

**Special Study in Advertising: Fashion Advertising (ADV4930)
Course Syllabus**

Course Information:

Class: ADV4930 (Section 29634)

Semester: Spring 2023

Credits: 2

Meeting Time: Tuesdays | Period 7 – 8 (1:55 PM – 3:50 PM)

Meeting Location: WEIM 2058

Instructor:

Samantha Redditt

Email (preferred): samantharedditt@ufl.edu

Phone: (352) 255-0447

Office Hours: By Appointment

Canvas Announcements:

Please check the Announcements tab in the Canvas shell regularly for information on class assignments, changes, and other timely course information. In addition, important information (but not all Announcements) will be sent via email when it is posted in this tab.

Course Textbooks:

The required textbook for this course is *Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry (1st Edition)* by Olga Mitterfellner.

Course Description and Objectives:

Welcome to Fashion Advertising! Fashion is a captivating visual language that tells a story about the person who wears it. It is a form of self-expression that is interpreted and utilized in a unique way by each person. Fashion advertising helps promote the creations of designers all over the world while evoking individualized feelings from the viewer. The fashion industry has notably helped shape consumers' tastes, ideals and desires throughout history, and many times depicted through methods of advertising.

Throughout this course, students will be introduced to the basic theoretical principles of advertising within the context of the global fashion industry. Students will have the chance to deepen their understanding of 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 as well as the critical role of advertising in the fashion industry.
- Identify current trends in the fashion industry.
- Learn the basics of fashion advertising methods, campaigns and strategies.
- Analyze fashion campaigns, including aspects related to advertising, public relations, and special events.
- Present a vast range of interconnected, integrated strategic advertising decisions that are similar to what you would encounter in a professional setting.
- Utilize individual assignments to demonstrate your writing skills and 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 significant management issues.
- Make decisions and create action plans appropriate to the situation under consideration.
- Efficiently and persuasively formulate and present an analysis that justifies your informed recommendations.
- Explain and defend a proposed recommendation against constructive criticism from your colleagues.
- Learn via independent study as well as from one another in a collaborative discussion setting.

Course Design & Expectations

Weekly course lectures will take place in person and online assignments are to be submitted via Canvas. Discussion is an integral part of any course. 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. It is also expected that each student demonstrates active learning by asking questions, offering opinions and sharing explanations for those opinions, participating in class debates, posting comments and questions to the e-learning site and providing suggestions of current events and news 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 for everyone.

Course Professionalism

The College of Journalism and Communications is a professional school. Therefore, the students, and the professor, are to adhere to the professional norms for mutually respectful discussion and

interaction. Students are expected to arrive on time, not leave early unless prior permission is granted, and wait for the class to end before packing to leave.

Students are expected to conduct themselves in a truthful, ethical, and considerate manner with both their fellow classmates and with the professor. Eating, drinking, and privately chatting in class do not demonstrate professional behavior. Such actions may result in being asked to leave the classroom and the lowering of your class participation grade. Mobile phones and other electronic devices are asked to be silenced, if not turned off completely, during class. In the event of an emergency situation, please notify the professor at the start of class. Laptops may be used only as a note-taking device. Surfing the Internet, checking or creating email, playing games, and other online activities not related to class are prohibited.

Course Policies

Attendance Policy

Class Attendance will be taken at each meeting time. Students are expected to actively participate in class. Each student is allowed two “free” missed classes without penalty to the final attendance point total. However, these “free” absences do not automatically excuse the student from assignment due dates.

For excused absences, make-ups, and additional clarification of UF’s attendance policy, please see: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Please note that for religious absences, UF requires students notify the professor prior to the absence.

Late Work and Make-up Policy

You are expected to prepare and submit your assignments on a timely basis. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as vacations 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 ahead of time for late work.

Late Posted Assignments

As any university-level course, it is your responsibility to meet class assignment deadlines. Should circumstances arise and you post an assignment after the due date, it is also your responsibility to email me at samantharedditt@ufl.edu letting me know when you have posted your late assignment. If you have technical difficulties with Canvas, there are other means to submit completed work such as emailing .zip files or sending links to Dropbox folders.

Technical Issue Policy

Any requests for make-ups due to technical issues must be accompanied by the ticket number received from UF Computing Help Desk 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 the UF Help Desk at (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/medicalwithdrawal-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. 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 inquiries to your classmates if you have questions as they relate to assignments or any issues that arise over the semester. Your classmates along with your instructor will be able to respond to these questions to 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.

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. Below is a summary reminder:

- Modules are Monday through the following Sunday
- Weekly lectures occur on Tuesdays
- All listed assignments are due on Sundays
- Initial discussion posts are due on Thursdays
- Discussion post classmate replies are due on Sundays

Grading

Your work will be evaluated as noted below. The 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.

These include weekly attendance and active participation, discussion posts and classmate replies, individual assignments, one rough draft for the final project to be completed over the course of the semester, and one group experiential learning project. The area and allocations for each are as follows:

Attendance & Active Participation = 75 points total [15%]

10 Discussions & Replies = 10 points each; 100 points total [20%]

5 Assignments = 20 points each; 100 points total [20%]

Rough Draft of Final Project = 75 points total [15%]

Final Project & Presentation = 150 points total [30%]

TOTAL: 500 points [100%]

Grading Policy

General University policies regarding grades can be found here:

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Course Schedule and Assignment Details

Each class Module runs from Monday to Sunday. Please see the schedule below for an outline of each week's topic of discussion, assigned readings, homework details and project deadlines.

Dates	Topic / Module	Readings	Assignments Due
Jan. 9 th – 15 th	Syllabus Class Introductions Module 1: The History of Fashion Advertising	Chapter 1 Mitterfellner text: Fashion marketing from a historical perspective Article: How an Ad Campaign Invented the Diamond Engagement Ring	Module 1 Discussion & Replies
Jan. 16 th – 22 nd	Module 2: Fashion Advertising vs. Public Relations	Chapter 2 Mitterfellner text: Fashion promotion and public relations Article: Kim K SKIMS	Module 2 Discussion & Replies Assignment: Final Project Brand Selection

Jan. 23 rd – 29 th	Module 3: Fast Fashion Advertising	Chapter 3 Mitterfellner text: The Marketing Mix and communication tools	Module 3 Discussion & Replies
Jan. 30 th – Feb. 5 th	Module 4: High Fashion Advertising	Chapter 4 Mitterfellner text: Creating the Marketing Message Article: NYFW	Module 4 Discussion & Replies
Feb. 6 th – 12 th	Module 5: Fashion & Mass Media	Chapter 5 Mitterfellner text: Social media, blogs and opinion leaders	Assignment: Situation Analysis, SWOT & target market report for final project
Feb. 13 th – 19 th	Module 6: Fashion & Social Media	Chapter 6 Mitterfellner text: Target market and segmentation Read: The Allure of the Nap Dress	Module 6 Discussion & Replies Reading Report Assignment: Mitterfellner chapters 1 – 5
Feb. 20 th – 26 th	Module 7: Fashion & Influencers	Chapter 7 Mitterfellner text: Target marketing and the international consumer Read: Paris Fashion Week & Influencers: The Future of The Front Row Read: How 19-year-old Tik Tokers Ruled Fashion Week	Module 7 Discussion & Replies
Feb. 27 th – Mar. 5 th	Module 8: Global Fashion & Cross-Cultural Advertising	Chapter 8 Mitterfellner text: Brand communications at the point of sale Read: Global Marketing Strategy: 10 Principles of International Marketing and Global Branding	Module 8 Discussion & Replies
Mar. 6 th – 12 th	Module 9: Fashion Collaborations	Read: Chapter 9 Mitterfellner text: A critical look at advertising	Assignment: Target Audience & Sample ads analysis for your brand.

Mar. 13 th – 19 th	Spring Break		
Mar. 20 th – 26 th	Module 10: Fashion & Events	Chapter 9 Mitterfellner text: A critical look at advertising	Module 9 Discussion & Replies
Mar. 27 th – Apr. 2 nd	Module 11: Boutiques & Local Fashion Advertising	Chapter 10 Mitterfellner text: The future of fashion marketing	Reading Report Assignment: Mitterfellner chapters 5 – 10
Apr. 3 rd – 9 th	Workshop Day		Final Project Rough Draft
Apr. 10 th – 16 th	Module 12: Fashion & Cause Marketing	Article: How Effective Is Social Media Marketing at Driving Brand Loyalty?	Module 12 Discussion & Replies
Apr. 17 th – 23 rd	Final Project Presentations		Final Discussion: Course reflection
Apr. 23 rd – 26 th	Final Project Presentations		
Apr. 27 th – 28 th	Reading Days		
Apr. 29 th – May 5 th	Exam Period		

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. <https://teach.ufl.edu/wp-content/uploads/2020/04/NetiquetteGuideforOnlineCourses.docx>

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/>

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:

www.dso.ufl.edu/sccr/process/student-conduct-honor-code

Recording Lectures

"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.”

Campus Helping Resources

Health and Wellness:

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources:

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

On-Line Students Complaints: View the Distance Learning Student Complaint Process.

Other Important Notes

- The instructor reserves the right to make changes, if necessary, to the grading system, course schedule, or other matters pertaining to the class. The students will be informed of these changes in a timely manner.
- If you notice yourself having trouble in the course, it is crucial that you see the instructor immediately. Please feel free to approach the instructor or teaching assistant about any concerns or comments you might have about this class. I will be happy to meet with you.
- Teamwork and collaboration are important parts of working in the advertising industry. You will be expected to treat your teammates fairly and with respect. In addition, make sure that you understand and respect any scheduling limitations that your teammates may have outside of school obligations when arranging meetings and planning working sessions.