

# Course Syllabus

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## Syllabus ADV 3008 Weigold

*Principles of Advertising* Spring 2023 Asynchronous and Online

Office Hrs: By appointment: Shoot me an email and we'll chat within 24 hours [Canvas Email](#)

### 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. The book is digital and purchasing will also give you access to SmartBook and the required homework assignments. The least expensive way to get your book and homework system is through UF All Access. If you would prefer a paper copy buy the digital one and you can request that the publisher send you one for a modest cost.

### 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 perform their work, 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 350 possible.** Nothing is averaged. A point is always a good thing! Keep in mind Canvas sometimes estimates your grade. This can sometimes be misleading. Your final grade is based on point totals.

A = 322 or higher, A- = 315, B+ = 308, B = 287, B- = 280, C+ = 273, C = 245, C- = 232, D = 210, E = <210

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. Due dates are final. If you have an emergency:

1. Contact me by email in advance of the due date in order to receive permission for an extension.
2. Have documentation of illness or some other issue preventing you from completing the assignment or exam.

You can earn additional points from extra credit opportunities, but these are optional.

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.

## Exams

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. You may take the exam anytime on the dates listed below between 8 am and 8pm (start no later than 7:05 pm to have full time allowed).

Questions are shown one at a time and are locked after you answer (or don't answer) so be sure to answer them. Locking is done to prevent cheating during the exam. Don't spend too much time on any one question to be sure to complete the exam.

During exams and quizzes, keep your eyes on the screen at all times. If you look away (sideways, down, up, etc.) consistently I will not accept your assessment and may report

your activity to the Dean of Students Office. If you would like to rest your eyes please close them. Do not wear a hat, ear coverings, etc. Thanks for your help with this.

### **Exam Schedule**

Exam 1: **Feb 9**; Modules 1-4 and material from chapters 1-6.

Exam 2: **March 23**; Modules 5-7 and material from chapters 7-9, 12, 13

Exam 3: **April 27**; Modules 8 to finish and material from chapters 14-17, 10-11

### **Homework**

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. There are no makeups without pre-approval.

Assessing your understanding of the lectures: **QUIZZES**. Found in Canvas

11 quizzes, 10 points each, for 110 points total. Quizzes open on Wednesday mornings and close at 8 pm. You may take the quiz at any time in that window. You may use written or printed notes for the exam but no digital aids (they are in Honorlock). 5 questions, 2pts each, timed at 5 minutes. There are no makeups without pre-approval.

### **Extra Credit**

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

#### 1. The Situation Analysis.

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 **POM pomegranate juice**

Part 1: Due Feb 9 at 8 am: Appendix B, Section II (situation analysis) Part A, worth up to 10 points.

Part 2: Due March 23 at 8 am: worth up to 5 points

Part 3: Due April 20 at 8 am: worth up to 5 points

You must submit Part 1 by the due date to be eligible for Part 2, and Part 2 to be eligible for Part 3.

For more information on the extra credit project see HERE [The Semester Extra Credit Project](#).

#### 2. Interview an advertising executive. Due March 23 at 8 am.

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.

The interview should last about 20 minutes and should (at a minimum) cover these topics:

1. 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?
2. How did they get started in advertising? What did they do in college to make the leap to the profession?
3. What is a typical day like where they work?
4. How is the advertising industry changing and what do they see as the biggest changes happening right now
5. 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.

See more on this opportunity [HERE](#)

### **Missed work**

It is expected that you will complete module work each week and be prepared for a quiz the following week. 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.](#)

### **Academic Integrity and Honesty**

Familiarize yourself with UF's honor code by following the link below. <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> [Links to an external site.](#)

### **Accommodations:**

Accommodations must be registered with the DSR (<https://drc.dso.ufl.edu/> [Links to an external site.](#)). Once you have your letter, please arrange an office visit so I can provide

the accommodation that you need. This should occur during the first two weeks of the semester.

### **Key Dates and Modules:**

**For Exam 1:** Chapters 1-6 , Modules 1-4

- **Feb 2:** May start at 5 am, last start, 10 pm, timed at 50 minutes in Canvas with Honorlock.

**For Exam 2:** Chapters 7-9, 12-13, Modules 5-8

- **March 23:** May start at 5 am, last start, 10 pm, timed at 50 minutes in Canvas with Honorlock.

**For Exam 3:** Chapters 14-17, 10-11, Modules 9-12

- **April 27:** May start at 5 am, last start, at 11pm, timed at 50 minutes in Canvas with Honorlock.

### **Course Evaluations**

Students are expected to provide professional and respectful feedback on the quality of instruction in the course by completing course evaluations online via GatorEvals.

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.>

### **Student Honor Code:**

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 (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel.

If you have any questions or concerns, please consult with me.

Should you find that your or another member of the UF community requires university counseling services and mental health services: call 392-1575, [http:// www.counseling.ufl.edu/cwc/Default.aspx](http://www.counseling.ufl.edu/cwc/Default.aspx) [Links to an external site.](#) or the University Police Department: 392-1111 or 9-1-1 for emergencies.

For any concern about well-being, either for yourself or another student you may contact: <http://www.umatter.ufl.edu/>