

ADV 3001 – Strategy

Spring 2023 Syllabus

Instructor: Lincoln Lu

Email: lincolnlu@ufl.edu

Office hours: Zoom by appointment.

Class Schedule:

Tues 10:40 am – 11:30 am WEIM 1074

Thurs 10:40 am – 12:35 pm WEIM 1074

Course Description:

Overview of the strategic planning process required to develop a successful strategic, persuasive communication plan such as an advertising, integrated marketing communications, or social marketing campaign. Case studies and projects teach the skills needed to address a variety of communications management issues and engage audiences in diverse marketplaces.

Prerequisites:

MAR3023 and ADV3008 with minimum grades of C and ADV Major.

Recommended Text:

Advertising Campaign Strategy: A guide to marketing communication plans (5th ed. Or later). By Donald E Parente & Kirsten L. Stausbaugh-Hutchinson (Cengage Learning, 2015).

Additional content will be posted to canvass.

Course Objectives:

- Develop strategic advertising plans, taking into account theoretical perspectives in consumer behavior, marketing, mass communications, and psychology.

- Turn secondary and primary research findings into a campaign that is “on strategy.”
- Tailor advertising strategies for diverse markets, taking into account regulatory and ethical practices in the industry.
- Creatively and critically evaluate advertising strategies.
- Write a creative brief, marketing plan, and strategic analysis for a brand, product, or service.
- Develop an ability to discuss branding and brand communication techniques from an advertising and business perspective.
- Employ decision-making skills (e.g. evaluate, justify, and defend) in the analysis and evaluation of strategic alternatives.

Instructor Responsibilities:

My role as an instructor is to identify critical issues related to the course, direct you to resources, teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way.

Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements. I will ensure that all assignments, exams, quizzes, and other class activities are graded within one week of their due date. If I am unable to meet this timeline, you will be informed as such.

Student Responsibilities:

- Students should attend all classes.
- Students are responsible for all material covered in class (lectures, guest lectures, examples, discussions, videos, etc.), as well as for assigned weekly readings (before the class in which they are assigned for).
- Be respectful to the diverse range of opinions of everyone in the class both during discussions and in group settings.
- Students are responsible for checking Canvas frequently for latest class information and updates.
- Any disagreements with grades must be submitted in writing within 7 days of when the grade is posted.
- At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Course Website:

All course communication, announcements, assignments, and grades will be posted on Canvas. Please confirm that you have a valid and correct email address connected to your Canvas account. It is your responsibility to check Canvas regularly.

Attendance and Participation:

Attendance will not be taken for this class. You will be expected to go through the material, various assignments, and the final project on your own. Additionally, please have readings and assignments/activities completed before our class sessions to be able to engage in active dialogue with your peers.

Course Assignments

As this course is online, all graded materials will be submitted via Canvas. This will include exams, "in-class activities", assignments, and the final project. This class will be divided into several modules, each will unlock and provide further information on assignments.

Grades and Make Up Policy

Per UF Attendance Policies for attendance, assigned work, quizzes, and exams, late submissions without advanced notification or documented excuses will not be accepted. However, I understand sometimes things do just get really busy and will try to work with the class to ensure assignments are spaced out fairly. Assignments that are submitted later than the posted due date and time will incur a 10% grade penalty for each 24-hour period that it is late.

Missing a quiz, activity, or exam without permission results in a grade of 0%. Under circumstances where the student misses a quiz, activity, or exam due to unanticipated reasons, students will have 2 business days to inform the instructor and negotiate a make-up opportunity at the instructor's discretion. In either case, valid, verifiable documentation supporting the reason for the absence is required (Doctor's note, accident report, coroner report, etc.).

Additionally, one make-up exam will be held at the end of the semester. This make-up exam may be applied to any one missing quiz, activity, or exam from the rest of the semester. However, the time of this make-up exam will be fixed and non-negotiable. Please see the schedule for more information.

You can access the UF Attendance Policy at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> (Links to an external site.)

Course Grading Scale:

A	93-100%	C	73-76%
A-	90-92%	C-	70-72%
B+	87-89%	D+	67-69%
B	83-86%	D	63-66%
B-	80-82%	D-	60-62%
C+	77-79%	E	<62%

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:

<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> (Links to an external site.)

UF Plagiarism Policy:

Plagiarism Definition – A student shall not represent as the student’s own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

For UF’s Plagiarism Policy visit

<http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf> (Links to an external site.)

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office at

<https://drc.dso.ufl.edu> (Links to an external site.)

- 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 during the term for which they are seeking accommodations.

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/>.

Covid19 and online classes

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.

Student Evaluations:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/> (Links to an external site.). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/> (Links to an external site.). Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/> (Links to an external site.).

Course Schedule (Subject to change):

The course schedule lays out the broad topics that will be covered this semester. This schedule should be thought of as a broad overview, and more specific details as well as additional readings will be provided through Canvas. This course will progress through several module that build upon previous lessons, so it is imperative that you keep up with your readings and assignments.

Week	Day/Date	Topic	Reading	Assignment
1	Tues Jan 10 th	Course introduction and syllabus overview		
	Thurs Jan 12 th	Background: Marketing and advertising	https://www.ama.org/pages/marketing-vs-advertising/ Parente: Ch 1	
2	Tues Jan 17 th	Overview: Process of advertising strategic planning	https://www.inc.com/encyclopedia/advertising-strategy.html	
	Tues Jan 19 th	Branding		
3	Tues Jan 24 th	The nature of the business problem	https://theconversation.com/the-unique-strategy-netflix-deployed-to-reach-90-million-worldwide-subscribers-74885	
	Thurs Jan 26 th	Overview: The situation analysis SWOT analysis	https://www.brex.com/blog/situation-analysis/ https://articles.bplans.com/how-to-perform-swot-analysis/	Identifying the challenge
4	Tues Jan 31 st	Marketing objectives	Parente: Ch 3 & 4 https://www.conductor.com/blog/2018/05/smart-marketing-goals-examples/	
5	Thurs Feb 2 nd	Final project introduction/Final Project work day		
	Tues Feb 7 th	Exam 1		
	Thurs Feb 9 th	Consideration for marketing strategy: Product life cycle,	https://www.gapintelligence.com/blog/a-true-story-about-product-life-cycles-tvs-and-running/	SWOT analysis

	Tues Feb 14 th	pricing, and distribution strategy	https://www.mckinsey.com/business- functions/marketing-and-sales/our- insights/pricing-distributors-most-powerful- value-creation-lever	
6	Thurs Feb 16 th	Understanding the consumer, product, business entity, and competition	https://www.protocol.com/netflix-marketing-to- targeted-audiences	
	Tues Feb 21 st	Consumer behavior, adopter categories, and segmentation	https://www.mckinsey.com/business- functions/marketing-and-sales/our- insights/understanding-and-shaping-consumer- behavior-in-the-next-normal https://www.marketingstudyguide.com/consumer- adoption-categories/	SMART objectives
			Parente: Ch 2	
7	Thurs Feb 23 rd	Strategy development	https://www.imd.org/imd-reflections/general- management-reflections/strategy-development/	
	Tues Feb 28 th	Campaign concept and media strategy	https://www.mckinsey.com/business- functions/strategy-and-corporate-finance/our- insights/mastering-the-building-blocks-of- strategy https://www.thebalancesmb.com/what-is-a- media-strategy-and-how-do-you-create-your- own-2295517	
			Parente: Ch 5	
8	Thurs March 2 nd	Communication objectives for products and consumers	https://www.cmswire.com/customer- experience/communication-matters-building-a- successful-cx-strategy-around-customer- communication/	
	Tues March 7 th		https://adage.com/article/valassis/age-consumer- privacy-relevance-king/2348311	Product brief

	Consumer behavior and desired responses	Parente: Ch 6	
9			
		https://courses.lumenlearning.com/wmopen-introbusiness/chapter/promotion-integrated-marketing-communication-imc/	
	Thurs March 9 th Communication tactics		
	Tues March 21 st Integrated marketing communication	https://www.campaignlive.com/article/case-study-fame-made-snickers-youre-not-when-youre-hungry-campaign-success/1413554 https://valassis.com/resources/case-studies/	Consumer brief
		Parente: Ch 7, 8, & 9	
10			
	Thurs March 23 rd Exam 2	IMC measurements reading on Canvas	
	Tues March 28 th	Parente: Ch 10	
11			
	Thurs March 30 th Measurements and evaluations	Parente: Ch 11	
	Tues April 4 th Strategy pitch/presentation		
12			
	Thurs April 6 th Practice presentations		Communication brief
	Tues April 11 th		
13			
	Thurs April 13 th Final project check-in	Parente: Ch 12	Make up exam
	Tues April 18 th Final Project		Final Presentations
14			

Thurs
April 20th Final Projects

Final Presentations

15 Tues
April 25th Final Projects

Final Presentations

Grading Components:

Exams (2)	20%
Homework assignments (6)	30%
Activities	10%
Final Project	30%
Participation	10%

Final project:

Create a strategy brief for the Specialized Bicycles/Hamilton Watches/Harley-Davidson/Rivian Vehicles/Gainesville RTS or a local business of your choosing.

Your assignments throughout the semester will contribute to the final project, as each assignment is one component of the final strategy brief.