

**University of Florida
ADV3502 Advertising Sales
Class #10182, Section #084A
Class #26356 Section UFO1
Spring 2023 Syllabus
100% Online**

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Office Hours: By Zoom appt

This is an online course that is located via UF e-Learning at <http://elearning.ufl.edu/> After opening the link, click on e-Learning in Canvas, which is located on the right-hand side and then login using your UF Gatorlink username and password to have access to the course.

You can also download the Canvas App on iTunes and Android



Course Description

The purpose of this online course is to introduce students to selling advertising as a possible career opportunity. Even if you are not pursuing a career this course may be beneficial to you by developing your skill stack.

In this course, you will learn how to sell advertising space and time.

Sales requires persistence, research, knowledge, creative thinking, and preparedness.

The role of an advertising salesperson is to convert prospects into clients, building long-term and gaining trust that the space and or time that they purchase will benefit their business and brand.

The course will cover selling skills and the process of prospecting, identifying problems, developing solutions, presenting, closing, negotiating, and following up.

"First comes interest. Passion begins with intrinsically enjoying what you do...Next comes the capacity to practice. One form of perseverance is the daily discipline of trying to do things better than we did yesterday...Third is purpose. What ripens passion is the conviction that your work matters...And, finally, hope. Hope is a rising-to-the-occasion kind of perseverance." Angela Duckworth, author of Grit

"If you work just for money, you'll never make it. But if you love what you are doing, and always put the customer first, success will be yours." Ray Kroc, Founder of McDonald's

The 6 Course Objectives:

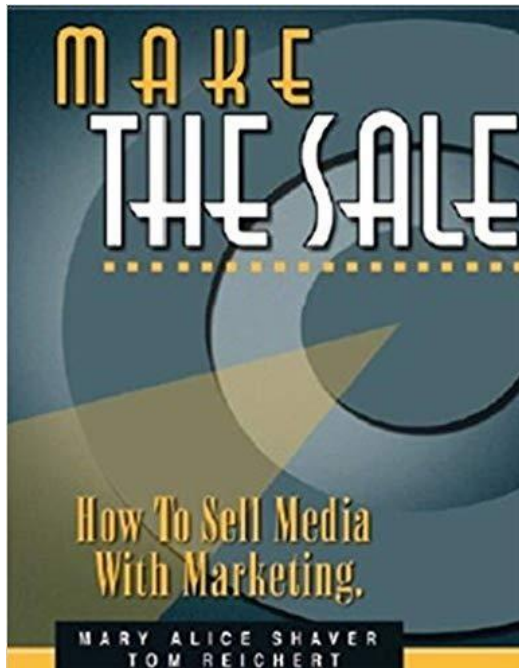
1. Evaluate how to serve Clients.
2. Introduce the local media ads and the marketing mix.
3. Evaluate starting the job, addressing problems and providing solutions.
4. Develop sales ideas and strategies.
5. Demonstrate how to present sales presentation effectively.
6. Evaluate being success as an advertising sales rep.

This course is part of the Media Sales and Account Management Certificate.

For additional information about the certificate please contact me or go to the link [https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/JRC UCT01/](https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/JRC%20UCT01/)

Required Text:

Make The Sale: How To Sell Media With Marketing, Mary Alice Shaver and Tom Reichert (2006) Published by the Copy Workshop.



Course Schedule:

Modules open on Mondays each week and end on Sunday of the following week at 11:59pm. Please note the schedule may vary during weeks with holidays and breaks.

Please make sure to review the semester schedule on a regular basis, as it may be subject to changes.

Students will be notified of any scheduling adjustments via Canvas Announcement posts and by Canvas email if necessary.

****Weekly module assignments (group discussions, individual assignments) are due on Sunday at 11:59 PM unless otherwise specified.**

I will send weekly announcements in Canvas

Course Overview

| Module(s) | Dates | Description | Assignment(s)/Points | Due Date(s) |
|------------------|---------------|--------------------------------|---|---|
| Module 1 | 1/9-1/15 | Introduction Space and Time | Group Discussion Board (10) | Friday, 1/13 DB initial post Sunday, 1/15 Two DB Peer Responses. |
| Module 2 | 1/16- 1/22 | Target Audience | Individual Activity (10) | Sunday, 1/22 Individual Activity |
| Module 3 | 1/23- 1/29 | You as the Media Rep | Group Discussion Board (10) Select Team Leader for final project | Friday, 1/27 DB initial post Sunday, 1/29 Two DB Peer Feedback Responses Select Final Project Team Leader. Sunday, 1/28 |

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| Module 4 | 1/29-2/5 | The Media Today | Individual Activity (10) | Sunday, 2/5 Individual Activity Practice Quiz |
| Module 5 | 2/6-2/12 | The Local Media Mix | Quiz #1 | Quiz #1 - Covering Modules 1-5 Opens, Thurs. 2/9 at 9 am, Closes, Fri. 2/10 at 11:59 pm |
| Module 6 | 2/13-2/19 | Local Market Research | Group Discussion Board (10) | Friday, 2/17 DB initial post Sunday, 2/19 Two DB Peer Feedback Responses |
| Module 7 | 2/20-2/26 | Terms you will use | Individual Activity (10) | Sunday, 2/26 Individual Activity (10) |
| Module 8 | 2/27-3/5 | Staying Organized | Midterm Assignment (50) | Midterm Assignment (50) due Sunday, 3/5 |
| Module 9 | 3/6-3/12 | Making Messages | Group Discussion Board (10) | Friday, 3/10 DB initial post Sunday, 3/12 Two DB Peer Feedback Responses |
| Module 10 | 3/20-3/26 | Getting it Done and Hitting the Streets | Quiz #2 (25) Individual Activity (10) | Quiz #2 Opens, Thurs. 3/23 at 9 am. Closes, Fri. 3/24 at 11:59 pm Sunday, 3/24 Individual Activity (10) |
| Module 11 | 3/27-4/2 | Street Smarts and Making the Presentation | Practice Quiz | Practice Quiz opens, Thurs. 3/30 at 9 am. Closes, Fri. 3/31 at 11:59 pm |
| Module 12 | 4/3-4/9 | Making The Presentation | Practice Quiz | Practice Quiz opens, Thurs. 4/6 at 9 am. Closes, Fri. 4/7 at 11:59 pm |
| Module 13 | 4/10-4/16 | Meals, Events, and Job Facts | Individual Activity (10) | Sunday, 4/16 Individual Activity (10) |

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| Module 14 | 4/17-4/23 | Improving Performance and Ethics | Group Discussion Board (10) | Friday, 4/21 DB initial post Sunday, 4/23 Two DB Peer Feedback Responses |
|-----------|-----------|----------------------------------|-----------------------------|---|

COURSE GRADING POLICY

| Assignment | Points |
|---------------------------|---------------|
| Practice Quizzes (3) | 0 |
| Group Discussions (5) | 50 |
| Individual Activities (5) | 50 |
| Quizzes (3) | 75 |
| Mid Term | 50 |
| Final Group Presentation | 100 |
| Total Points | 325 |

GRADING SCALE

| Percent | Grade | Grading Scale | Grade Points |
|----------------|--------------|----------------------|---------------------|
| 93 to 100 | A | 302 to 325 | 4.00 |
| 90 to 92 | A- | 292 to 301 | 3.67 |
| 87 to 89 | B+ | 283 to 291 | 3.33 |
| 83 to 86 | B | 270 to 282 | 3.00 |
| 80 to 82 | B- | 260 to 269 | 2.67 |
| 77 to 79 | C+ | 250 to 259 | 2.33 |

| Percent | Grade | Grading Scale | Grade Points |
|----------|-------|---------------|--------------|
| 73 to 76 | C | 238 to 249 | 2.00 |
| 70 to 72 | C- | 227 to 237 | 1.67 |
| 67 to 69 | D+ | 217 to 226 | 1.33 |
| 63 to 66 | D | 205 to 216 | 1.00 |
| 60 to 62 | D- | 195 to 204 | 0.67 |
| 0 to 59 | E | 0 to 194 | 0.00 |

See the [current UF grading policies](#) for more information.

5 Group Discussion Boards (50 points)

Each discussion board is worth **10 points: 5 points your initial post and 5 points for your two peer feedback responses**).

You will be assigned to a group during the first week of class (Module 1) and will be required to make an original post by the end of the day Friday at 11:59 pm and post two-peer feedback responses by the end of the day Sunday at 11:59pm.

Any original discussion board posts made after the end of the day each Friday will result **in a three (3)-point deduction** from your overall score and posts received after the module closes on Sunday will **NOT be accepted**).

5 Individual Activity (50 points)

Each assignment is worth **10 points**.

The individual assignments will be based on various topics ranging from the text to real world and hypothetical sales situations.

Mid Term Assignment (50 points):

Due at the end of the day, Sunday, March 5th.

This is an individual assignment worth 50 points. See Canvas for Details.

3 Quizzes (75 points):

There will be three ten question multiple-choice quizzes based on questions from the textbook and modules. Each is worth 25 points.

You have 20 minutes to complete each quiz and will be proctored with Honorlock.

Quiz Dates are as follows:

Quiz #1 – Opens Thursday, February 9th at 9 am, Closes Friday, February 10th, at 11:59 pm (Modules 1-5)

Quiz #2 – Opens Thursday, March 23rd at 9 am Closes Friday, March 24th, at 11:59 pm (Modules 6-10)

Quiz #3 – Opens Thursday, April 27th, at 9 am, Closes Friday, April 28th, at 11:59 pm (Modules 11-14)

3 Practice Quizzes (0 points)

There will be practice quizzes to test and review the material covered in Modules 4, 11, and 12. They will be five multiple choice questions. Due dates will be indicated in the modules mentioned.

Final Sales Presentation:

Due the end of the day, Sunday, April 30th

This is a Team Presentation worth 100 points.

You will be assigned to a team, which is also the same team for group discussion boards. The details regarding the final sales presentation can be found in Module 1.

I recommend that each team set up a Google Document, start a GroupMe, or Facebook page to correspond on a weekly basis.

Contacting the Helpdesk:

If you run into technical issues with Canvas, etc. please contact the UF Computing Helpdesk for assistance at helpdesk@ufl.edu or by phone (352) 392-4357 (HELP)-select option 7. or Walk-in to the HUB. If you are calling be prepared to provide your UFID# and/or Gatorlink User ID.

Policies for Late Work and Quizzes: There will be no make-up assignments without proof of excused absence.

All assignments are expected to be turned in on by the due date.

If issues arise, contact me immediately via email, particularly if those problems might potentially hamper your class performance in terms of submitting your assignments and discussion board posts after the module due dates.

Expect that late work will **not** be accepted.

Support for Students with Challenges: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected. Expect requests received for help after your performance has been negatively affected to be denied.



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

Academic Honesty Guidelines: The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect.

Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity.

Academic dishonesty includes, but is not limited to:

- Using any work done by another person and submitting it for your class assignment.
- Submitting work, you did for another class.

- Sharing answers on individual quizzes

Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code.

The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017).

You can review UF's academic honesty guidelines in detail at:

<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

The Honor Code:

Please refer to the link for the Student Conduct Honor Code

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