

# ADV3008

## PRINCIPLES OF ADVERTISING FALL 2023

### INSTRUCTOR

#### Kara Page

✉ E-mail: [kara.page@jou.ufl.edu](mailto:kara.page@jou.ufl.edu)

☎ Phone: 772-475-9639



#### Questions?

Email me at [kara.page@jou.ufl.edu](mailto:kara.page@jou.ufl.edu) using the subject line "ADV3008." Please make sure to include as much information as possible in your email to allow for an accurate and detailed response.

### INSTRUCTOR INFO

Kara is a freelance designer, Etsy shop co-owner, education director, and travel agent located in Winter Garden, Florida. Before she launched her branding & marketing business, Kara was the Interim Director and Associate Director of the UF CJC Online master's program.

#### University of Florida

Master of Arts in Mass Communication,  
Web Design Specialization

#### University of Florida

Bachelor of Science in Advertising  
Bachelor of Science in Tourism,  
Parks & Recreation

### COURSE GOALS

To empower students of advertising to succeed in their subsequent advertising classes and enable non-majors to understand the impact of advertising. To clarify the role advertising plays in people's lives and present debates about the good or harm that advertising may foster. To describe functions and jobs in the industry so students can make informed choices about whether their careers will intersect with organizations that involve advertising.

### OBJECTIVES

In this course, you will learn to:

- Identify and define key basic concepts in advertising and marketing communications
- Describe jobs in advertising
- Analyze the social and ethical issues that surround the practice of advertising
- Create advertisements and media plans
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in global advertising

### REQUIRED TEXT

Arens, Weigold, Arens, 17e (2024). [Contemporary Advertising and Integrated Marketing Communication](#). Burr Ridge, IL: McGrawHill/Irwin. The text is a digital product that accompanies an online homework system (Connect Plus) and learning system (LearnSmart). You can access McGraw Hill Connect directly through Canvas. Instructions for registering can be found on Canvas.

## CLASS DEMEANOR

Mastery in this class requires preparation, passion, and professionalism. Students should expect to watch all lectures and videos, complete all readings, and submit work in accordance with published deadlines.

## TECH SUPPORT

For technical support in Canvas contact the UF Help Desk, available 24-7, at 352-392-HELP. For assistance with McGraw Hill Connect or your text, contact the CXG Support Center at:

<http://mpss.mhhe.com/>.

## INSTRUCTOR ROLE

The online section of ADV3008 will be taught by Kara Page. Her goal as your instructor is to create a fun and engaging course to teach students about the exciting world of communications. Please contact Kara if you have any questions, comments or concerns about the course or any assignments. Kara will provide you with weekly feedback on assignments to help you grow throughout the semester.

### **Kara's role as 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.

## STUDENT ROLE

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.

It is your responsibility to follow along with the course modules, watch lectures and complete all assignments by the due date listed in Canvas.

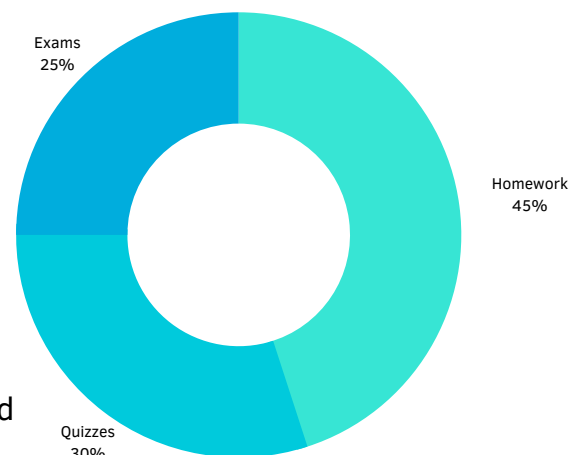
**\*Please note that your quizzes and exams will be housed in the McGraw Hill Connect platform that you can access through Canvas.**

## GRADE COMPONENTS

Your final course grade will be composed of the following assignments:

*\*All quizzes and exams must be submitted through the online McGraw Hill Connect system.*

- **Homework:** Each week you will be tasked with reading a chapter and completing a homework assignment in Canvas that will have you apply that week's concepts. After posting your assignment, you must reply to two classmates' posts. *Each homework is worth a maximum of 30 points.*
- **Quizzes:** Each week your mastery of the material will be tested through a short online chapter quiz. You will have two attempts for each quiz. The highest score will be included in your overall grade. *Each quiz is worth a maximum of 20 points.*
- **Exams:** A mid-term and final exam will test your retention of the chapter and lecture materials. Both will be timed, online 60-minute examinations featuring 70 questions. Exams are closed book and closed note. Exams will be proctored. *Each exam is worth a maximum of 125 points.*



## GRADING POLICIES

Unless you notify me in advance and have a documented reason for why you cannot complete an assignment in a timely manner and with the exception of factors listed at the UF link below, late submissions on homework, exams, and quizzes will not be accepted. To see exceptions to the rule stated above, please see requirements for class attendance and make-up exams, assignments, and other work in at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

## FINAL COURSE GRADES

**A** = 94-100% or 940-1000 Points, **A-** = < 94-90%. or 900-940 Points

**B+** = < 90-87% or 870-900 Points, **B** = < 87-84% or 840-870 Points, **B-** = < 84-80% or 800-840 Points

**C+** = < 80-77% or 770-800 Points, **C** = < 77-74% or 740-770 Points, **C-** = < 74-70% or 700-740 Points

**D+** = < 70-67% or 670-700 Points, **D** = < 67-64% or 640-670 Points, **D-** = < 64-61% or 610-640 Points

**E** = fewer than 610 points

## UF POLICIES

### UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). 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 in the term for which they are seeking accommodations.

### 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/process/student-honor-code/>.

#### The Honor Pledge:

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty 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.”

To read the entire honor code, please visit <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

### NETIQUETTE COMMUNICATION COURTESY

All members of the class are expected to follow rules of common courtesy in all email messages and discussions. <http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

#### Getting Help:

For issues with technical difficulties for E-learning in Connect, please contact the UF Help Desk at: [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu) or (352) 392-HELP option 2 or <https://elearning.ufl.edu/student-help-faqs/>  
Contact your instructor within 24 hours of a technical issue if you need to request additional time

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

To submit a complaint, visit <http://www.distance.ufl.edu/student-complaints>

## UF POLICIES

### HB233 - POLICY ON LECTURE 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 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.”

### UNIVERSITY POLICY ON EXAM PROCTORING

UF policy dictates that any exam worth 10 percent or more of your grade must be proctored. In order to meet this requirement for online students, the Midterm and Final Exams will be proctored through the McGraw Hill Connect system.

McGraw Hill Connect has partnered with Proctorio to provide students with free proctoring services. To access this proctoring, you will navigate to McGraw Hill Connect as you normally would do for quizzes, click on the exam, download the browser extension, follow all instruction prompts, and then complete your exam. Proctorio will record your screen, record your camera, lock down your browser window, and report on any potential issues that occurred while taking the exam.

## UF POLICIES

### UNIVERSITY POLICY ON EXAM PROCTORING CONTINUED

#### Proctoring Reminders:

- Students are REQUIRED to have a microphone and webcam in place during the test-taking period.
- No one is allowed in the room with you while you take your exam, so be sure to make proper arrangements.
- Proctoring fees are not required as advanced proctoring features will not be used.
- To access your exam, click on the link in McGraw Hill Connect and follow the prompts.

#### Proctoring Overview:

- I've included a link that reviews how to set up proctoring. Please note that this course does not require payment for proctoring services. <https://www.youtube.com/watch?v=ghk6PKXeNtA>

*Proctoring is not required for your weekly quiz assignments in McGraw Hill Connect.*

## SEMESTER CALENDAR

Each weekly module will consist of a lecture, reading assignment, homework application assignment, and quiz based on the assigned material. Some weeks may feature more than one chapter. Each homework and quiz assignment will be open for several days to allow time for completion. It is suggested that students first watch the lecture and read the assigned chapter. Upon completion of the material overview, students will then apply their knowledge to the application-based homework assignments. To finish the week, students will complete a chapter quiz to test their retention of the concepts. Chapter reviews are available in McGraw Hill Connect to help students prepare for quizzes and exams.

Please note during specific weeks of the semester, you will be assigned several chapters, homework assignments, and quizzes to complete. All due dates can be found in the syllabus and on Canvas.

A semester calendar with weekly modules and assignments can be found on the last page of the syllabus. The due dates are also available on Canvas on the "syllabus" and "assignments" pages or on the student calendar.

## DUE DATES

Chapter quizzes and homework assignments will be due by 11:59 p.m. on Sundays of the week assigned unless otherwise noted in Canvas. There will be a Midterm and Final Exam during the semester in addition to the weekly assignments. The exams will be open for several days to allow students to complete the exam on a day that works best for their schedules. The chapters included on the exams are listed in the course schedule below. Both exams will be completed using the McGraw Hill Connect platform accessible through Canvas. The exams are **proctored through McGraw Hill Connect**. Students must complete the exam in one sitting (60 minutes for 70 questions). That means once you start, you must finish it during the same session. The exams are not cumulative.

**Homework: Open Monday-Sunday, Due Sunday by 11:59 p.m.**

**Quizzes: Open Monday-Sunday, Due Sunday by 11:59 p.m.**

**Midterm Exam: Open 10/9-10/15, Due 10/15 by 11:59 p.m.**

**Final Exam: Open 12/4-12/10, Due 12/10 by 11:59 p.m.**

## WEEKLY SCHEDULE

*Note: Due dates are in Eastern time*

Week 1 (8/23-8/27)	Chapter 1	HW 1 & Quiz 1 Due 8/27 @ 11:59 p.m.
Week 2 (8/28-9/3)	Chapter 2	HW 2 & Quiz 2 Due 9/3 @ 11:59 p.m.
Week 3 (9/4-9/10)	Chapter 3	HW 3 & Quiz 3 Due 9/10 @ 11:59 p.m.
Week 4 (9/11-9/17)	Chapter 4	HW 4 & Quiz 4 Due 9/17 @ 11:59 p.m.
Week 5 (9/18-9/24)	Chapter 5	HW 5 & Quiz 5 Due 9/24 @ 11:59 p.m.
Week 6 (9/25-10/1)	Chapter 6	HW 6 & Quiz 6 Due 10/1 @ 11:59 p.m.
Week 7 (10/2-10/8)	Chapter 7	HW 7 & Quiz 7 Due 10/8 @ 11:59 p.m.

### MIDTERM WEEK 8 DUE BEFORE 10/15 @ 11:59 p.m. (Covers Chapters 1-7)

Week 8 (10/9-10/15)	Chapter 8	HW 8 & Quiz 8 Due 10/15 @ 11:59 p.m.
Week 9 (10/16-10/22)	Chapter 9	HW 9 & Quiz 9 Due 10/22 @ 11:59 p.m.
Week 10 (10/23-10/29)	Chapter 10-11	HW 10 & Quiz 10 Due 10/29 @ 11:59 p.m.
Week 11 (10/30-11/5)	Chapter 12	HW 11 & Quiz 11 Due 11/5 @ 11:59 p.m.
Week 12 (11/6-11/12)	Chapter 13	HW 12 & Quiz 12 Due 11/12 @ 11:59 p.m.
Week 13 (11/13-11/19)	Chapter 14-15	HW 13 & Quiz 13 Due 11/19 @ 11:59 p.m.
Week 14 (11/20-11/26)	Chapters 16	HW 14 & Quiz 14 Due 11/26 @ 11:59 p.m.
Week 15 (11/27-12/3)	Chapter 17-18	HW 15 & Quiz 15 Due 12/3 @ 11:59 p.m.

### FINAL EXAM WEEK 16 DUE BEFORE 12/10 @ 11:59 p.m. (Covers Chapters 8-18)

*This is the expected schedule for the semester. Due dates may change with advanced notice. Schedule changes will be communicated via Canvas announcement or email.*