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# ADV3001

## Advertising Strategy M-F, 11:00 AM – 12:15 PM

Welcome to Advertising Strategy! In this class you will learn the process for identifying solutions to address business problems. This course will give you an appreciation for the specific decisions that must be made to implement strategies that ultimately guide the marketing communications tactics that support the solution. Please review the sections below for a better understanding of how we will proceed for the remainder of the semester.

### Course Description

Advertising Strategy provides an overview of the planning process required to develop a successful persuasive marketing communications plan. Case studies, individual assignments, discussion boards, quizzes, and projects teach the skills needed to solve a marketer's promotional challenges. This is a synchronous online class meaning the class will meet online via Zoom every week day beginning at 11:00 AM.

### Goals

The goal of this course is to provide students with the fundamental skills needed to devise and present a complete marketing communications plan. The student learning outcomes for the course will be introduced and/or reinforced through regular opportunities that reinforce skills in critical thinking, problem-solving, oral and written communication, and peer collaboration. Skills emphasized during this course are:

- 1) The application of reading/articulating written and verbal information about marketing and advertising situations
- 2) The ability to employ decision-making skills (i.e., evaluate, justify, and defend) in the analysis and evaluation of strategic alternatives
- 3) Written and verbal communication skills necessary to brief strategic planning partners (e.g., client, agency team, promotions specialists) about planning decisions.

### Requirements

A minimum grade of C in ADV3008 and MAR3023 are required as prerequisite courses.

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## Learning Objectives

By the end of the term, students enrolled in the course will be able to:

1. Remember, understand, and apply steps of the strategic planning process necessary to identify strategic advertising opportunities.
2. Mine, classify, analyze, and apply marketing analytics and research as a means for understanding marketing situations and for discovering strategic opportunities.
3. Deconstruct, reflect on, and make conclusions about competitive brand positioning from finished advertising executions or campaigns.
4. Evaluate the breadth of analytics data to create logically sound recommendations for campaign planning.

## Course Materials

Required Textbook:

*Advertising Campaign Strategy: A Guide to Marketing Communications Plans* (5<sup>th</sup> Ed). By Donald E. Parente & Kristen L. Stausbaugh Hutchinson (CENGAGE Learning, copyright 2015).

Digital resources:

*The Wall Street Journal* –

UF is an institution subscriber to the Wall Street Journal. By way of this UF's subscription, students can access a digital subscription to the WSJ through registration with a valid Gatorlink ID. The link to the education subscription site is

[https://education.wsj.com/?s=University+of+Florida&cat=2&page\\_type=searchresults](https://education.wsj.com/?s=University+of+Florida&cat=2&page_type=searchresults) .

If the hyperlink fails, simply copy and paste the address into a new browser, and then proceed with instructions for set up

New York Times, Business section –

UF provides free online subscriptions for all students, faculty and staff to both the *New York Times* and the *Wall Street Journal*. To activate your *New York Times* subscription, go to [myUFL](#) and navigate to “Main Menu.” From there, go to “Quick Links,” then “NY Times” and click on “Subscribe now.”

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### *Advertising Age –*

UF is an institution subscriber to the Advertising Age, the leading trade publication for the advertising industry. By way of this UF's subscription, students can access UF's digital subscription to the Ad Age through registration with a valid Gatorlink ID.

## Assessment Criteria

Student development and skills performance will be assessed on a cumulative point scale per the categories below.

### Assignments

- 3 discussion boards
- 3 written assignments (15 points each)
- 3 project work-in-progress group assignments (20 points each)

### Quizzes

- 5 CANVAS short quizzes (10 points per quiz), including 1 syllabus quiz

### Comprehensive Strategy Project

- 1 comprehensive strategy project- team assignment (70 points)
- 1 project team presentation (20 points)

### Attendance & Participation–

- Random attendance checks taken weekly throughout the semester. Full credit will require a comprehensive attendance rate of 80% (10 points)

Final grades are calculated at the end of the semester based on the student's accumulated points relative to the base. Recorded gradebook points are the sole indicator of how a student is progressing relative to the base of points allocated to date.

If applicable, extra credit points are added to the students cumulative scores earned; then the total cumulative are divided by the course base and multiplied by 100 to get the grade percentage. Grades will be allocated based on an individual's calculated percent-of-base with final grades guided by the University's standards for grade distribution. Students who earn a C or better will fulfill pass requirement for ADV3001.

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## *Assignments*

To fully comprehend the process of strategic planning, students must 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 his or her 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.

Assigned readings and/or out-of-class assignments prior to the lecture date are meant to lay the foundation for a more robust exchange of ideas during the class meeting time. Student preparedness is essential to the success of this goal because it enriches the individual's quality of inquiry about the subject matter. As such, the instructor recommends that students complete the review of assigned materials BEFORE the class meeting in which the topic will be reviewed.

Students should be prepared to contribute views and explanations to topics covered. Skills development opportunities, such as discussion posts, individual assignments, and group projects, are intended help students become more proficient in mastering the concepts and application of the strategic advertising development process.

Most written assignments will be submitted through Canvas and should adhere to the specifications detailed in the "format for written assignments" section of this syllabus. All assignments are expected to be submitted by the designated due date to avoid point reduction or point forfeiture.

## *Group Project Assignments*

The goals of project assignments are to give students a basic understanding of 1) the process involved in conducting a business analysis, 2) how a consumer-focused integrated brand communications strategy is developed, and 3) how strategic decisions are communicated to staff and line functions of the agency team. Both mini- and comprehensive project assignments will provide a foundation for immersion and the development of skills needed to translate conceptual ideas to actionable marketing communication strategies. Specific assignments assessed in this category are:

- Situation Analysis, S/W/O/T Analysis
- Marketing Recommendations derived from S/W/O/T Analysis
- Target Market Recommendation, Positioning Recommendation
- Communication Objectives and Communication Strategy
- Media Placement Recommendations

Individual scores for the project will be assigned according to the instructor's assessment of the team's final work product, as outlined in project rubrics. Written feedback will also be requested from team members to provide further input to the individual score.

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## *Quizzes*

Quizzes are short-form, low-stakes assessments that gauge the student's knowledge and understanding of topics examined in class. The assessment content covers topics addressed in class discussion, main ideas covered in the textbook, lecture, and concepts illustrated via in-class exercises or by way of individual homework assignments. Quizzes also build from knowledge that students are expected to have acquired from course prerequisites, such as ADV3008 and MAR3023.

Quizzes will be administered via CANVAS each week and will contain up to 10 questions. The "open date" for quiz assessments occur at the start (Monday) of the class week and remain open until the end of the quiz week. Students must take the quiz within the designated open period to avoid forfeiting the quiz opportunity. Students are allowed only one attempt per Canvas quiz. Each quiz is timed for 20 minutes and will automatically close at the end of 20 minutes.

Information tested is cumulative up to the quiz date, so students can best prepare for the quizzes by attending class, being an active participant in class discussions, and seeking regular opportunity to "translate" what is introduced during class time to "real world" examples outside of class.

## *Project Report Presentations*

Groups will be asked to deliver a formal presentation of its strategy plan during the last week of the term. This is consistent with expectations of the industry and allows students the chance to receive mentoring and feedback on presentation style. Individual scores for the team presentation will be assigned according to the overall team presentation quality and clarity of information delivered in context with the strategy assignment. More direction and a rubric will be provided for the presentation before the end of the semester.

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## Course Administration and Policies

### *Academic Honesty*

Academic dishonesty 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.”

### *Attendance & Participation*

The instructor will aspire toward taking attendance at least one class period each week, either by calling class roll or via acknowledgement of one’s presence during class meetings. As it is the expectation that students will make a habit to be in class, no advance notification will be given about when attendance will be taken.

Each student is allowed one “free” missed classes on non-exam days without penalty to the final attendance point total. Keep in mind that a free absence does not automatically excuse the student from assignment due dates, points awarded for in-class participation, or other point-based activities. Two or more unexcused absences will result in a loss of one-half point per absence beginning with the third unexcused absence and may directly affect the student’s grade. This does not apply, however, to excused absences due to activities sponsored by Ad Society, CJC organizations or that require student participation in official University business. See the section below for an understanding about the instructor’s policy for excused absences and personal emergencies.

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### *Class Format and Protocol*

Class periods are meant to be interactive. I aspire for students to gain confidence enough to make their points with professionalism and conviction, yet not to be so entrenched in their position that they are not receptive to alternate paths to problem resolution.

Lecture slides are supplemental to the textbook and are provided to minimize the need for rote dictation of the lecture points.

### *Contacting the Instructor*

I am committed to helping you grow as a future professional and will make myself available for individual or group consultation as necessary to do so. At the top of this document, please note the various ways you may use to contact me.

Written correspondence through Canvas mail are the most efficient means for contacting the instructor. I will make every effort to reply to your email within 36 hours of you sending it. Please note that this period excludes weekends, holidays, or University-recognized breaks. If you have sent an email message that is still awaiting a reply after 36 hours, please verbally alert me during class time or call/come by during office hours.

### *Make up Policy*

Students should inform the instructor of any extenuating circumstance that could disrupt the scheduled assignment due dates or quizzes beforehand. Under circumstances where the student misses a quiz or exam due to unanticipated reasons, students will have 3 business days (i.e., 72 weekday hours) to inform the instructor and to negotiate a make-up opportunity. In either case, valid documentation supporting the reason for the absence is required. One make-up quiz will be offered at the end of the semester for students who miss a CANVAS short quiz opportunity due to legitimately documented reasons (i.e., illness, university-related scheduling conflicts, etc.).

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### *Personal Emergencies/ Excused Absences*

It is the student's responsibility to advise me of any personal emergency that could affect his/her attendance and/or participation in the course. In the case of personal emergency or extenuating circumstance that results in you missing class over an extended period, please notify me as soon as possible via e-mail at the earliest opportunity.

The student will be responsible for following up on any missed class discussion, notes, handouts, and/or announcements made in his or her absence.

Occasionally, a student's participation in extracurricular organizations (e.g., Ad Society, UF Marching Band, UF Athletics, etc.) will require that s/he miss class to participate in organizationally sponsored events. Under such circumstances, students are required to provide the instructor with appropriate documentation from the sponsoring organization BEFORE the absence.

### *Format for written assignments*

We will adhere to a business memo style format for submitting brand strategy reports. The American Psychological Association (APA) style should be used to cite references within the document, as well as in the reference list at the end of the document. All assignments should be submitted via Canvas as a .doc or docx file. In keeping with this format, single-space lines and appropriate section headers should be used to guide the reader through the sections of the brand document. Graphs, tables, or exhibits should be displayed in an Appendix to the document with numerical reference made in the context of the document.

Please consult the instructor for further clarification on written submissions as needed.

### *Support for Students with Disabilities*

Students requesting classroom accommodation must first register with the Disability Resource Center (<https://disability.ufl.edu>) in the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected.



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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. 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, not weakness. In case of emergency, call 9-1-1.

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. Or, call 352-294-CARE(2273) A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

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### Tentative Course Schedule

The course outline is presented to you at the onset of the semester lays out broad topics and the order of progression that will guide us. Details regarding the assignments and content covered in each Module of the course can be found in the CANVAS Modules link if the course web page. Please check the Module tab first before consulting the course calendar. The instructor will advise the class in advance should there be any the need for timeline adjustment. Please review the schedule carefully and plan accordingly.

- Week 1: Introduction and Context for Understanding Business Problems  
Read: Chapters 1, 11. Review CANVAS Module 1 for unit assignments
- Week 2: Situation Analysis and Mining for Solution Paths  
Review: Chapters 2, 3. Review CANVAS Module 2 for unit assignments
- Week 3: Business Solution and Decisions to Support It  
Read: Chapter 4. Review CANVAS Module 3 for unit assignments
- Week 4: Target Market Selection and Product Positioning  
Read: Chapter 5. Review CANVAS Module 4 for unit assignments
- Week 5: Communication Objectives, Strategy, and Tactics  
Read: Chapters 8, 9. Review CANVAS Module 5 for unit assignments
- Week 6: Media Recommendations and The Strategy Brief  
Read: Chapters 11, 12. Review CANVAS Module 6 for unit assignments