

**University of Florida**  
**ADV4905 Individual Problems**  
**Class #20490, Section #M1R2**  
**Summer C 2023 Syllabus**  
**100% Online**

Instructor: Robert Padovano, Adjunct Lecturer  
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Office Hours: By Zoom appt

This is an online course that is located via UF e-Learning at <http://elearning.ufl.edu/> After opening the link, click on e-Learning in Canvas, which is located on the right-hand side and then login using your UF Gatorlink username and password to have access to the course.

You can also download the Canvas App on iTunes and Android



**Course Description**

Media is everywhere.

And so are ads.

According to advertisingrow.com we see about 5,000 ads per day. (Source: [How many ads do people see in a day 2021? - AdvertisingRow.com | Home of Advertising Professionals, Advertising news, Infographics, Job offers](#))

How do ads appear? They're sold by advertising sales reps.

The course will review and apply persuasive selling skills to traditional and media platforms

**Course Objectives:**

1. Review advertising sales process.
2. Discuss how influence and persuasion can be applied in media ads and marketing.
3. Apply networking and prospecting skills to generate leads, referrals and connections that creates the path to ad sales.



4. Evaluate Programmatic and Digital Advertising
5. Evaluate how AI will disrupt advertising and marketing.
6. Demonstrate how to make sales presentation effectively.
7. Analyze advertising case studies and their relation to media sales.

For additional information about the certificate please contact me or go to the link  
<https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/JRC UCT01/>

**Required Texts:**

*Influence, The Psychology of Persuasion*, Robert B. Cialdini Ph. D. (2007) Paperback  
 Harper Collins.

*Introduction to Programmatic Advertising*, Dominik Kosorin (2016) Paperback,  
[www.adtechresearch.com](http://www.adtechresearch.com)

**Course Schedule:**

Modules open on Mondays each week and end on Sunday of the following week at 11:59pm. Please note the schedule may vary during weeks with holidays and breaks.

Please make sure to review the semester schedule on a regular basis, as it may be subject to changes.

Students will be notified of any scheduling adjustments via Canvas Announcement posts and by Canvas email if necessary.

**\*\*Weekly module assignments (group discussions, individual assignments) are due on Sunday at 11:59 PM unless otherwise specified.**

I will send weekly announcements in Canvas

## **Course Overview**

(Note assignments are subject to change at the instructor's discretion)

<b>Module(s)</b>	<b>Dates</b>	<b>Description</b>	<b>Assignment(s)/Points</b>	<b>Due Date(s)</b>
Module 1	5/15-5/21	Review ad selling knowledge and skills	Individual Activity (10)	Sunday, 5/21 Reflection Paper
Module 2	5/22-5/28	Weapons of Influence <i>Influence</i> Chapter 1	Individual Activity (10)	Sunday, 5/28 Individual Activity



Module 3	5/29-6/4	Reciprocity- <i>Influence</i> Chapter 2 Programmatic Advertising Intro and Chapter 1	Individual Activity (10)	Sunday, 6/4 Individual Activity
Module 4	6/5-6/11	Commitment and Consistency <i>Influence</i> Chapter 3	Individual Activity (10)	Sunday, 6/11 Individual Activity
Module 5	6/12-6/18	How to Network Programmatic Advertising Intro and Chapter 2	Individual Activity (10)	Sunday, 6/18 Individual Activity
Module 6	6/19-6/25	Social Proof <i>Influence</i> Chapter 4	Individual Activity (10)	Sunday, 6/25 Individual Activity Quiz #1, Opens Thursday, 6/22, Closes, Friday, 6/23
Module 7	7/3-7/9	Liking <i>Influence</i> Chapter 5 Programmatic Advertising Intro and Chapter 3	Individual Activity (10)	Sunday, 7/9 Individual Activity (10)
Module 8	7/10-7/16	Authority <i>Influence</i> Chapter 6	Individual Activity (10)	Sunday 7/16, Individual Activity
Module 9	7/17-7/23	Scarcity <i>Influence</i> Chapter 7 Programmatic Advertising Intro and Chapter 4	Individual Activity (10)	Sunday 7/23, Individual Activity
Module 10	7/17-7/23	Review discussion of <i>Influence and Media Sales</i>	Practice Quiz	Practice Quiz
Module 11	7/24-7/30	Case Study Analysis Programmatic Advertising Intro and Chapter 5	Individual Activity (10)	Sunday 7/30, Individual Activity



Module 12	7/24-7/30	Making Presentation Programmatic Advertising Intro and Chapter 7	Quiz #2	Quiz #2 opens, Thurs. 7/27 at 9 am. Closes, Fri. 7/28 at 11:59 pm
Module 13	7/31-8/6	AI Case Study	Individual Activity (10)	Sunday, 8/6 Individual Activity (10)
Module 14	8/6-8/9	Final Presentation	Final Presentation (100)	Wednesday, 8/9 Final Presentation

## *COURSE GRADING POLICY*

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Assignment	Points
Practice Quizzes (1)	0
Individual Activities (11)	110
Quizzes (2)	50
Participation	65
Final Group Presentation	100
<b>Total Points</b>	<b>325</b>

## *GRADING SCALE*

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Percent	Grade	Grading Scale	Grade Points
93 to 100	A	302 to 325	4.00
90 to 92	A-	292 to 301	3.67
87 to 89	B+	283 to 291	3.33
83 to 86	B	270 to 282	3.00



Percent	Grade	Grading Scale	Grade Points
80 to 82	B-	260 to 269	2.67
77 to 79	C+	250 to 259	2.33
73 to 76	C	238 to 249	2.00
70 to 72	C-	227 to 237	1.67
67 to 69	D+	217 to 226	1.33
63 to 66	D	205 to 216	1.00
60 to 62	D-	195 to 204	0.67
0 to 59	E	0 to 194	0.00

See the [current UF grading policies](#) for more information.

### **11 Individual Activity (110 points)**

Each assignment is worth **10 points**.

The individual assignments will be based on various topics ranging from the text to real world and hypothetical sales situations.

### **2 Quizzes (50 points):**

There will be two ten question multiple-choice quizzes based on questions from the textbook and modules. Each is worth 25 points.

You have 20 minutes to complete each quiz and will be proctored with Honorlock.

### **Participation (65 points)**

Scheduled Zoom meetings to discuss topics in advertising sales

### **Practice Quiz (0 points)**

There will be one practice quiz to test and review the material. Due date will be indicated in the Course Overview.

### **Final Sales Presentation:**



Due the end of the day, Wednesday, April 26<sup>th</sup>

Worth 100 points

Details to be discussed with student(s)

**Contacting the Helpdesk:**

If you run into technical issues with Canvas, etc. please contact the UF Computing Helpdesk for assistance at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu) or by phone (352) 392-4357 (HELP)-select option 7. or Walk-in to the HUB. If you are calling be prepared to provide your UFID# and/or Gatorlink User ID.

**Policies for Late Work and Quizzes:** There will be no make-up assignments without proof of excused absence.

All assignments are expected to be turned in on by the due date.

If issues arise, contact me immediately via email, particularly if those problems might potentially hamper your class performance in terms of submitting your assignments and discussion board posts after the module due dates.

Expect that late work will **not** be accepted.

**Support for Students with Challenges:** Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected. Expect requests received for help after your performance has been negatively affected to be denied.



Your well-being is important to the University of Florida. The U Matter We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at



352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1

**Academic Honesty Guidelines:** The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect.

Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity.

Academic dishonesty includes, but is not limited to:

- Using any work done by another person and submitting it for your class assignment.
- Submitting work, you did for another class.
- Sharing answers on individual quizzes

Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code.

The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017).

You can review UF's academic honesty guidelines in detail at:

<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

**The Honor Code:**

Please refer to the link for the Student Conduct Honor Code

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>