

University of Florida  
College of Journalism and Communications  
Department of Advertising

## Principles of Advertising

ADV3008 # 27829

Time: Tuesday, Period 7 (1:55 PM - 2:45 PM) & Thursday, Period 7-8 (1:55 PM - 3:50 PM)

Location: FLG 0275

### Instructor

- Hyesoo Chang
- Email: [hyesoo.chang@ufl.edu](mailto:hyesoo.chang@ufl.edu)
- Office: G031 Weimer Hall
- Office Hour: Available dates and times by appointment

### Course Learning Objectives

- Students can identify, define and explain key concepts in advertising and marketing communications.
- Students can describe jobs in advertising, social and ethical issues that surround the practice of advertising, and the steps and processes involved in creating an advertising campaign.
- Students understand and can create plans for media, creative, strategy, research, and campaigns
- Students can describe the diverse people and jobs in advertising and related professions.
- Students can recount the history and role of professionals and institutions in shaping modern advertising.

### Course Text

- Arens & Weigold, 16e (2021). Contemporary Advertising and IMC. Burr Ridge, IL: McGrawHill/Irwin.

### Course Description

- This is a foundations course about advertising. As such, it relies less on critical thinking and application than some advanced courses. Rather, its purpose is to provide a broad overview of the important concepts, processes, people, organizations, and trends. This knowledge will then be the foundation for critical thinking and activities in subsequent courses.
- Success in the course involves mastering these concepts. None of them are terribly difficult, but there are a lot of them! In future advertising classes, it is expected that you will be familiar with them.
- Advertising is a pervasive force in modern society. Each year advertisers spend upwards of a thousand dollars for each person living in the U.S. What is the purpose of such expenditures, and what are the effects? Those are some of the issues this course will deal with.
- We also examine advertising from the inside, from the perspective of the advertiser (the client) and the specialists who create advertising, the ad agency. You will learn

about the different people within each of these types of organizations. You will also find out about how they do their job, what life is like inside the business, and what role you might someday play should you choose an advertising career.

## Grades

- Your grade is based on the number of points that you earn out of 400 possible.
- Points come from two sources: exams (worth 150 points total, 3 exams worth 50 points each) and homework (300 points total). The homework is based on both the text (Smartbook exercises) and the lectures (Canvas quizzes). Exam questions come from both text and lectures.
- Information on current UF grading policies for assigning grade points can be found here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

## Grading Policy

Points Required	%	Letter Grade
376	94	A
360	90	A-
348	87	B+
336	84	B
320	80	B-
308	77	C+
296	74	C
282	70	C-
268	67	D+
256	64	D
244	61	D-
< 244	0	E

**Note:** There will be NO rounding up of grades. For example, if you got a total of 359.50 points, you would receive a B+, not an A-. If you got a total of 319.80, you would 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>

## Evaluation of Grades

- A. Exams 150
- B. Quizzes 100
- C. Assignments (Smartbook) 90
- D. Activities / Participation 40
- E. Attendance 20

Total 400 points

- A. **Exams (150 points):** 3 exams @ 50 points each, 150 points total. The exams are online and require Honorlock. Exams are 50 questions, multiple choice, 1 point each). Exam questions come from both lectures and the text. NO NOTES are allowed on exams. There is no class on exam day.

### Exam Schedule

- Exam 1: Sep 27; Exam in Canvas, 50 minutes, opens at 9:30 am and closes at 11:30 am. Covers Modules 1-4 and material from chapters 1-6. Exam is taken at home, not in class. There is no class on exam day.
- Exam 2: Oct 27; Exam in Canvas, 50 minutes, opens at 9:30 am and closes at 11:30 am. Covers Modules 5-7 and material from chapters 7-9, 12, 13. Exam is taken at home, not in class. There is no class on exam day.
- Exam 3: Nov 29 ; Modules 8 to finish and material from chapters 14-17, 10, 11. Exam is taken at home, not in class.

- B. **Quizzes (100 points):** Assessing your understanding of the lectures: QUIZZES.  
Found in Canvas.

- 10 quizzes, 10 points each, for 110 points total.
- Quizzes: available every Monday all day. There are 5-10 questions (multiple choice or true/false questions), in Honorlock.
- You may take the quiz at any time each Monday (if a holiday the quiz is on Tuesday).
- Canvas quizzes allow for printed notes. Digital aids of any kind are not allowed.

- C. **Assignments (90 points):** Assessing your understanding of the text: SMARTBOOK:  
Found in McGraw Hill Connect

- 18 assignments, 5 points each, 90 points total.
- The dates the SmartBook assignments open and close can be found in Connect and in this syllabus.
- Missed homework cannot be made up without advance permission and a documented excuse.

- D. **Activities / Participation (40 points):** Activities will demonstrate students' understanding of course materials and participation during class. Most activities will occur during our "live" class related to the lectures and the text, but some might be performed out of class and uploaded to Canvas at the specified due date.

- E. **Attendance (20 points):** Please refer to the Attendance Policy section of this syllabus.

## Extra Credit

There are two extra credit opportunities, you should choose ONE if you wish to earn extra credit. Doing so is voluntary.

### A. The Situation Analysis. (20 points total possible)

- One way to earn extra credit up to 20 points (possible, depending on quality of the work) is to complete a situation analysis (see Appendix B) for Ford F150 Lightning.
- More information on the extra credit project will be provided later in class.
  - Part 1: Due Sep 30: Appendix B, Section II Part A (Situation Analysis of the F150 Lightning) Worth up to 10 points.
  - Part 2: Due Oct 28: Appendix B, Section II Part B (Situation Analysis of the F150 Lightning). Worth up to 5 points
  - Part 3: Due Dec 2: Appendix B, Section II Parts C through F (Situation Analysis of the F150 Lightning). Worth up to 5 points

### B. Interview an advertising executive (10 points total possible)

- You can earn up to 10 points if you identify, contact, and record and post a zoom interview with an executive working in advertising. They may work for an agency or an advertiser (client) but they must have responsibility for leading and/or executing marketing communication efforts.
- Submission must be posted by Dec 2.
- The interview should last about 20 minutes and should (at a minimum) cover these topics:
  - Your first statement (captured on the video) is sharing that you are recording the interview for a class and that it will be posted for students to view and making sure you have their permission to do so. Then, who is the person? What do they do? What is their company and what does it do?
  - How did they get started in advertising? What did they do in college to make the leap to the profession?
  - What is a typical day like where they work?
  - How is the advertising industry changing and what do they see as the biggest changes happening right now?
  - What advice would they share with someone looking to enter their field in the next few years?
  - Along with your video post a biographical sketch from the professional.

### C. Extra Credit for SONA

- I have an extra credit opportunity for you to participate in CJC research.
  - To earn this, you can find the studies available through CJC's SONA research management system (<https://ufl-cjc.sona-systems.com>).
  - Please register for a SONA account and choose studies to participate in to receive the extra credit point (you will need to select our class when you pick a study to participate in).
  - To receive the extra credit in our class, you will need one full credit in the SONA system for this class. They will have studies added all semester, but don't put this off because they will go fast, and studies might not be available at the end of the semester.
- Please see this video for how to set up your SONA account:  
[https://youtu.be/\\_1OnT2ZU6QQ](https://youtu.be/_1OnT2ZU6QQ)

- If you have any questions, please contact the CJC SONA administrator directly through this email: [uf-cjc-sonasystems@jou.ufl.edu](mailto:uf-cjc-sonasystems@jou.ufl.edu)

## Attendance and Make-up Policy

- Attendance Policy:** Attendance and punctuality are required. Lateness is disruptive and disrespectful toward the instructor and your classmates, therefore, be on time. If you miss a class, you are responsible for getting class materials and finding out about in-class announcements. It is your responsibility to contact the instructor or your classmates about what was discussed in class when you were absent. You may have one unexcused absence with no penalty to your grade. Absences will be considered unexcused unless (a) you speak with the instructor BEFORE the absence and provide justification and/or documentation, or (b) you provide written (e.g. medical, legal, or academic) documentation AFTER the absence (you will have one week to provide the instructor with pertinent documentation). Beyond two unexcused absences, two points will be deducted for each absence from your attendance grade.
- Make-up Policy:** In general, you cannot make up assigned work (quizzes, exams) without advance permission and/or a documented excuse. If you are ill, please get a doctor's note as documentation. Requirements for class make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> (Links to an external site.)
- Late work policy:** You need to turn in your assignments on time. Without prior permission with documentation, no late work will be accepted at all.

## Class Demeanor

- Electronic Communication:** Course materials will be posted on Canvas (I will NOT upload the lecture recordings). The PowerPoint slides will be posted online AFTER a lecture on a given topic is completed. 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.
- Laptops, cell phones, tablets, and other digital life accessories:** Everyone is required to turn off their cell phones prior to the start of class. While laptop/tablet computers are welcome for taking notes, please do not use them to chat, email, blog, etc. during class time unless relevant to the class discussion for that day. Students who do not follow this policy will be asked to leave the classroom.
- 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. This means regular attendance is important. 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.
- Participation:** Class participation is very important - it enhances your learning

experience and makes it easier to understand concepts, study for exams, and complete assignments effectively. Make sure you read the assigned materials and be ready to engage in group discussion, to share your ideas, and to ask questions. I strongly encourage questions, comments, and the sharing of ideas as they relate to course material. The participation grade will be computed based on completion of in-class activities and active engagement during lectures and class discussions.

- E. **Office hours:** If you have concerns about your performance in the class as the semester progresses, please do not hesitate to talk to me during my office hours. You can also email me to set up an appointment if the office hours do not fit into your schedule. 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.
- F. **Final Note:** The instructor reserves the right to make changes if necessary to the grading system and schedule for this class.

## COURSE SCHEDULE (SUBJECT TO CHANGE)

Day	Date	Topic	Readings & Assignments
T	Jan 10	Introduction to course and syllabus	
R	Jan 12	Chapters 1	*Quiz 1 on Jan.16
T	Jan 17	Chapters 2	
R	Jan 19	Chapter 3	*Quiz 2 on Jan.23
T	Jan 24	Chapters 3	
R	Jan 26	Chapters 4	*Quiz 3 on Jan.30
T	Jan 31	Chapter 5	
R	Feb 2	Chapter 6	*Quiz 4 on Feb.6
T	Feb 7	Review for Exam 1	
R	Feb 9	Exam 1	* Exam 1 *Extra Credit Situation Analysis 1 due on Feb.10
T	Feb 14	Chapter 7	
R	Feb 16	Chapters 7, 8	*Quiz 5 on Feb.20
T	Feb 21	Chapter 9	
R	Feb 23	Chapters 9, 12	*Quiz 6 on Feb.27

T	Feb 28	Chapter 12	
R	Mar 2	Chapter 13	*Quiz 7 on Mar.6
T	Mar 7	Chapter 13	
R	Mar 9	Review for Exam 2	*Extra Credit Situation Analysis 1 due on Mar.10
T	Mar 14	Spring Break	
R	Mar 16	Spring Break	
T	Mar 21	Exam 2	* Exam 2
R	Mar 23	Chapters 15	*Quiz 8 due on Mar.27
T	Mar 28	Chapters 16	
R	Mar 30	Chapters 17	*Quiz 9 due on Apr.3
T	Apr 4	Chapters 10	
R	Apr 6	Chapter 11	*Quiz 10 due by Apr.10.
T	Apr 11	Review for Exam 3	
R	Apr 13	Exam 3	*Exam 3
T	Apr 18	“Creative Brief” Exercise	
R	Apr 20		*Extra Credit Situation Analysis 3 due on Apr.18
T	Apr 25		*Extra Credit Interview due by Apr.20

## STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://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 or TAs in this class.

## **RELIGIOUS HOLY DAYS 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.

## **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](mailto: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** at 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](mailto: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](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf).

**On-Line Students Complaints:** <http://www.distance.ufl.edu/student-complaint-process>.