

# ADV3001 (Section 162) | Advertising Strategy | Spring 2024 | Dr. Starr Weimer 2058

M | Periods 5 – 6 (11:45 am to 1:40 pm)

W | Period 5 (11:45 am to 12:35 m)

## Instructor

Instructor: Dr. W. John Starr

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Office: Weimer 2095

Office Hours: By appointment

## Course Description

Advertising Strategy is an overview of the strategic planning process required to develop a successful advertising campaign and integrated marketing communications (IMC) plan. The course deals with academic knowledge and practical information needed to develop and maintain successful brands advertised by companies, organizations and individuals.

## Course Objectives

The goal of this course is to provide students with the fundamental skills needed to analyze, evaluate, and develop an advertising/IMC campaign. This goal will be accomplished by focusing on three key elements central to the strategic planning process: brands, consumers, and communication. Specific course learning objectives are as follows:

- 1) To expose students to a set of fundamental theories and practical concepts used to develop strategically sound advertising campaigns;
- 2) To provide students with an understanding of the systematic process involved in developing a communication plan, including analyzing a market situation, formulating communication objectives, identifying potential target audiences, and developing an advertising campaign strategies; and
- 3) To give students regular opportunities to apply this knowledge by way of class exercises, assignments, and a team project.
- 4) To familiarize students with special issues in the current market and advertising industry; 5) To build capacity of students in delivering highly effective campaign proposal presentations.

## Textbook – required

### **Textbook - required**

Advertising Campaign Strategy: A Guide to Marketing Communication Plans, (Fifth Edition) Cengage Learning, Parente, Donald, Kristen L. Strausbaugh-Hutchinson (2015). Printed in the United States. ISBN: 978-1-133-434801

## Class Participation

Your attendance and active participation in class discussion are expected and required in every class. In order to participate effectively in class, you would need to have read the material ahead of class. You are expected to keep up with the readings for each class.

## Assessment

Students' grade will be based on their performance in four areas: discussions, individual and team assignments, quizzes, and attendance. You must earn a C or higher to successfully complete the course. Extra credit opportunities will also be made available and points will be allocated at the instructor's discretion. The following provides a percentage allocation for each of these areas:

<u>Assignment Weighting</u>	<u>Points</u>
• Discussions	48(4 each)
• Quizzes	60(10 each)
• Assignments (Individual)	80
• Assignments (Team)	108
• Attendance	4
TOTAL	300

## Grading Scale

Points	Grade		Points	Grade
92-100	A		70 - 75	C
90 – 91.9	A-		66 – 69.9	D+
86 – 89.9	B+		60 – 65.9	D
80 – 85.9	B		Below 60	E
76 – 79.9	C+			

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### Individual Assignments

There will be individual assignments as well as weekly discussions and quizzes.

### Discussions

There will be 12 weekly discussions consisting of an initial post due by 11 pm on Thursdays and two response posts due by 11 pm on Saturdays.

### Team Assignments and Evaluations

The team will select a brand and develop a strategic advertising plan for that brand work during a semester-long project. The team members will be chosen randomly for this semester-long project. In order to assess each team member's contribution to the team project, students will be required to evaluate their team members at the end of the team project.

### Quizzes

Each quiz will have ten questions – five true/false and five multiple choice.

## Extra Credit

At various times throughout the semester, students may have an opportunity to earn extra credit. Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible in order to give students time to make any necessary arrangements.

## Academic Honesty

Academic honesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Visit the Student Conduct and Conflict Resolution's website (<http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>) for more information.

## Respect

In the real world, you will have to be on time for work and not leave meetings early. Therefore, I am expecting you to do your best and to respect the class by:

- Attending all lectures, presentation, and exams.
- Being on time.
- Being prepared for class and being familiar with any announcements or e-mail notices via e-mail or course website announcement.
- Please do not bring any food during the class.
- Being focused on the lecture and being active learners: any personal conversation during class will distract the class-learning environment.

## Students with Challenges

I am committed to help students with any type of challenges, while abiding by the standard code of confidentiality and fairness. In order to address special academic needs, the instructor must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. Students affected by such challenges should provide an official statement from the Dean of Students Office (<http://www.dso.ufl.edu/drc/>) explaining his/her situation.

## Counseling Services

The Counseling and Wellness Center at the University of Florida is the primary provider of counseling, mental health, and psychiatric services for UF students. The Center's goal is to help students to be maximally effective in their academic pursuits: first, by reducing or eliminating emotional, psychological, and interpersonal problems that interfere with your academic functioning. Secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. Visit the Center's website (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>) for more information.

## Tentative Course Schedule

I will advise the class of any changes to the schedule as soon as I am aware of one.

Wk. 1		
January	8 -10	Lecture: Introduction to course – Embrace the New Media Landscape Read Parente – Chapter 1
Wk. 2		
January	15	Holiday
	17	Lecture: Lay the Research Foundation: Understanding the Company & Consumer April Hines Read Parente Chapter 2
Wk. 3		
January	22-24	Lecturer: Map Out the Situation: Know the Market, Product and Competition. Read Parente Chapter 3 - <b>QUIZ #1</b>
Wk. 4		
January	29-31	Lecture: Evolution of account planning
Wk. 5	Feb. 5-7	Lecture: Turn Findings into Marketing & Communication Goals. Read Parente Chapter. <b>4 QUIZ #2</b>
Wk. 6	Feb 12-14	Lecture: Build the Marketing Strategy Read Parente Chapter 5
Wk 7	Feb 19-21	Lecture: Define Consumer Touchpoints: Establish tactical Mix Read Parente Chapter 8
Wk 8	Feb 26-28	Lecture: Plan Media Strategy and Tactics – Read Chp. 9 <b>QUIZ #3</b>
Wk 9	March 4-6	Lecture: Devise the Campaign Concept – Read Parente Chapter 7
Wk 10	March 11-15	Spring Break Week
WK. 11	March 18-20	Lecture: Button Up the Plans Book – Read Chapter 11 <b>QUIZ #4</b>

Wk 12	March 25-27	Lecture: Outline the Communication Strategy and Messaging – Read Chapter 6 – <b>QUIZ #5</b>
Wk. 13	April 1-3	Lecture: Evaluate the Effectiveness of the Campaign – Read Chapter 10
Wk. 14	April 8-10	Lecture: Lock Down the Pitch. Read Parente Chapter 12 <b>QUIZ #6</b>
Wk. 15	April 15-17	Presentations
Wk. 16	April 22-24	Presentations