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ADV4930 – Special Topics in (Advertising Intelligence and Advertising)
Section 05AD
Spring 2024 Syllabus

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Professor: Yuan Sun
Course Format: In-Person
Class Time: Tues. 9:35 AM- 11:30AM; Thurs. 9:35 AM – 10:25 AM
Class Location: WEIM 1074
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
Course Website: Relevant course info will be posted on Canvas.

Prerequisites:
ADV 3500 Digital Insights and minimum grades of C in ADV 3008, MAR 3023

Course Description
This course provides a comprehensive understanding of AI and its impact on the advertising industry. Students will explore a range of AI-driven tools, techniques, and technologies while examining their practical applications in marketing and advertising campaigns. Additionally, the course will cover the ethical and societal implications of AI technology in human communication and marketing.

What you need to bring to class
Your laptop (either PC or MAC)

Student Learning Outcomes (SLO): What You'll Learn along the Way
SLO #1: Understand basic concepts regarding AI in human communication
SLO #2: Understand the impact of emerging AI technology on advertising industries
SLO #3: Understand human-computer interaction in the context of advertising practices
SLO #4: Be able to use AI-sourced information and AI communication tools
SLO #5: Be able to apply AI-driven decisions for marketing and advertising campaigns
SLO #6: Understand societal implications and ethics regarding AI and relevant
          technologies

Course Materials
Course materials are available on Canvas.

Textbook and Readings
There is no required textbook.

Grading Policy: How I'll Determine Your Grade
The overall grading system in this course is:

A = 93-100	C = 73-76
A- = 90-92	C- = 70-72
B+ = 87-89	D+ = 67-69

B =	83-86	D =	63-66
B- =	80-82	D- =	60-62
C+ =	77-79	F =	59 and below

More information on UF grading policy may be found at:
http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Course Assessment

Exams (30%): Three exams (10% each)
Assignments (20%):
Assignment 1: A group project on developing a chatbot for a given advertising scenario
Assignment 2: A short essay of AI advertising ethics
Final project & presentation (40%): A group project for AI application for problem-solving in advertising and marketing communication.
Class participation (10%): Canvas discussions (5%) and in-class activities (5%)

Total   100 points

General Class Policies

Cellphone: Silence your phone or turn it to airplane mode prior to entering the class.

Late Assignments –Unexcused late class assignments or projects will be penalized 10% of the assigned marks each day. However, a student who presents the instructor with a documented (i.e., written, and verifiable, not oral) reason for an absence normally within a week will be given an opportunity to make up for the missed work if this is feasible.

Incompletes – No incomplete grades will be issued except in extraordinary and well-documented circumstances.

Attendance Policy, Class Expectations, and Make-Up Policy

Excused absences must be consistent with university policies in the Undergraduate Catalog and Graduate Catalog and require appropriate documentation.

Formal Course Assessment: How You'll Know You're Learning

1.   Exams (30%)
Three exams (100 points; 10% each) are designed to assess your understanding of the course materials and concepts. They will help you solidify your knowledge and identify areas where you may need to review or seek clarification.

The three exams cover the topics discussed in that week's lectures, readings, and other learning materials. There will be 50 questions (2 points each), which will consist of multiple-choice and true/false that will challenge you to recall key concepts, apply learned principles, and analyze case studies.

Exam 1 and Exam 2 will assess the content covered in their respective scheduled lectures. The final exam will be cumulative, encompassing all lectures from the first week to the last.

2.   Assignments: (20%)

2.1 Assignment 1 (100 points; 10%): A group of 3-4 students will work on developing a basic chatbot. The goal of this chatbot is to address a specific advertising scenario using an easy-to-use chatbot development platform.

Assignment Guidelines:

1. Understand the basics of chatbots:
Research the concept of chatbots and their relevance in the advertising industry, and familiarize yourself with different types of chatbots, their functions, and benefits.

2. Choose an advertising scenario:
Pick a scenario where a chatbot can be used in the advertising industry, such as customer support, lead generation, or brand engagement. Clearly define the target audience and the objectives of the chatbot in your chosen scenario.

3. Select a chatbot development platform:
Research various chatbot development platforms that require no coding experience, such as Chatfuel, MobileMonkey, or Landbot. Choose a platform that best fits your requirements and offers the necessary features for your advertising scenario.

4. Design and develop the chatbot:
Map out the conversation flow and design the chatbot's user interface. Use the platform's drag-and-drop or visual editor tools to create the chatbot. Define the chatbot's responses, actions, and triggers to ensure smooth interaction with users. Test the chatbot by simulating user interactions and refine the conversation flow as needed.

5. Prepare a presentation:
Make a group presentation detailing the chosen advertising scenario, development process, design choices, and the chatbot's performance. Reflect on the challenges faced and lessons learned during the development process.

6. Final submission: Each group need to submit their presentation slides in PowerPoint with the link of the chatbot.

Your assignment will be evaluated based on the following (20 points each):
- Clarity and relevance of chosen advertising scenario and objectives
- Appropriateness of chatbot development platform choice
- Effectiveness of chatbot design and conversation flow

- Successful integration with relevant platforms
- Quality of the presentation

2.2 Assignment 2 (100 points; 10%): AI in Advertising Campaign Analysis: Ethical Concerns (Individual Essay)
In this assignment, students will be provided with details of a real-world AI-driven advertising campaign selected by the instructor. The task is to conduct a comprehensive analysis focusing primarily on the ethical concerns raised by the chosen campaign in the context of AI in advertising.

Assignment Guidelines

1. Introduction:
Begin with an introduction to the selected AI advertising campaign, summarizing its objectives, AI technologies used, and any ethical concerns it has raised.

2. Campaign Overview:
Describe the campaign in detail, explaining how AI is integrated and highlighting the specific AI technologies or techniques employed.

3. Ethical Concerns:
Identify and analyze the ethical concerns associated with the chosen campaign. Focus on aspects such as privacy, transparency, manipulation, bias, and the potential consequences of these concerns for both consumers and society. Use real-world examples and evidence to support your analysis.

4. Stakeholder Perspectives:
Discuss the perspectives and concerns of different stakeholders, including consumers, advertisers, regulators, and advocacy groups, regarding the ethical dimensions of AI in the campaign.

3. Final group project: (100 points; 40%)
A group of 3-4 students will systematically analyze a case study related to AI applications in problem-solving within the advertising and marketing communication industry. The analysis will require students to identify challenges, evaluate AI solutions, and understand their impact on the industry.

Assignment Guidelines:

1. Background and Context:
- Thoroughly read the case study and gather all relevant information.
- Identify the advertising or marketing communication problem discussed in the case study.
- Describe the context, including the company or brand, target audience, and market landscape.

2. Challenges and Objectives:
- List the main challenges faced by the company or brand in the case study.
- Determine the objectives set by the company to tackle these challenges.

- Consider any constraints or limitations faced by the company while addressing these challenges.

3. AI Solution and Implementation:
- Describe the AI application or technology used to solve the identified problem.
- Explain how the AI solution was implemented and integrated into the advertising or marketing communication strategy.
- Discuss any challenges or obstacles encountered during the implementation process.

4. Results and Impact:
- Analyze the outcomes of implementing the AI solution in terms of key performance indicators (KPIs), such as engagement, conversion rates, or customer satisfaction.
- Evaluate the overall impact of the AI application on the company's advertising or marketing communication efforts.
- Discuss any unintended consequences or side effects that may have resulted from the AI solution.

5. Critical Analysis and Recommendations:
- Critically assess the effectiveness and limitations of the AI solution in the given context.
- Provide recommendations for improving the AI solution or exploring alternative approaches.
- Consider the potential long-term implications of using AI in advertising and marketing communication and suggest future research directions.

6. Presentation and Structure:
- Organize your case study analysis in a clear and logical manner, following the structure provided in these guidelines.
- Use proper headings, subheadings, and bullet points to break down complex information.
- Support your analysis with evidence from the case study and relevant external sources, such as research papers, articles, or industry reports.

Your final project will be evaluated on based on the following (20 points each):
- Comprehensiveness and accuracy of background information and context
- Clarity and relevance of identified challenges and objectives
- Thoroughness of AI solution description and implementation process
- Quality of critical analysis, recommendations, and future research directions
- Quality of presentation

4. Class participation: (10%)

In this course, engaging in discussions is crucial for your learning experience. You are advised to complete all in-class exercises during the session and come prepared to actively participate in class discussions.

Assessment of Participation:
The instructor will evaluate your involvement in class discussions during weeks with lectures on a scale of 0 to 10 (0 for no participation, 10 for the most active participation). This assessment will be based on the following criteria: 1) actively contributing to reading/exercise discussions and discussions on course topics; 2) addressing questions posed by the instructor or fellow students; 3) asking questions related to the readings and course topics during class sessions.

Course Topic & Schedule: What You'll Be Doing
The lecture topics and relevant readings for each class are listed in the table below. Students are expected to have completed the assigned readings for the day BEFORE coming to class.

Topics and schedules are subject to change.

Date	Topic	Readings/Tools (Examples)	Class Work and Assignments
Introduction to AI in Advertising			
01/09	Course Overview and Objectives	NYT: A Blessing and a Boogeyman: Advertisers Warily Embrace A.I. (Hsu & Lu, 2023)	
01/11	AI in Advertising: Past, Present, and Future		Class Activity
Understanding the Consumer Journey			
01/16	Consumer Journey with AI-Driven Advertising	Tool: Data Science Dojo: Cleanse Stop Words	
01/18	Consumer Journey with AI-Driven Advertising Class Activity		Class Activity
Data-driven Consumer Insights			
01/23	Segmentation and Targeting Strategies	Tool: Amazon Personalize	
01/25	Online Behavioral Targeting Advertising	Forbes: The Landscape of Personalized Advertising (Ramakrishnan, 2023); Google's "My Ad Center"	Class Activity
Online Behavioral Targeting Advertising			
01/30	Recommendation Algorithms	Tool: Google Ads	
02/01	Guest Lecture	Mengqi (Maggie) Liao from Penn State	

02/06	Recommender Systems for Digital Advertising	Liao & Sundar (2021)	Class Activity
02/08	Exam 1		
	Application 1: Conversational Advertising		
02/13	Chatbot Advertising Overview	Chatbot ads with a human touch (Sun et al., 2024)	
02/15	Developing Chatbots	Tool: Landbot; FlowXO	
	Application 2: Virtual Reality (VR), Augmented Reality (AR)-Powered Advertising		
02/20	VR and AR introduction	Tool: Sephora; IKEA apps	
02/22	AR advertising campaigns		Class Activity
	Application 3: Virtual Influencer Advertising		
02/27	Virtual Influencer Advertising Overview	Brands are still figuring out virtual influencers (Sheena, 2023)	
02/29	Case Study: Virtual Influencer Reflection		Class Activity
	AI in Media Planning		
03/05	AI-powered Media Planning and Buying	Bionic	**Assignment 1 Due**
03/07	Exam 2		
	Spring Break (March 9th – March 16th)		
	AI and Creative Advertising 1		
03/19	AI-generated Creative Content	Harvard Business Review: How Generative AI Can Augment Human Creativity (Eapen et al., 2023); Verge: Big companies use AI-generated ads because they're cheap (David, 2023)	
03/21	ChatGPT in Advertising	OpenAI ChatGPT; Claude; How Meta, Google and Snap are embracing generative AI in advertising and beyond (Garett, 2023)	Class Activity
	AI and Creative Advertising 2		

		MidJourney, Stable Diffusion, Leonardo.ai, etc	
03/26	GenAI-driven Image Creation		Class Activity
03/28	Guest Lecture (TBA)		
	Analyzing Advertising Effectiveness		
04/02	AI in Analyzing Ad Effectiveness		Class Activity
04/04	Workshop		
	Transparency and Accountability		
04/09	Ethics of AI adoption in advertising	Advertisingweek: AI is Destroying Consumer Trust (Turtel, 2023)	
04/11	Transparency and accountability practices for advertisers and platforms	Google Transparency Report; Meta Transparency Center	Class Activity
	Analyzing Consumer Feedback		
04/16	Machine Learning and Consumer Sentiment Analysis	Leveraging Artificial Intelligence to Analyze Consumer Sentiments within Their Context (Feng & Huan, 2022)	Class Activity
04/18	Guest Lecture	Dr. Nathan Carpenter (Director of CJC's Social Media Listening Lab)	Group Project Presentation Slides and Paper Due 4/22, 11:59pm
04/23	**Final Project Presentation**		
04/25	***Reading Days (No Class)***		
04/30	**Final Exam**		

University Honesty Policy
UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor 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." The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Software Use
All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy
There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:
http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html

Course Evaluation
Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Accommodation
Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Campus Resources:
Health and Wellness

> **U Matter, We Care:**
> If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.
>
> **Counseling and Wellness Center:** http://www.counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
>
> **Sexual Assault Recovery Services (SARS)**
> Student Health Care Center, 392-1161.
>
> **University Police Department** at 392-1111 (or 9-1-1 for emergencies), or http://www.police.ufl.edu/.

Academic Resources

> **E-learning technical support**, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. https://www.crc.ufl.edu/.

Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. https://teachingcenter.ufl.edu/.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. https://writing.ufl.edu/writing-studio/.

Student Complaints Campus*: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints*: http://www.distance.ufl.edu/student-complaint-process.