and share justifications for those opinions, participating in class debate, posting comments and questions to the e-learning site and keeping your eyes and ears open for current events that may relate to class discussions. Please be respectful of the contributions of others and help create a class environment that is welcoming and inclusive.

### **Requirements**

You will need an internet connection to access class materials, view the lectures, and complete your assignments. You must be able to communicate with the instructor.

### **Announcements tab in Canvas shell**

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 will be sent via email when it is posted in this tab.

## **Course Policies**

### **Attendance Policy**

This is an online course with lectures delivered in recorded format, 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.

### **Late Posted Assignments**

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 kgudahl@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. Another suggestion to compensate for technical difficulties is 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 Help Desk (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: <https://www.dso.ufl.edu/care/medical-withdrawal-process/> .

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.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### **Ownership Education**

As UF students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work.

Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one

location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

### **Coursework Submissions**

In general, as noted throughout this syllabus, most coursework should be submitted through the Assignments tab in the Canvas classroom.

### **General Deadlines**

This class, like others, involves many deadlines. Here is a summary reminder.

- Class Modules are Monday through Sunday
- Weekly lectures on Tuesdays
- Assignments are due on Sunday
- Initial discussion post is due on Thursday
- Discussion post classmate reply are due on Saturday

### **Grading**

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.

Discussions	60 points
Module 2 Assignment	20 points
Module 4 Assignment	20 points
Module 6 Assignment	20 points
Module 8 Assignment	20 points
Module 10 Assignment	20 points
Final Assignment	100 points
<b>TOTAL</b>	<b>260 points</b>

### **Online Assignments**

Students will complete assignments on select modules throughout the semester. These assignments are designed to show your understanding and mastery of the course material and its application. Assignments will vary in their nature, so stay tuned and pay attention!

### **Late Posted Assignments**

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 kgudahl@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.

### **Discussions**

Throughout the semester, students will be asked to respond to questions for discussion, research a topic or find a current article and provide a summary. Online classroom discussion post protocol is posted under Announcements, so make sure you read and understand it! The deadline for your discussion posts will be 11:59pm EST Thursday night of the class week for your initial discussion reply and 11:59 p.m. EST Saturday night for at least TWO substantive classmate replies.

Please note: the minimum word count for your initial discussion question reply is at least 250 words. The minimum word count for your classmate replies is at least 150 words.

## **Grading Policy**

General University policies regarding grades can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## **Course Schedule and Assignment Details**

Each class Module runs from Monday to Sunday.

*Assignment deadlines and other class details for each Module will be found in the Canvas Classroom. Any changes will be detailed in the ANNOUNCEMENTS section of this online classroom– check both announcements and email at least once per day*

### **Module 1 - The history of Fashion Advertising**

Read: Chapter 1 Mitterfellner text: Fashion marketing from a historical perspective

Read: [How an Ad Campaign Invented the Diamond Engagement Ring](#)

### **Module 2 - The difference between Fashion Advertising and Public Relations**

Read: Chapter 2 Mitterfellner text: Fashion promotion and public relations

### **Module 3 High Fashion Advertising**

Read: Chapter 3 Mitterfellner text: The Marketing Mix and communication tools

Watch: How to Lose a Guy in 10 Days

### **Module 4 Fast Fashion Advertising**

Read: Chapter 4 Mitterfellner text: Creating the Marketing Message

### **Module 5 Fashion & the Media**

Read: Chapter 5 Mitterfellner text: Social Media, blogs and opinion leaders

### **Module 6 Fashion & Social Media**

Read: Chapter 6 Mitterfellner text: Target market and segmentation

### **Module 7 Fashion & Influencers**

Read: Chapter 7 Mitterfellner text: Target marketing and the international consumer

### **Module 8 Global Fashion and Advertising across cultures**

Read: Chapter 8 Mitterfellner text: Brand communications at the point of sale

Watch: Emily in Paris, Season 2, Episode 9

### **Module 9 Fashion Collaborations**

Read: Chapter 9 Mitterfellner text: A critical look at advertising

### **Module 10 Fashion and Events**

Read: Chapter 10 Mitterfellner text: The future of fashion marketing

### **Module 11 Boutiques and Local Fashion Advertising**

### **Module 12 Fashion & Cause Marketing**

## **University Policies**

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

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

The University of Florida Counseling and Wellness Center can be reached at 352-392-1575.

### **Netiquette: Communication Courtesy**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

### **Class Demeanor**

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live 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.

### **Getting Help**

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

Learning-support@ufl.edu  
(352) 392-HELP - select option 2  
<https://lss.at.ufl.edu/help.shtml>

*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.*

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
  - <http://www.counseling.ufl.edu/cwc/Default.aspx>
  - 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

### **Course Evaluation**

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu> Evaluations are typically open during the last two or three Modules of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

### **University Policy on Academic Misconduct**

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>

The University of Florida Honor Code was voted on and passed by the Student Body in the Summer 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

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."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

### **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 <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

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