

ADV 3008
****Principles of Advertising****
Spring 2024 Syllabus

Professor: Yuan Sun

Course Format: In-Person

Class Time Tues. 1:55 PM-2:45 PM; Thurs. 1:55 PM- 3:50 PM

Class Location: WEIM 1064

Office Hours/Location: Tues. & Thurs. from 12:55-1:40 PM in WEIM 3061 /

<https://ufl.zoom.us/j/6177649774>

To sign up my office hours: <https://calendly.com/yuan-sun-cjc/officehours>

Email: yuan.sun@ufl.edu

Teaching Assistant: Samuel Arowosafe

Office hours: Tuesday (3 pm - 5 pm) & Thursday (11:30 am - 1:30 pm)

Location: Zoom or G034; Zoom Meeting Link: <https://ufl.zoom.us/my/s328325>

Course Website: Relevant course info will be posted on Canvas.

Course Description

Welcome to Principles of Advertising, where we delve into the fundamental building blocks of the advertising world. This course is designed to offer a comprehensive introduction to the essential concepts, processes, key players, influential organizations, and evolving trends within the dynamic realm of advertising. Mastery of these foundational elements is key to your success in this course and will provide a solid foundation for future advertising endeavors.

Advertising is an omnipresent influence in contemporary society, with advertisers investing substantial resources, exceeding thousands of dollars per person annually in the United States alone. But why do they make such extensive investments, and what are the far-reaching implications of their actions? These are among the thought-provoking questions that this course will explore in depth.

In addition to analyzing advertising from a societal perspective, we will also venture into the inner workings of the advertising industry, gaining insights from both the client's viewpoint and the creative minds within advertising agencies. Throughout this journey, you will gain a deep understanding of the diverse roles within these organizations and gain valuable insights into the intricacies of their operations. Furthermore, you'll discover what it's like to work within this dynamic industry, offering you valuable insights into your potential future as a part of the advertising world should you choose to pursue a career in this exciting field.

Course Objectives

- Students can identify and define key concepts in advertising and marketing communications.

- Students can describe jobs in advertising, social and ethical issues that surround the practice of advertising, and the steps and processes involved in creating an advertising campaign.
- Students can successfully identify criteria used in creating and executing plans for media, creative, strategy, research, and campaigns.
- Students will demonstrate an understanding of the diverse people and jobs in advertising and related professions.
- Students will demonstrate an understanding of the history and role of professionals and institutions in shaping modern advertising.

Required Materials

- Arens & Weigold, 17e (2024). *Contemporary Advertising and IMC*. Burr Ridge, IL: McGrawHill/Irwin.
 - Purchase the eBook and homework system (Connect).
 - The least expensive way to get access is through UF All Access. Please visit: <https://www.bsd.ufl.edu/allaccess> to opt in and purchase your required Connect code [includes your ebook] access and class assignments. You can also purchase access in the UF bookstore but this will be at the higher list pricing rather than the negotiated discounted All Access pricing.
 - The book is digital and purchasing will also give you access to the homework system. If you would prefer a paper copy, the publisher will mail you one for an additional fee. Note that you should still go through the UF All Access system to order.
 - Note: If you are waiting for financial aid to disburse McGraw Hill gives you two weeks of free access if you request it. Don't wait to buy the book as you will miss assignments.

Assignments

- **Exams (45%):** You will have three in-person exams (15% each) throughout the semester, each with 50 multiple choice and true-false questions. Each examination will evaluate the material covered in the corresponding chapters as outlined in the schedule. It's important to note that the exams will be monitored and are closed-book.
- **Quizzes (20%):** You will complete SmartBook assignments for each chapter through the McGraw Hill Connect system, which previews important parts of the textbook and allows you to quiz yourself. The SmartBook system scores you based on your progress in the chapter. All of the assignments are open starting from our first class, and each assignment is due at 11:59 p.m. on the due date. You can work ahead when the assignments are available. I will drop your lowest SmartBook grade; beyond that, missing SmartBook assignments **CANNOT** be made up.

- **Group Projects (25%):** A group of 5-6 students will work on an advertising campaign for a chosen brand. The assignment will consist of **two parts** of written exercises that allow you to learn more about the advertising industry or apply the skills you have learned through the course material. We will discuss the details for each assignment in class and make the assignments available on Canvas. By the end of the semester, each group will need to present the advertising campaign to the class.

Group Project Grading Criteria:

1. Written Portion (60%)

Part 1 (100 points):

Content Relevance (30 points):

- Demonstration of a clear understanding of the chosen brand and its market.
- Application of relevant concepts and theories from the course material.
- Integration of industry insights and current advertising trends.

Research Quality (30 points)

- Thorough exploration and citation of credible sources to support key points.
- Demonstrated ability to analyze and synthesize information, showcasing a deep understanding of the subject matter.
- Consistent and appropriate referencing, adhering to academic standards.

Strategic Approach (40 points):

- Development of a cohesive and well-thought-out advertising strategy.
- Identification and articulation of clear objectives for the campaign.

Part 2 (100 points)

Execution and Creativity (50 points):

- Innovation in the presentation of ideas and the overall creative execution.
- Attention to detail in ensuring consistency with the brand identity.

Creative Elements (50 points)

- Quality of creative elements, including visuals, slogans, and overall campaign design.
- Creativity in the selection of advertising channels and methods.

2. Presentation (25%):

- Clarity and professionalism in presenting the advertising campaign to the class.
- Engaging delivery that captures the audience's attention.
- Ability to respond to questions and feedback from the audience.

3. Peer Evaluation (15%):

- Evidence of effective teamwork and collaboration among group members.
- Equal distribution of responsibilities and contributions from all team members.
- Handling of potential conflicts and challenges within the group.

Group Project Submission Guidelines:

- Group project presentation slides (in PowerPoint) must be submitted before the presentation day (April 18th, 1:55 pm)
- Other submissions are due at 11:59 pm on the specified due date.
- A 10% deduction will be applied to late submissions within the first 24 hours.
- Late submissions beyond 24 hours will not be accepted unless accompanied by valid documentation.

Final Presentation:

- Each group is required to present the advertising campaign to the class by the end of the semester.
- The presentation should be well-prepared, showcasing key aspects of the campaign.
- Evaluation during the presentation will consider communication skills, clarity, and group engagement.

Additional Notes:

- Detailed assignment instructions will be available on Canvas.
- It is expected that each group adheres to ethical standards in their advertising campaign.
- **Attendance and Participation (10%):** To encourage attendance and participation, we will have various in-class activities during class throughout the semester. These activities include, but are not limited to, engaging in Canvas discussion boards, answering pop-up quizzes, and posing questions to guest speakers.

Grading

- 3 Exams 45% (15% each)
- 17 SmartBook Quizzes 20% (one lowest score dropped)
- Group Projects 25%
- Attendance and Participation 10%

Grading Scale

| | | |
|---------------------|---------------------|--------------------|
| | 93.00 and above = A | 90.00 – 92.99 = A- |
| 87.00 – 89.99 = B+ | 83.00 – 86.99 = B | 80.00 – 82.99 = B- |
| 77.00 – 79.99 = C+ | 73.00 – 76.99 = C | 70.00 – 72.99 = C- |
| 67.00 – 69.99 = D+ | 63.00 – 66.99 = D | 60.00 – 62.99 = D- |
| 59.99 and below = E | | |

Policies & Procedures

- **In-Person Course:** Our course is an in-person course. Lecture, discussion, activities and exams will occur in the classroom. We will not utilize the HyFlex

technology. You are responsible for getting notes from a classmate if you are unable to attend class.

- **Problems with McGraw Hill Connect:** If you have problems with your McGraw Hill Connect account, please contact them first to see if they can help you resolve the problem (<https://www.mheducation.com/support.html>). They are the experts in their software. If they cannot resolve the problem, please email Dr. Sun and forward your ticket from McGraw Hill so that she can try to help you.
- **Course Preparedness:** To maximize your learning, come to class and participate in class discussions. Further, complete readings before the class in which they are discussed. Finally, check email and Canvas frequently for the latest class information and updates.
- **Technology/Paying Attention:** I prefer that you close all other programs and windows to avoid distraction. When we're distracted rather than engaged, we can't learn effectively. To maximize learning, don't multitask while listening to lectures or doing readings. Give them your full, undivided attention.
- **Exam Absences:** Missing an exam without permission results in a zero. You can make up an exam if:
 - You had an unexpected and unpreventable emergency or illness *and*
 - You can provide written documentation of the emergency or illness (doctor's note, accident report) *and*
 - You (or someone at your request) contacts me or the advertising office prior to the exam. You can contact me by email (yuan.sun@ufl.edu) or call the Advertising Department (352-392-4046).

For all who miss the exam for an excused absence, as defined above, you may schedule a make-up exam with Dr. Sun.

- **Honor Code:** Please review the UF Student Honor Code and Student Conduct Code, which can be found at: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>. Any violation of the codes will be reported to the proper University administrators and may result in other sanctions.
- **Cheating During Exams:** Our exams are closed book and closed notes, which means that you should draw from only your memory during the exam. Do not use any other materials, and do not share any answers with your classmates. See the Honor Code section on cheating for more information.
- **Plagiarism:** Original writing is essential to ethical communication. Cheating is any action that violates University norms or an instructor's guidelines for the preparation and submission of assignments. Such actions may include using or providing unauthorized assistance or materials on course assignments or possessing unauthorized materials during an exam.

Plagiarism involves the representation of another's work as your own, for example: (a) Submitting as one's own any material that is copied from published or unpublished sources such as the Internet, print sources, or video programs without proper acknowledgement that it is someone else's. (b) Paraphrasing another's views, opinions or insights without proper acknowledgement or copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement. (c) Submitting as one's own work a report, examination, paper, computer file, lab report or other assignment which has been prepared by someone else. (d) Presenting work created for another course as original work in this class.

UF requires faculty who find evidence of plagiarism to submit a report to Student Conduct and Conflict Resolution. Please read the UF Student Honor Code for more information.

- **Grade Challenges:** Grades will not be discussed via email, the telephone or in class. If you disagree with a grade given on any assignment, you must appeal the grade during my office hours or in an appointment with me. In this appeal, you must clearly state the problem and give a clear, concise explanation as to why you feel the grade is inaccurate. You must appeal assigned grades within two weeks of your receiving that particular grade. After two weeks, all grades are final.
- **Respect for Others' Ideas:** Appropriate and professional classroom conduct is expected at all times. Respect and common courtesy toward your classmates and your professor are required. Effective communication relies on the ability to recognize and embrace diversity in all its forms, including viewpoints. Be respectful of the diverse range of opinions of everyone in the class, and help make this an inclusive environment. See the CJC diversity statement for more information: <https://www.jou.ufl.edu/home/about/diversity-statement/>.
- **E-mail Policy:** As e-mail has become a favored way to communicate in academia and industry, you must learn to use it appropriately. Thus, when e-mailing me, address me formally. I will generally return it within 24 hours of receiving it on weekdays or by Monday evening if I receive it on the weekend. If you need to discuss something in length, please visit my office hours.
- **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/). Once you receive your accommodation letter, provide a copy to the professor as early as possible in the semester.
- **Counseling and Wellness Center:** 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 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.

- **Course Evaluations:** Students are expected to provide professional and constructive feedback on the quality of instruction via the online course evaluation system, GatorEvals. You will be notified when the evaluation period begins, and you can find GatorEvals through your Canvas course menu.
- **Recording the Professor:** 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.

- **Tentative Nature of the Syllabus:** I reserve the right to change deadlines throughout the semester. Furthermore, I reserve the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events. If changes in the schedule are necessary, students will be held responsible for such changes, which will be announced in class ahead of time.

ADV 3008

Tentative Course Schedule

| Date | Topic | Reading | Assignment |
|-------------------------------------|--|---------|---------------------------------|
| What is advertising and IMC? | | | |
| 01/09 | Introduction to Class & Syllabus | | |
| 01/11 | Advertising and IMC Today | Ch.1 | SmartBook Quiz 1 |
| Exam 1: Ch. 1-4 | | | |
| Planning the Campaign | | | |
| 01/30 | Marketing and Consumer Behavior | Ch.5 | |
| 02/01 | Marketing and Consumer Behavior | Ch.5 | SmartBook Quiz 5 |
| 02/06 | Market Segmentation and Marketing Mix | Ch.6 | |
| 02/08 | Market Segmentation and Marketing Mix | Ch.6 | SmartBook Quiz 6 |
| 02/13 | Research: Gathering Info for IMC Planning | Ch.7 | SmartBook Quiz 7 |
| 02/15 | Marketing and IMC Planning | Ch.8 | SmartBook Quiz 8 |
| 02/20 | Planning Media Strategy: Disseminating the Message | Ch.9 | SmartBook Quiz 9 |
| 02/22 | Guest Lecture (TBA) | | Group Project Part 1 Due |
| 02/27 | Creative Strategy and the Creative Process | | |
| 02/29 | Creative Strategy and the Creative Process | Ch.10 | SmartBook Quiz 10 |

| | | | |
|-------|---|-------|--|
| 03/05 | Creative Execution: Art and Copy | Ch.11 | SmartBook Quiz 11 |
| 03/07 | Exam 2: Ch. 5-11 | | |
| | <i>Spring Break (March 9th – March 16th)</i> | | |
| 03/19 | Advertising in Print Media | Ch.12 | SmartBook Quiz 12 |
| 03/21 | Using Audio and Video Media | Ch.13 | SmartBook Quiz 13 |
| | | | |
| 03/26 | Using Digital Interactive Media | Ch.14 | |
| 03/28 | Using Digital Interactive Media | Ch.14 | SmartBook Quiz 14 |
| | | | |
| 04/02 | Using Social Media | Ch.15 | |
| 04/04 | Using Social Media | Ch.15 | SmartBook Quiz 15 |
| | | | |
| 04/09 | Using Out-of-Home, Exhibitve, and Complementary Media | Ch.16 | SmartBook Quiz 16 |
| 04/11 | Film Day | | Group Project Part 2 Due |
| | | | |
| 04/16 | Relationship Building: Public Relations, Sponsorship, and Corporate Advertising | Ch.18 | SmartBook Quiz 17; Final Project presentation slides due on 1:55pm, 4/18 |
| 04/18 | Group Project Presentation 1 | | |
| | | | |
| 04/23 | Group Project Presentation 2 | | |
| 04/25 | <i>Reading Days (No Class)</i> | | |
| | | | |
| 04/30 | Exam 3: Ch. 12-16, 18 | | |