
Spring 2022
T, Periods 3-5 (9:35 - 12:35)

ADV 4930

Beyond Advertising (sections 231)

Instructor: Cynthia Morton Padovano
E-Mail: cmorton@ufl.edu
Phone: 392-8841
Office: Weimer 1098
Office Hours: [Hours]

Overview

The opportunity to expand the consumer's brand experience often goes beyond advertising. Brand contact opportunities in media, via virtual spaces, and at point of purchase have been given little attention until now. This course explores promotions and marketing communications from an "everything else" perspective by exploring best practices that have inspired some of the most notable brands, including Apple, Beats, Coca-Cola, and others. Consumer psychology, shopper behavior, and communications strategy are topics introduced to discover how product packaging, sales promotions, direct marketing, and sensory inputs are used to add value to brand strategy.

Goals/Learning Outcomes

The instructor aspires to make students more astute interview candidate and entry-level professionals on entering the workforce. With this goal in mind, students in this course will attain:

1. A heightened awareness of the array of contemporary media and marketing communications tactics implemented to promote products and brands.
2. Knowledge about the theories and industry research focused on consumer behavior influencers, semiotics, the psychology of design and color, and archetypes commonly applied to encourage/reinforce brand selection.
3. Recognition of the suppliers and boutiques that supplement marketing communications and agency organizations with niche specialties.

Textbook & Materials Requirements

The course also will rely heavily on current resources, such as company websites and popular press readings. Supplemental readings and links will tend to be made available in Canvas via the UF Libraries course reserves or Internet sources. Students are expected to prepare for class by completing the assigned readings before the class meeting that they will be discussed.

Evaluation

Students will be evaluated according to 1) consistency of attendance (25%); 2) quality of participation and preparation to in-class discussion (40%); and 3) contribution to the depth of understanding about topics reviewed in class (35%). Attendance and participation will be evaluated weekly. Students' contribution to the depth understanding of course topics will be assigned as part of 1) Beyond Advertising in-depth topic review, 2) agency audits of professional/agency specialists for a topic area (e.g., packaging, sales promotions, direct marketing, etc.), and 3) consumer behavior theory in action presentations (graduate students only).

Course Administrative Policies

Academic Honesty

Academic dishonesty 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.”

Attendance

Class attendance is expected and will be evaluated at 25% of the student's final grade. Each student is allowed two “free” missed classes without penalty to the final attendance point total. Routine unexcused absences over the two-missed-class minimum will result in a loss of one-half point 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.

Class Format and Protocol

The topics presented for weekly discussion will be planned and prepared by the instructor. The class meetings will adhere to an interactive protocol, where students are expected to play an active role in the discussion. Students are encouraged to demonstrate their

ability to engage in the discussion topics through inquiry, information discovery, or shared exchange on the discussion topics.

When possible, guest experts will be invited to provide additional perspective on the topic. Such opportunities require students to assume the role of engaged para-professionals. In preparation for such occasions, we will work together to make invited speaker opportunities as valuable as possible.

Contacting the Instructor

I am committed to helping you grow as a future professional and will make myself available for individual or group consultation as necessary to do so. At the top of this document, please note the various ways you may use to contact me – by phone, answering machine, email, Canvas chat, or pre-scheduled Zoom meeting. In the case of Zoom, you are asked to send an email to set up a Zoom conference meeting in advance of the time you want to interface. Once a time is agreed to, I will extend a Zoom invitation with the confirmed date and time. Zoom is available to all UF students via <https://ufl.zoom.us/> with a valid Gatorlink username and password.

Written correspondence through Canvas mail are 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 resend the message. You may also verbally alert me during class time or call/come by during office hours.

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.

Support for Students with Disabilities

Students requesting classroom accommodations must first register with the Disability Resource Center (<https://disability.ufl.edu>) in 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.



Your well-being is important to me and 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.

Tentative Course Schedule

The course outline is presented to you at the onset of the semester lays out broad topics and the order of progression that will guide us. The instructor will advise the class in advance should there be any need for timeline adjustment. Please review the schedule carefully and plan accordingly

Week	Class Discussion Topic
January	
Week 1	Course Introduction & Syllabus Review; Consumer Behavior x Promotions: An Overview
Week 2	Promotions through a budget lens: Above-the-line, Below-the-line, and Through-the-line Audio-branding
Week 4	Shopper marketing and the psychology of consumerism
February	
Week 5	Product Packaging and Design; The Use of Nostalgia to reinforce Consumer Behavior
Week 6	Semiotics, color psychology, and archetypes in brand communication
Week 7	Retail promotions displays and disruptive point-of-purchase
Week 8	Collateral media opportunities

March	
Week 9	Opportunities in out-of-home communication Music Psychology
	SPRING BREAK WEEK – NO CLASS MEETING
Week 10	Pop-up retail communications and mobile branding
Week 11	Community building and relationship marketing via social media
Week 12	Online branded content/Podcast branded placement; Digital/streaming
April	
Week 13	Digital media communications and V-R promotions
Week 14	Sales and marketing using in-home direct marketing
Week 15	In-game Advertising Sponsorships: venues, events, and more!
Week 16	Other Trends in brand promotions and communications – Student Presentations