

Advertising Strategy

MMC 6936 Section: 789

Class Periods:

M Period 3-5 (9:35 AM - 12:35 PM)

Location: Weimer 1070

Academic Term: SPRING 2024

Instructor:

Santiago Kember

s.kember@ufl.edu

352-294-1670

Office & Office Hours: Tuesday 9:30 AM to 11:30 AM; or by appointment, via Zoom. Office location Weimer 3058.

Course Communication:

Please email me through Canvas or regular UF email using “MMC 6936” as the subject line with questions about assignments and class content. Please include as much information as possible in your email so I can respond accurately. Contacting me through Canvas is the most efficient way to communicate. I will make every effort to respond to your email within 24 hours of you sending it.

Course Description

Catalog 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 Pre-Requisites / Co-Requisites

Graduate student.

Canvas

<http://elearning.ufl.edu/>

Course Objectives

At the end of the course, the student should be able to:

- Develop strategic advertising plans, considering consumer behavior, marketing, mass communication, and psychological principles.
- 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.

- Develop rich and insightful descriptions of targets in the form of personas.
- Generate a strategic analysis for a brand, product, or service.
- Write a creative brief and a marketing communications plan.
- Understand and effectively apply relevant creative strategies to solve advertising problems.
- Creatively and critically evaluate advertising strategies.
- Develop presentation skills.
- Constructively evaluate own work as well as the work of peers

Materials and Supply Fees

Please bring to class with your laptop. Some activities will require you to research online.

Required Textbook and Software

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

Recommended Textbook

- Steel, J. (1998). Truth, lies, & advertising: The art of account planning. New York, NY: John Wiley & Sons, Inc.

Course Schedule

Date	CONTENT/ACTIVITY	READINGS	Assignment	Module
1/8/24	Syllabus review & intro			MODULE 1: FUNDAMEN TALS OF ACCOUNT PLANNING
	Account Planning History and Practice (M1-L1)			
	How Account Planning Fits in a Campaign (M1-L2)			
1/15/24	HOLIDAY			
1/22/24	How Account Planning Fits in a Campaign (M1-L2) Situation Analysis (M1-L3)	1. Kocek, Part 1 1. How to do account planning – a simple approach, by Mark Pollard 2. What is account planning?, by APG 3. Account planning, by Ad Age	How to do Account Planning, Mark Pollard: steps in the process	
1/29/24	Quiz M1			MODULE 2: UNDERSTA NDING THE CONSUMER
	Small group project brief Group Project Brief Group similarities and naming			
	Library Workshop Understanding the Consumer Mind-set Using Research, Part 1	1. Kocek, pages 27 – 57	How to do Account Planning, Mark Pollard Podcast, key takeaways	

2/5/24	Using Research, Part 2	1. Ethnographic Methods for Advertising		
	In-class groups work on primary research design and discussion guides			
2/12/24	Quiz M2		Mind Maps	MODULE 3: DEVELOPING INSIGHTS
	Sharing Mind Maps		Group Situation Analysis	
	What is an insight			
2/19/24	What is an insight Distilling insights			MODULE 3: DEVELOPING INSIGHTS
	Distilling Insights from a real case			
	Arriving to the main Insight			
2/26/24	Quiz M3			MODULE 4: TARGET SEGMENTATION
	Segmenting the Target Market Psychographics	1. Kocek, pages 110 – 119 2. Finding Your Audience Through Market Segmentation		
	In-class work on Personas for group project			
3/4/24	Quiz M4	1. Kocek, Brand Architecture		MODULE 5: UNDERSTANDING THE BRAND
	Brand Positioning & Personality			
	Brand Essence & Brand Architecture			
3/11/24	SPRINGBREAK			MODULE 5: UNDERSTANDING THE BRAND
3/18/24	Quiz M5			
	In-class teamwork on Brand Essence for group project			
3/18/24	In-class teamwork on Perceptual Maps for group project			MODULE 5: UNDERSTANDING THE BRAND
3/25/24	In-class Group project Insights - Distilling insights		Brand Essence due	

4/1/24	Bringing in all together. Sweet-spot OIIC Framework	1. Kocek, pages 66 – 70 2. What's the Big Idea, by Ad Age	Group Main Insight	MODULE 6: THE BIG IDEA, CREATIVE BRIEF, AND EVALUATIO N
	What's in a Creative Brief, Part 2			
	in-class groups work on OIIC framework application to group project		Group Strategic Framework due	
4/8/24	Big Ideas			
	In class groups work on Big Idea		Group Big Idea	
	Campaign Evaluation			
4/15/24	Quiz M6			MODULE 7: GROUP PRESENTATI ONS
	in-class groups work on Campaign evaluation & final presentation			
4/22/24	Group Presentations		Final Group Presentation	

Attendance

Class Attendance will be taken at each meeting time. Students are also expected to actively participate in class.

Each student is allowed one “free” missed class without penalty to the final attendance point total. However, “free” absences do not automatically excuse the student from assignment due dates. For excused absences, make-ups, and additional clarification of UF’s attendance policy, please see:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Please note that for religious absences, UF requires students to notify the Professor before the absence.

Late Policy

Unless you have a documented reason for not completing an assignment by the due date (except for factors listed in the UF attendance policy link above), late submissions on homework, exams, and quizzes will not be accepted. Extra credit projects will not be assigned in lieu of late submissions.

UF Policies

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the

instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should read the UF Student Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

Netiquette: Communication Courtesy

All class members are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. See the course netiquette guidelines on Canvas.

Getting Help

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

helpdesk@ufl.edu
(352) 392-HELP - select option 2
<https://elearning.ufl.edu/student-help-faqs/>

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

Class Expectations, and Make-Up Policy

- Students should attend all classes. Excused absences must be consistent with university policies in the [Graduate Catalog](#) and require appropriate documentation. Additional information can be found in [Attendance Policies](#).
- Students should actively participate in class discussions. I understand that some of you may feel more comfortable than others speaking in front of your peers and /or voicing your opinions. Providing your opinion will be very important in your future as a professional, whether orally or in written format.
- Be respectful of diverse opinions during class discussions or group activities. All opinions count.
- Laptops are allowed during class for research and/or note-taking. Cell phones are not allowed during class.
- Students are responsible for all material covered in class.
- Students should complete readings BEFORE the class in which they are discussed.
- Students are responsible for checking Canvas frequently for the latest class information and updates.

Assignments

To fully comprehend shopper marketing, students will have the opportunity to apply the skills learned in the course. The quality of one's experience in this course can be attributed, in part, to the level of involvement in the learning process. Therefore, students are expected (and encouraged) to be part of the learning process through regular and consistent participation.

Written assignments will be submitted through Canvas and should adhere to the specifications detailed in each project summary. All assignments must be submitted by the due date to avoid point forfeiture.

Quizzes

Quizzes are intended to be short-form, low-stakes assessments that gauge the student's knowledge and understanding of the course readings and lectures. Quizzes will be administered via CANVAS. Students must take the quiz within the designated due date 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 time.

Group Project

Groups will be asked to deliver a formal presentation of their project close to the end of the semester. Each group will have to attend scheduled check-in meetings with the instructor. Each team member will receive a calculated score from 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.

Grading & Make Up Policy:

We will follow UF Attendance Policies regarding attending class, assigned work, quizzes, and exams. Exceptions may only be allowed at the discretion of the instructor, with proper notification of a documented reason for why you cannot complete an assigned component of this class.

Homework not submitted by the posted due date and time will incur a 10% grade reduction for every 24 hours late, up to five days. After five days, no late homework will be accepted.

Missing a quiz, activity, or exam without permission results in zero points for such activity or quiz. Under certain circumstances where the student misses a quiz, activity, or exam for unanticipated reasons, students will have two business days (i.e., 48 weekday hours) to inform the instructor and negotiate a make-up opportunity. In either case, valid, verifiable documentation supporting the reason for the absence is required (doctor's note, accident report, etc.).

Excused absences must be consistent with university policies in the [Graduate Catalog](#) and require appropriate documentation. Additional information can be found in [Attendance Policies](#).

Evaluation of Grades

Assignment	Percentage of Final Grade
Quizzes	35%

Assignment	Percentage of Final Grade
Individual Assignments	26%
Group Project	25%
Class participation	14%
TOTAL	100%

Grading Policy

The following is given as an example only.

Percent	Grade	Grade Points
95.0 - 100.0	A	4.00
90.0 - 94.9	A-	3.67
87.0 - 89.9	B+	3.33
83.0 - 86.9	B	3.00
80.0 - 82.9	B-	2.67
77.0 - 79.9	C+	2.33
73.0 - 76.9	C	2.00
70.0 - 72.9	C-	1.67
67.0 - 69.9	D+	1.33
63.0 - 66.9	D	1.00
60.0 - 62.9	D-	0.67
0 - 59.9	E	0.00

More information on UF grading policy may be found at:

[UF Graduate Catalog](#)

[Grades and Grading Policies](#)

Students Requiring Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect 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.

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. [Click here for guidance on how to give feedback in a professional and respectful manner](#). 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 ufl.bluera.com/ufl/. [Summaries of course evaluation results are available to students here](#).

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](#) 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.

UF Plagiarism Policy

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.

For UF's Plagiarism Policy visit <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>

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.

Class 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."

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 the [Notification to Students of FERPA Rights](#).

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: 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 police.ufl.edu.

On-Line Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

Library Support, 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.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints Campus

Students Complaints