

International Advertising

ADV4400 Section 19099

Time: Online, Synchronous

Spring 2023: Monday 11:45-1:40, Wednesday 12:50-1:40

Instructor & Contact

Sophia Mueller

Email: smueller@ufl.edu

Office hours after class on Monday from 1:40-3:00, or by appointment.

Course Description

This course is designed to assist students in acquiring knowledge and skills necessary to develop and implement marketing plans and advertising strategies in global markets. Students learn about a range of issues, challenges, and opportunities that exist in international advertising as they study comparative cultural, economic, legal, political, and social conditions in various countries and regions around the world.

Prerequisites: ADV3008 with a minimum grade of C

Course Objectives

By the end of the semester, students should be able to:

- ⇒ Demonstrate understanding of trends, drivers, and restraints in international advertising
- ⇒ Identify macro-environmental factors that exist uniquely in specific countries and regions
- ⇒ Explain the concepts of values and cultures and their relationship to consumer behavior
- ⇒ Analyze strategies demonstrated in successful international advertising campaigns

- ⇒ Develop and implement an international marketing plan and advertising strategies for a global brand

Required Textbooks, Material Costs & Recommended Materials

Technology Requirements

- Students must have access to the following technologies/programs.
 - UF VPN to access UF library databases and resources off-campus
 - Microsoft Office such as Word, Excel, and PowerPoint
 - Zoom with audio and video capability

Required Materials

- **Textbook:** Mueller, Barbara (2017), Dynamics of International Advertising: Theoretical and Practical Perspectives (third edition). New York: Peter Lange Publishing, Inc.
- **Digital resources:** UF is able to provide free online subscriptions for all students, faculty and staff with a valid Gatorlink ID to the following two newspapers:
 - *The Wall Street Journal:* The link to the education subscription site is https://education.wsj.com/?s=University+of+Florida&cat=2&page_type=searchresults . If the hyperlink fails, simply copy and paste the address into a new browser, and then proceed with instructions for set up
 - *The New York Times:* To activate you New York subscription, go to [myUFL](#) and navigate to “Main Menu.” From there, go to “Quick Links,” then “NY Times” and click on “Subscribe now.”

Additional Resources

- Advertising Age
- Advertising Week
- Media Week

Course Schedule (Subject to Change)

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Department of Advertising

Week Starting	Topic	Readings	Assignments & Quizzes
Module 1			
1/9	Course introduction and syllabus overview Growth of international business and advertising	<ul style="list-style-type: none"> Syllabus Ch. 1 	
1/11	Growth of international business and advertising cont.		
1/16	No class		
1/18	In-class activity 1		
Module 2			
1/23	Project overview, team assignment		<ul style="list-style-type: none"> Project proposals due 1/27
1/25	In-class activity 2		
Module 3			
1/30	Research in the international arena	<ul style="list-style-type: none"> Ch. 8 	
2/1	Guest Lecture – Ms. April Hines		<ul style="list-style-type: none"> Quiz 1 due 2/3
Module 4			
2/6	Global Branding & International marketing mix	<ul style="list-style-type: none"> Ch. 2 	
2/8	In-class activity 3		
Module 5			
2/13	International marketing and advertising environment	<ul style="list-style-type: none"> Ch. 3 	
2/15	In-class activity 4		<ul style="list-style-type: none"> Quiz 2 due 2/17
Module 6			
2/20	Values and dimensions of culture	<ul style="list-style-type: none"> Ch. 4 	
2/22	In-class activity 5		<ul style="list-style-type: none"> Project section 1 due 2/24
2/27	Culture and consumer behavior		

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3/1	In-class activity 6		• Quiz 3 due 3/3
Module 7			
3/6	Creative strategy and execution	• Ch. 6	
3/8	In-class activity 7		• Quiz 4 due 3/10
Module 8			
SPRING BREAK			
3/20	Advertising media in the international arena	Ch. 7	
3/22	Class canceled		• Quiz 5 due 3/24
Module 9			
3/27	Advertising in South America		
3/29	In-class activity 8		• Quiz 6 due 3/31
4/3	Advertising in Asia		
4/5	In-class activity 9		• Project section 2 due 4/7
Module 10			
4/10	Coordinating and controlling international advertising	• Ch. 5	
4/12	In-class activity 10		• Quiz 7 due 4/14 • Project section 3 due 4/14
Module 11			
4/17	Advertising regulatory considerations in the international arena	• Ch. 9	
4/19	In-class activity 11		
Module 12			
4/24	Wrap- up	• Ch. 10	• Quiz 8 due 4/28 • Final project due 5/3

Attendance & Make-Up Policy

Attendance Policy

The instructor will aspire toward taking attendance at least one class period each week, either by calling class roll or via acknowledgement of one's presence during class meetings. As it is the expectation that students will make a habit to be in class, no advance notification will be given about when attendance will be taken.

Each student is allowed two "free" missed classes without penalty to the final attendance point total. Keep in mind that the free absences do not automatically excuse the student from assignment due dates, point awarded for in-class participation, or other point-based activities. Routine unexcused absences over the two missed-class minimum will result in a loss of five points per absence and may directly affect the student's grade. This does not apply, however, to excused absences due to activities sponsored by Ad Society, CJC organizations or that require student participation in official University business. See the section below for an understanding about the instructor's policy for excused absences and personal emergencies.

Make-up Policy

Students should inform the instructor of any extenuating circumstance that could disrupt the scheduled assignment due dates or quizzes beforehand whenever possible so that arrangements for a make-up can be made in a timely and expeditious manner. Under circumstances where the student misses a quiz due to unanticipated reasons, students will have 3 business days (i.e., 72 weekday hours) to inform the instructor and to negotiate a make-up opportunity. In either case, valid documentation supporting the reason for the absence is required.

Personal Emergencies/Excused Absences

It is the student's responsibility to advise me of any personal emergency that could affect his/her attendance and/or participation in the course. In the case of personal emergency or extenuating circumstance that results in you missing class over an extended period, please notify me as soon as possible via e-mail at the earliest opportunity. The student will be responsible for following up on any missed class discussion, notes, handouts, and/or announcements made in his or her absence. Occasionally, a student's participation in extracurricular organizations (e.g., Ad Society, UF Marching Band, UF Athletics, etc.) will require that s/he miss class to participate in organizationally sponsored events. Under such circumstances, students are required to provide the instructor with appropriate documentation from the sponsoring organization BEFORE the absence.

Class Demeanor

Contacting the Instructor

Written correspondence through Outlook email is the most efficient means for contacting the instructor. I will make every effort to reply to your email within 36 hours of you sending it. Please note that this time period excludes weekends, holidays, or University-recognized breaks. If you have sent an email message that is still awaiting a reply after 36 hours, please re-send the message. You may also verbally alert me during class time or call/come by during office hours.

Electronic Communication

This class will rely heavily on electronic communication. All course materials will be posted on Canvas. Students are required to check for emails and postings at least twice weekly prior to class sessions. It is the student's responsibility to check for messages and postings on Canvas.

Discussing ideas

Part of the learning process is sharing different points of view and discussing interesting topics. Therefore, you are encouraged and expected to participate on a regular basis. In this class, you always have the right to disagree with the instructor or your peers, as long as it is done in a civilized manner. However, respect for the views of the instructor and your classmates are mandatory. I will not accept behavior that makes others in the class feel inferior or uncomfortable.

Format for written assignments

We will use American Psychological Association (APA) style for class assignments. All assignments should be submitted via Canvas as a .doc or docx file.

Office hours

If you have concerns about your performance in the class as the semester progresses, please do not hesitate to talk to me. You can email me to set up an appointment. Do not wait until the end of the semester to ask for help or to explain unusual circumstances that have affected your grade. At that point, it will be too late.

Written correspondence through Outlook mail is the most efficient means for contacting the instructor. I will make every effort to reply to your email within 36 hours of you sending it. Please note that this time period excludes weekends, holidays, or University-recognized breaks. If you have sent an email message that is still awaiting a reply after 36 hours, please re-send the message. You may also verbally alert me during class time or call/come by during office hours.

Assessment Criteria

Quizzes	25%	150 points
In-class activity	25%	150 points
International Advertising Failure Project	50%	300 points

Students are expected to prepare thoroughly for class by reading assigned materials prior to class, to participate actively in class activities, and to complete the assigned tasks. The final grade is computed as follows:

a) *Quizzes*

- Quizzes assess students' comprehension and retention of the module's content. Each quiz has a time limit and must be taken individually. Although students may use their notes and refer to the text, they need to have a firm understanding of the module's content to be able to answer questions accurately and quickly within the given time.

b) *In-class Activities*

- Students' contributions to in-class activities are a major part of this course. At various times during the semester, students are asked to engage in in-class activities related to the module topic.

c) *International Advertising Failure Project*

- A group of approximately 3-4 students will work together to find an advertisement deemed a 'failure' in another country. Thereafter, they will complete three components for the final project, each of which will be outlined in class.

Grading Policy

<i>Grade</i>	<i>%</i>	<i>Grade Points</i>
A	100 - 93.4	4.00
A-	93.3 – 90.0	3.67
B+	89.9 – 86.7	3.33
B	86.6 – 83.4	3.00

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B-	83.3 – 80.0	2.67
C+	79.9 – 76.7	2.33
C	76.6 – 73.4	2.00
C-	73.3 – 70.0	1.67
D+	69.9 – 66.7	1.33
D	66.6 – 63.4	1.00
D-	63.3 – 60.0	0.67
E	59.9 – 0	0

Note: There will be no rounding up of grades. For example, if you got a total of 359.50 points, you will receive a B+, not an A-. If you got a total of 299.80, you will receive a C+, not a B-, and so forth. Complaints or questions about grades should be done in writing within one week of receiving the grade.

More information on grades and grading policies is here:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Students Requiring Accommodations

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

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks 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 Honesty Policy

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/studentconduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

Religious Holidays Policy

At the University of Florida, students and faculty work together to allow students the opportunity to observe the holy days of their faith. A student should inform the faculty member of the religious observances of their faith that will conflict with class attendance, with tests or examinations, or with other class activities prior to the class or occurrence of that test or activity. The faculty member is then obligated to accommodate that particular student’s religious observances. Because students represent a myriad of cultures and many faiths, the University of Florida is not able to assure that scheduled academic activities do not conflict with the holy days of all religious groups. Accordingly, individual students should make their need for an excused absence known in advance of the scheduled activities.

The Florida Board of Education and state law govern university policy regarding observance of religious holidays.

The following guidelines apply:

Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith.

Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.

Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Recording Statement

Photography, audio-visual recording, and transmission/distribution of classroom lectures and discussions is prohibited unless there is expressed written permission.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:

<http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

Campus Resources

Health and Wellness



U Matter, We Care

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center

<http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department

392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

Academic Resources .

E-learning technical support

352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
<https://lss.at.ufl.edu/help.shtml>.

Career Resource Center

Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.

Library Support

<http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center

Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.
<https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall

846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>.

Student Complaints Campus

https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints

<http://www.distance.ufl.edu/student-complaint-pro>