

ADV 3008
****PRINCIPLES OF ADVERTISING****
SPRING 2023 SYLLABUS

Professor: Dr. Kasey Windels

Course Format: In-Person

Class Time/Location: Tues. 10:40-11:30 in WEIM 1064; Thurs. 10:40-12:35 in MCCC 0100

Office Hours/Location: Tues. & Thurs. from 12:55-1:40 (or by appt.) / <https://ufl.zoom.us/j/8593158653>

Email: kwindels@ufl.edu

Course Website: Relevant course info will be posted on Canvas.

COURSE DESCRIPTION

This course addresses the foundations of advertising. As such, its purpose is to provide a broad overview of the important concepts, processes, people, organizations and trends. Success in the course will involve mastering these concepts. In future advertising classes, it is expected that you will be familiar with them.

Advertising is a pervasive force in modern society. Each year advertisers spend upwards of a thousand dollars for each person living in the U.S. What is the purpose of such expenditures, and what are the effects? Those are some of the issues this course will deal with.

We also examine advertising from the inside, from the perspective of the advertiser (the client) and the specialists who create advertising, the ad agency. You will learn about the different people within each of these types of organizations. You will also find out about how they do their job, what life is like inside the business, and what role you might someday play should you choose an advertising career.

COURSE OBJECTIVES

- Students can identify and define key concepts in advertising and marketing communications.
- Students can describe jobs in advertising, social and ethical issues that surround the practice of advertising, and the steps and processes involved in creating an advertising campaign.
- Students can successfully identify criteria used in creating and executing plans for media, creative, strategy, research, and campaigns.
- Students will demonstrate an understanding of the diverse people and jobs in advertising and related professions.
- Students will demonstrate an understanding of the history and role of professionals and institutions in shaping modern advertising.

"Many a small thing has been made large by the right kind of advertising."

--Mark Twain

REQUIRED MATERIALS

- Arens & Weigold, 16e (2021). *Contemporary Advertising and IMC*. Burr Ridge, IL: McGrawHill/Irwin.
 - Purchase the eBook and homework system (Connect).
 - The least expensive way to get access is through UF All Access. Please visit: <https://www.bsd.ufl.edu/allaccess> to opt in and purchase your required Connect code [includes your ebook] access and class assignments. You can also purchase access in the UF bookstore but this will be at the higher list pricing rather than the negotiated discounted All Access pricing.
 - The book is digital and purchasing will also give you access to the homework system. If you would prefer a paper copy, the publisher will mail you one for an additional fee. Note that you should still go through the UF All Access system to order.
 - Note: If you are waiting for financial aid to disburse McGraw Hill gives you two weeks of free access if you request it. Don't wait to buy the book as you will miss assignments.

ASSIGNMENTS

- **Exams:** You will have three exams throughout the semester, each with 50 multiple choice and true-false questions. These exams will be completed in class. See policies on exam absences.
- **SmartBook:** You will complete SmartBook assignments for each chapter through the McGraw Hill Connect system, which previews important parts of the textbook and allows you to quiz yourself. The SmartBook system scores you based on your progress in the chapter. Research suggests that previewing chapter materials and testing yourself on knowledge retention are two of the most effective ways to master materials. All of the assignments are open as we start covering that section of the course (so after Exam 1, all of the assignments covering Exam 2 will be available), and each assignment is due at 11:59 p.m. on the due date. You can work ahead when the assignments are available. I will drop your lowest SmartBook grade; beyond that, missing SmartBook assignments cannot be made up.
- **Assignments:** You will have two assignments to complete and turn in via Canvas. Each assignment will consist of a written exercise that allows you to learn more about the advertising industry or apply the skills you have learned through the course material. We will discuss the details for each assignment in class and make the assignments available on Canvas. All assignments are **due at the beginning of class on the due date**. A deduction of **10% off the assigned grade** is applied to any late submission turned in within the first 24 hours (for example, from the time that assignments are collected on Tuesday until the same time on Wednesday). Assignments submitted within the second 24 hours will result in a deduction of **20% off the assigned grade**. After that (a total of 48 hours), the grade is a 0% (much worse than an "F").
- **Activities and Participation:** To encourage attendance and participation, we will have various in-class activities during class throughout the semester. You will receive full credit if you participate in the activity. I will drop your single lowest score; beyond that, missing participation scores cannot be made up.

GRADING

- 3 Exams (21.66% each) 65%
- 8 SmartBook Assignments 15% (one lowest score dropped)
- 2 Assignments (5% each) 10%
- Activities and Participation 10% (one lowest score dropped)

GRADING SCALE

	93.00 and above = A	90.00 – 92.99 = A-
87.00 – 89.99 = B+	83.00 – 86.99 = B	80.00 – 82.99 = B-
77.00 – 79.99 = C+	73.00 – 76.99 = C	70.00 – 72.99 = C-
67.00 – 69.99 = D+	63.00 – 66.99 = D	60.00 – 62.99 = D-
59.99 and below = E		

"An ad is finished only when you no longer can find a single element to remove."

--Robert Fleege

POLICIES & PROCEDURES

- **In-Person Course:** Our course is an in-person course. Lecture, discussion, activities and exams will occur in the classroom. We will not utilize the HyFlex technology. You are responsible for getting notes from a classmate if you are unable to attend class.
- **Problems with McGraw Hill Connect:** If you have problems with your McGraw Hill Connect account, please contact them first to see if they can help you resolve the problem (<https://www.mheducation.com/support.html>). They are the experts in their software. If they cannot resolve the problem, please email Dr. Windels and forward your ticket from McGraw Hill so that she can try to help you.
- **Course Preparedness:** To maximize your learning, come to class and participate in class discussions. Further, complete readings before the class in which they are discussed. Finally, check email and Canvas frequently for the latest class information and updates.
- **Technology/Paying Attention:** I prefer that you close all other programs and windows to avoid distraction. When we're distracted rather than engaged, we can't learn effectively. To maximize learning, don't multitask while listening to lectures or doing readings. Give them your full, undivided attention.
- **Exam Absences:** Missing an exam without permission results in a zero. You can make up an exam if:
 - You had an unexpected and unpreventable emergency or illness **and**
 - You can provide written documentation of the emergency or illness (doctor's note, accident report) **and**

- You (or someone at your request) contacts me or the advertising office prior to the exam. You can contact me by email (kwindels@ufl.edu) or call the Advertising Department (352-392-4046).

For all who miss the exam for an excused absence, as defined above, you will take the exam the following week during our scheduled class period.

- **Honor Code:** Please review the UF Student Honor Code and Student Conduct Code, which can be found at: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>. Any violation of the codes will be reported to the proper University administrators and may result in other sanctions.
- **Cheating During Exams:** Our exams are closed book and closed notes, which means that you should draw from only your memory during the exam. Do not use any other materials, and do not share any answers with your classmates. See the Honor Code section on cheating for more information.
- **Plagiarism:** Original writing is essential to ethical communication. Cheating is any action that violates University norms or an instructor's guidelines for the preparation and submission of assignments. Such actions may include using or providing unauthorized assistance or materials on course assignments or possessing unauthorized materials during an exam.

Plagiarism involves the representation of another's work as your own, for example: (a) Submitting as one's own any material that is copied from published or unpublished sources such as the Internet, print sources, or video programs without proper acknowledgement that it is someone else's. (b) Paraphrasing another's views, opinions or insights without proper acknowledgement or copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement. (c) Submitting as one's own work a report, examination, paper, computer file, lab report or other assignment which has been prepared by someone else. (d) Presenting work created for another course as original work in this class.

UF requires faculty who find evidence of plagiarism to submit a report to Student Conduct and Conflict Resolution. Please read the UF Student Honor Code for more information.

- **Grade Challenges:** Grades will not be discussed via email, the telephone or in class. If you disagree with a grade given on any assignment, you must appeal the grade during my office hours or in an appointment with me. In this appeal, you must clearly state the problem and give a clear, concise explanation as to why you feel the grade is inaccurate. You must appeal assigned grades within two weeks of your receiving that particular grade. After two weeks, all grades are final.
- **Respect for Others' Ideas:** Appropriate and professional classroom conduct is expected at all times. Respect and common courtesy toward your classmates and your professor are required. Effective communication relies on the ability to recognize and embrace diversity in all its forms, including viewpoints. Be respectful of the diverse range of opinions of everyone in the class, and help make this an inclusive environment. See the CJC diversity statement for more information: <https://www.jou.ufl.edu/home/about/diversity-statement/>.

- **E-mail Policy:** As e-mail has become a favored way to communicate in academia and industry, you must learn to use it appropriately. Thus, when e-mailing me, address me formally. I will generally return it within 24 hours of receiving it on weekdays or by Monday evening if I receive it on the weekend. If you need to discuss something in length, visit my digital office hours or email me to set up a time to meet virtually.
- **Students with Disabilities:** Students with disabilities can receive accommodations. The first step is to contact the Disability Resource Center (352-329-8565; www.dso.ufl.edu/drc/). Once you receive your accommodation letter, provide a copy to the professor as early as possible in the semester.
- **Counseling and Wellness Center:** Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.
- **Course Evaluations:** Students are expected to provide professional and constructive feedback on the quality of instruction via the online course evaluation system, GatorEvals. You will be notified when the evaluation period begins, and you can find GatorEvals through your Canvas course menu.
- **Recording the Professor:** Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it

is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

- **Tentative Nature of the Syllabus:** I reserve the right to change deadlines throughout the semester. Furthermore, I reserve the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events. If changes in the schedule are necessary, students will be held responsible for such changes, which will be announced in class ahead of time.

“There isn’t any significant difference between the various brands of whiskey, or cigarettes or beer. They are all about the same. So are the cake mixes and the detergents and the margarines. The manufacturer who dedicates his advertising to building the most sharply defined personality for his brand will get the largest share of the market at the highest profit.”

--David Ogilvy

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TENTATIVE COURSE SCHEDULE

Date	Topic	Reading	Assignment
	<i>What is advertising and IMC?</i>		
1/10	Introduction to Class & Syllabus		
1/12	Advertising and IMC Today	Ch. 1	
1/17	Role and Functions of Adv.	Ch. 2	
1/19	History and Evolution of Adv. Economic and Regulatory Aspects	Ch. 2 Ch. 3	SmartBook Ch. 1-2 Due
1/24	Economic and Regulatory Aspects	Ch. 3	
1/26	Scope: From Local to Global	Ch. 4	SmartBook Ch. 3-4 Due
1/31	Scope: From Local to Global	Ch. 4	
2/2	Exam 1: Ch. 1-4		Exam 1 (in class)
	<i>Planning the Campaign</i>		
2/7	Marketing and Consumer Behavior	Ch. 5	
2/9	Marketing and Consumer Behavior	Ch. 5	
2/14	Market Segmentation and Marketing Mix	Ch. 6	Assignment 1 Due
2/16	Market Segmentation and Marketing Mix Research: Gathering Info	Ch. 6 Ch. 7	SmartBook Ch. 5-6 Due
2/21	Research: Gathering Info Marketing and IMC Planning	Ch. 7 Ch. 8	
2/23	Marketing and IMC Planning Creative Strategy and Creative Process	Ch. 8 Ch. 10	SmartBook Ch. 7-8 Due
2/28	Creative Strategy and Creative Process	Ch. 10	
3/2	Creative Strategy and Creative Process Creative Execution: Art and Copy	Ch. 10 Ch. 11	SmartBook Ch. 10-11 Due
3/7	Creative Execution: Art and Copy	Ch. 11	
3/9	Exam 2: Ch. 5-8, 10-11		Exam 2
3/14	Spring Break		
3/16	Spring Break		
	<i>Executing the Campaign</i>		
3/21	Workshop Day/Activity		
3/23	No Class: Dr. Windels at Conference		
3/28	Planning Media Strategy	Ch. 9	
3/30	Planning Media Strategy Using Print Media	Ch. 9 Ch. 12	SmartBook Ch. 9 Due
4/4	Using Print Media	Ch. 12	Assignment 2 Due
4/6	Using Electronic Media	Ch. 13	SmartBook Ch. 12-13 Due
4/11	Using Digital Interactive Media	Ch. 14	
4/13	Using Social Media	Ch. 15	SmartBook Ch. 14-15 Due

4/18	Using Social Media	Ch. 15	
4/20	Exam 3: Ch. 9, 12-15		Exam 3