

**ADV3001: Advertising Strategy**  
**Spring 2024**  
**College of Journalism and Communications**  
**University of Florida**

<b>INSTRUCTOR</b>	Jinping Wang, Ph.D. Assistant Professor 2080 Weimer Hall jinpings.wang@ufl.edu
<b>CLASS LOCATION &amp; TIME</b>	2342 Turlington Hall <b>Mon</b> 11:45 am - 1:40 pm & <b>Weds</b> 12:50 pm - 1:40 pm
<b>STUDENT HOURS</b>	Mondays 2:30 – 3:30 pm and Wednesdays 11:00 – noon or by appointment
<b>COMMUNICATION:</b>	If you can't make it to my student hours, <b>email and message on canvas</b> are the preferred modes of communication.  Please email me using the subject line "ADV3001" with any questions about assignments or class content. Usually I'll respond within 24 hours.

**Course 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 Objectives:**

- Develop strategic advertising plans, considering principles of consumer behavior, marketing, mass communication, and psychology.
- 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.
- Generate a strategic analysis for a brand, product, or service.
- Write a creative brief and a marketing communications plan.
- Creatively and critically evaluate advertising strategies.
- Develop presentation skills.
- Constructively evaluate own work as well as the work of peers.

**Course Pre-Requisites / Co-Requisites**

MAR 3023 and ADV 3008 with minimum grades of C and ADV major.

**Required Text**

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

Recommended text: Taylor, Alice Kavounas (2013). Strategic Thinking for Advertising Creatives. Laurence King Publishing.

Daily News (encouraged): Advertising practitioners are encouraged to be current in business and news.

### Orientation and Organization

This course will employ various teaching strategies such as lectures, class discussions, presentations, group activities, etc. E-learning site (<https://elearning.ufl.edu>) will be used for the course. Students will be responsible for keeping up with the class assignments and materials and monitoring their progress on e-learning system.

### Assessment:

Grades will be based on a combination of categories as follows:

Assignment	% of Total
Class participation	10%
Quizzes	30%
Individual Assignments	20%
Group Project	40%
<b>TOTAL</b>	<b>100%</b>

- **Attendance & Participation (10%):** You are expected to attend every class on time unless you are unwell, on business trips or have encountered exceptional personal circumstances. If so written documentation to explain your absence to the teacher is required and approval must be sought at least two hours before class starts. The instructor will subtract 5 points from your final grade (not from your participation grade) for every unexcused absence. The purpose of this category is to encourage students to actively participate in our class discussions. Through attendance, in-class projects, and discussion participation, students will earn group activities and participation points. In-class projects involve working in small groups while applying concepts from the text and lectures. There will be no make-ups for any absences.
- **Quizzes (30%):** To reemphasize content covered in course lectures and in textbook readings, three quizzes will be administered during the semester. Each quiz counts for 10 percent of the course grade. They are open book and open note and 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.
- **Individual Assignments (20%):** There will also be several individual homework given out during the course of the semester, which serve to help reinforce the principles and key concepts that are taught in class. Detailed instructions for the assignments will be published on Canvas.
- **Group Project (40%):** Teamwork, interaction and collaboration are important in real business world. For this course, 3-4 students will form a group and conduct an Advertising Strategy Planning project throughout the semester. 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.

**All assignments are due at the beginning of class on the due date.** A deduction of 10% off the assigned grade is applied to any late submission turned in within the first 24 hours. Assignments submitted within the second 24 hours will result in a deduction of 20% off the assigned grade. After that (a total of 48 hours), the grade is a 0%.

Under circumstances where the student misses a quiz, activity, or exam due to unanticipated reasons, students will have 2 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.)

### Grading Scale

Grade	Scale	
A	94-100	Outstanding performance on all learning outcomes
A-	90-93.99	Generally outstanding performance on almost all learning outcomes
B+	87-89.99	High performance on all learning outcomes
B	84-86.99	Generally high performance on almost all learning outcomes
B-	80-83.99	Satisfactory performance on all learning outcomes
C+	77-79.99	Satisfactory performance on the majority of learning outcomes.
C	73-76.99	Somewhat satisfactory performance on the majority of learning outcomes.
C-	70-72.99	Somewhat satisfactory performance on a number of learning outcomes.
D+	67-69.99	Barely satisfactory performance on a number of learning outcomes
D	60-66.99	Barely satisfactory performance on all learning outcomes
F	59.99 and below	Unsatisfactory performance on learning outcomes.

### Course Policies and Responsibilities

Students are expected to behave professionally and respectfully towards their classmates and the instructor.

- Arrive on time and stay until the end of class.
- Cell phones, and other electronic devices must be turned off or silent during class. They are only permitted for note taking and relevant class activities.
- Syllabus is subject to change as instructor deems appropriate and necessary.
- It is my intent that students from all diverse backgrounds and perspectives be well-served by this course. The success of an inclusive classroom relies on the participation, support, and understanding of you and your peers.
  - If you have a name and/or set of pronouns you prefer, please let me know!
  - I encourage you to speak up and share your views, but also understand that you are doing so in a learning environment in which we all are expected to engage respectfully and with regard to the dignity of all others.

- Your suggestions are always encouraged and appreciated. Please feel free to contact me if you have any questions, concerns, or comments on ways to improve the effectiveness of the course.

### Student Evaluations - GatorEvals

As an instructor, I appreciate hearing your feedback on this course. Feedback is encouraged and can be provided online through evaluations at <https://evaluations.ufl.edu>.

### University Policies

#### **Academic Honesty and Plagiarism:**

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.

Students should be familiar with and understand UF's Plagiarism Policy as found in the UF Student Honor Code Student Conduct Code.

#### **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 of Florida Campus Resources:

#### **Health and Wellness Resources:**

- *U Matter, We Care* serves as the umbrella program for the caring culture at the University of Florida. If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
- *University Police Department*: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.
- *GatorWell Health Promotion Services*: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

- *Students with Disabilities:* Students with disabilities can receive accommodations. The first step is to contact the Disability Resource Center (352-329-8565; [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)). Once you receive your accommodation letter, provide a copy to the professor as early as possible in the semester.

**Academic Resources:**

- *E-learning technical support:* Contact the UF Computing Help Desk at 352-392-4357 or [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- *Career Connections Center:* Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- *Library Support:* Various ways to receive assistance with respect to using the libraries or finding resources.
- *Teaching Center:* Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- *Writing Studio:* 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- *Student Complaints On-Campus:* Visit the Student Honor Code and Student Conduct Code webpage for more information.
- *On-Line Students Complaints:* View the Distance Learning Student Complaint Process.

**Tentative Course Schedule:**

<b>Date</b>	<b>Topic</b>	<b>Reading</b>
Mo – 1/8	Introduction to course	Syllabus
We – 1/10	An Introduction to strategic planning	Kocek, 2013: Part 1
<b>Mo – 1/15</b>	<b>MLK Jr. Day</b>	<b>No class</b>
We – 1/17	Brand planning	
Mo – 1/22	Interrogating the brand situation	
We – 1/24	Interrogating the situation through secondary resources	
Mo – 1/29	Strengths, Weaknesses, Opportunities, & Threats (S/W/O/T)	
We – 1/31	Strengths, Weaknesses, Opportunities, & Threats (S/W/O/T) cont.	
Mo – 2/5	Setting Goals and Objectives	
We – 2/7	Canvas Quiz 1	
Mo – 2/12	Understanding the consumer	Kocek, 2013: Part 2
We – 2/14	Understanding the consumer through primary research	
Mo – 2/19	Developing insights	
We – 2/21	Developing insights cont.	
Mo – 2/26	Creative brief	
We – 2/28	Canvas Quiz 2	
<b>Mar 4 – Mar 8</b>	<b>Spring Break</b>	<b>No class</b>
Mo – 3/11	Segmentation & Targeting	Kocek, 2013: Part 3
We – 3/13	Segmentation & Targeting cont.	
Mo – 3/18	Consumer Behavior & Evoking Desired Response	
We – 3/20	Consumer Behavior & Evoking Desired Response cont.	
Mo – 3/25	The big idea	
We – 3/27	The big idea cont.	
Mo – 4/1	Developing Media Strategies	
We – 4/3	Developing Media Strategies cont.	
Mo – 4/8	Guest Speaker TBD	
We – 4/10	Canvas Quiz 3	
Mo – 4/15	Planning for measurement and evaluation	
We – 4/17	Planning for measurement and evaluation cont.	
Mo – 4/22	Team meetings and presentation prep	
We – 4/24	<b>Final Presentations</b>	