UF Advertising
COLLEGE OF JOURNALISM & COMMUNICATIONS

Advertising Strategy
ADV 3001   Section: 3S3C

Class Periods:
T Period 2-3 (9:35 AM - 12:15 PM)
W Period 2-3 (9:35 AM - 12:15 PM)
R Period 2 (9:35 AM - 10:45 AM)
Location: Online
Academic Term: SUMMER B 2023

Instructor:
Santiago Kember
s.kember@ufl.edu
352-294-1670
Office & Office Hours: Monday 3:00 PM to 3:00 PM; Thursday 11:00 AM to 12:00 PM, or by appointment, via Zoom conversation.

Course Communication:

Please email me through Canvas using "ADV 3001" as the subject line with questions about assignments and class content. Please include as much information as possible in your email so I can respond accurately. Contacting me through Canvas is the most efficient way to communicate. I will make every effort to respond to your email within 24 hours of you sending it.

Course Description
Catalog 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.

Course Pre-Requisites / Co-Requisites
MAR 3023 and ADV 3008 with minimum grades of C and ADV major.

Canvas
http://elearning.ufl.edu/

Course Objectives
At the end of the course, the student should be able to:

• Develop strategic advertising plans, considering consumer behavior, marketing, mass communication, and psychological principles.
• Turn secondary and primary research findings.
• Leverage research data to distill powerful, relevant insights.

- Tailor advertising strategies for diverse markets, considering regulatory and ethical practices in the industry.
- Develop rich and insightful descriptions of targets in the form of personas.
- Generate a strategic analysis for a brand, product, or service.
- Write a creative brief and a marketing communications plan.
- Understand and effectively apply relevant creative strategies to solve advertising problems.
- Creatively and critically evaluate advertising strategies.
- Develop presentation skills.
- Constructively evaluate own work as well as the work of peers

Materials and Supply Fees
Please connect to the class with your laptop. Some activities will require you to research online.

Required Textbook and Software

- Kocek, C. (2013). The practical pocket guide to account planning. Austin, TX: Yellow Bird Press.

Recommended Textbook

- Steel, J. (1998). Truth, lies, & advertising: The art of account planning. New York, NY: John Wiley & Sons, Inc.

Course Schedule

Week	Date		CONTENT	READINGS	In Class work or Assignment	Module
1	7/4/23	T	HOLIDAY			
	7/5/23	W	Syllabus review & intro			
		W	Account Planning History and Practice (M1-L1) How Account Planning Fits in a Campaign (M1-L2)	1. Kocek, pages 6 - 19 2. What is account planning? by APG 3. Account planning, by Ad Age		MODULE 1: FUNDAMENTALS OF ACCOUNT PLANNNING
	7/6/23	R	How Account Planning Fits in a Campaign (part 2)	1. How to do account planning – a simple approach, by Mark Pollard		
		R	Situation Analysis (M1-L3)	1. Kocek, pages 126 – 138, 81- 90		
2	7/11/23	T			Quiz M1	MODULE 2: UNDERSTANDING THE CONSUMER
			Understanding the Consumer Mind-set Using Research, Part 1			

		T	Library Workshop - In-class secondary research Review		
		W	Using Research, Part 2	1. Kocek, pages 27 – 57 2. Ethnographic Methods for Advertising	
	7/12/23	W	Group formation	Groups and group Assignments	
		W	Group Project Brief		
	7/13/23	R	In-class secondary research		Quiz M2
3	7/18/23	T	Group similarities and naming	Sharing Mind Maps	In-class exercise
		T	What is an insight		
	7/19/23	W	What is an insight Distilling insights	Distilling Insights from a real case	Revision of research & Situation analysis
		W		Arriving to the main Insight	
	7/20/23	R			Quiz M3
		R	Segmenting the Target Market Psychographics	1. Kocek, pages 110 – 119 2. Finding Your Audience Through Market Segmentation	Defining research plan
4	7/25/23	T			Quiz M4
		T	Brand Positioning & Personality	1. Kocek, pages 100 - 109	Group Project: Developing personas
	7/26/23	W	Group project Insights - Distilling insights in-class		
		W			
	7/27/23	R	Brand Essence		
5	8/1/23	T	Brand Architecture		
		T	Bringing in all together. Sweet-spot OIIC Framework	1. Kocek, pages 66 – 70 2. What's the Big Idea, by Ad Age	
	8/2/23	W	What's in a Creative Brief? Part 2 Campaign Evaluation		Quiz M5

Module labels (rightmost column, spanning):
- MODULE 3: DEVELOPING INSIGHTS
- MODULE 4: TARGET SEGMENTATION
- MODULE 5: UNDERSTANDING THE BRAND
- MODULE 6: THE BIG IDEA, CREATIVE BRIEF, AND EVALUATION

	8/3/23	R	What's in a Creative Brief?	Work on Strategy framework for group project		
6	8/8/23	M	Work on group Project		Quiz M6	**MODULE 7: GROUP PRESENTATIONS**
	8/9/23	M	Presentations			
	8/10/23	W	Presentations			

Attendance
Class Attendance will be taken at each meeting time. Students are also expected to participate in class actively.

Each student is allowed two "free" missed classes without penalty to the final attendance point total. However, "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 to notify the Professor before the absence.

Late Policy
Unless you have a documented reason for why you cannot complete an assignment by the due date (and except for factors listed in the UF attendance policy link above), late submissions on homework, exams, and quizzes will not be accepted. Extra credit projects will not be assigned instead of late submissions.

UF Policies

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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.

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should read the UF Student Honor Code at https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/.

Netiquette: Communication Courtesy

All class members are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. See the course netiquette guidelines on Canvas.

Getting Help

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

helpdesk@ufl.edu
(352) 392-HELP - select option 2
https://elearning.ufl.edu/student-help-faqs/

Other resources are available at http://www.distance.ufl.edu/getting-help for:

- Counseling and Wellness Resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Class Expectations and Make-Up Policy

- Students should attend all classes. Excused absences must be consistent with university policies in the Graduate Catalog and require appropriate documentation. Additional information can be found in Attendance Policies.
- Students should actively participate in class discussions. I understand that some of you may feel more comfortable than others speaking in front of your peers and /or voicing your opinions. Providing your opinion will be very important in your future as a professional, whether orally or in written format.
- Be respectful of diverse opinions during class discussions or group activities. All opinions count.
- Students are responsible for all material covered in class.
- Students should complete readings BEFORE the class in which they are discussed.
- Students are responsible for checking Canvas frequently for the latest class information and updates.

Assignments

To fully comprehend advertising strategy, students will have the opportunity to apply the skills learned in the course. The quality of one's experience in this course can be attributed, in part, to the level of involvement in the learning process. Therefore, students are expected (and encouraged) to be part of the learning process through regular and consistent participation.

Written assignments will be submitted through Canvas and should adhere to the specifications detailed in each project summary. All assignments must be submitted by the designated due date to avoid point forfeiture.

Quizzes

Quizzes are intended to be short-form, low-stakes assessments that gauge students' knowledge and understanding of the course readings and lectures. Quizzes will be administered in class through CANVAS. Students must take the quiz within the designated class time to avoid forfeiting the quiz opportunity. Students are allowed only one attempt per Canvas quiz. Each quiz is timed and will automatically close at the end of the allotted minutes.

Group Project

You will work in teams of 3-4 students throughout the semester to develop a creative brief for a brand. The instructor will assign the groups. This project will consist of four deliverables due at different points during the semester: (1) a situation analysis + SWOT, (2) consumer and brand research, (3) big idea definition and rationale, IMC strategies, and evaluation, and (4) the creative brief itself and a final presentation. All deliverables are to be submitted via Canvas. Additional details about these projects will be given as the semester progresses. Each team member will receive a calculated score from the combination of individual and group scores. A grading rubric will be provided to clarify the instructor's expectations for the final deliverable and specific milestones throughout the development of the group project.

Grading & Make-Up Policy:
We will follow UF Attendance Policies regarding attending class, assigned work, quizzes, and exams. It will not be accepted unless you notify me in advance and have a documented reason for why you cannot complete a given component of this class promptly.

For some documented exceptions, and at the instructor's discretion, homework not submitted by the posted due date and time will incur a 10% grade reduction for each 24- hour period that it is late up to five days. After five days, no late homework will be accepted.

Missing a quiz, activity, or exam without permission results in zero points for such activity or quiz. Under circumstances where the student misses a quiz, activity, or exam due to unanticipated reasons, students will have two business days (i.e., 48 weekday hours) to inform the instructor and to negotiate a make-up opportunity. In either case, valid, verifiable documentation supporting the absence is required (doctor's note, accident report, etc.).

Excused absences must be consistent with university policies in the Graduate Catalog and require appropriate documentation. Additional information can be found in Attendance Policies.

Evaluation of Grades

Assignment	Percentage of Final Grade
Quizzes	35%
Individual Assignments	20%
Group Project	35%
Class participation	10%
TOTAL	100%

Grading Policy
The following is given as an example only.

Percent	Grade	Grade Points
95.0 - 100.0	A	4.00
90.0 – 94.9	A-	3.67
87.0 - 89.9	B+	3.33
83.0 – 86.9	B	3.00
80.0 - 82.9	B-	2.67
77.0 - 79.9	C+	2.33

Percent	Grade	Grade Points
73.0 – 76.9	C	2.00
70.0 - 72.9	C-	1.67
67.0 - 69.9	D+	1.33
63.0 - 66.9	D	1.00
60.0 - 62.9	D-	0.67
0 - 59.9	E	0.00

More information on UF grading policy may be found at:
UF Graduate Catalog
Grades and Grading Policies

Students Requiring Accommodations
Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Course Evaluation
Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Click here for guidance on how to give feedback in a professional and respectful manner. 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 ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here.

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 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.

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

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.

Class Recording

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 student participation solely, 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 Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the Notification to Students of FERPA Rights.

Campus Resources:

Health and Wellness

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: 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 police.ufl.edu.

<u>**On-Line** *Academic Resources*</u>

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

Library Support, 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.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints Campus

Students Complaints