

Advertising Strategy | ADV 3001
Fall 2024
Weimer Hall, Room 1074
Thursdays from 9:35 AM-12:35 PM

About Me

- Name: Olivia M. Bullock, PhD
- Where and when to find me: Weimer Hall, Room 3064 from 1:00-5:00 PM on Thursdays; flexible by appointment.
- How to contact me: olivia.bullock@ufl.edu. With very few exceptions, I respond to emails 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.

Required Texts

To promote inclusivity and accessibility, there are no required texts to purchase for this course. Materials will be posted to the course Canvas page and/or linked to in the syllabus. You are expected to have completed the readings prior to the start of class on the corresponding date listed in the schedule below.

Prerequisites

MAR 3023 and ADV 3008 with minimum grades of C; ADV major. Curiosity, a willingness to learn, and viewing your classmates as teammates will also all help you succeed.

Course Objectives

- Develop a strategic advertising plan, considering consumer behavior, marketing, mass communication, and psychological principles.
- Creatively and critically evaluate advertising strategies.
- Leverage research data to distill powerful, relevant insights.
- Understand different advertising formats and media strategies and learn how to incorporate multiple tactics into a comprehensive communication campaign.
- Distill insights and planning into a compelling creative brief and final pitch presentation.
- Develop teamwork and presentation skills.

Assignments

Name	Description	Points	Deadline
Ad analysis presentation	PRESENTATION: Throughout the semester, students will have an opportunity to identify and present an analysis of a real-world and current (within the last year)	50	Sign up for a date at the start of

	advertisement. We'll generally start class with these presentations, and you should pick a date that works for your schedule. Presentations should be approximately five minutes long, show the ad, and briefly discuss why the ad was effective or ineffective using course concepts.		the semester
Market research report	MEMO: Work in teams to prepare a market research memo for your client. The memo should include a summary/abstract, insights from audience analysis, insights from competitive analysis, and implications/takeaways. The memo should be no more than five pages.	100	9/19
Creative brief	MEMO: Your creative brief ensures that everyone involved in the campaign is aligned and working towards the same goals. It should include information about the brand, the campaign's objectives, target audience and audience analysis, competitive landscape and SWOT analysis, key message, tone, and a summary of the calendar and metrics of success.	150	10/3
Media plan	CALENDAR + NARRATIVE: Next, you'll work in teams to create a media plan for your client. The media plan should include different types of advertising, plus wraparound communication strategies. Create a calendar showing how you'd map out and stagger these tactics, plus a description for each tactic.	100	10/17
KPI checklist	SPREADSHEET: How will you measure success? Prepare a checklist of metrics, describe each metric and what tactics should move it, set targets, and say how you'll measure it.	50	10/24
Pitch presentation	PRESENTATION: The culmination! You'll pitch your proposed campaign to this semester's client.	150	11/14
Reflection/evaluation paper	PAPER: At the end of the semester, you'll reflect on what you learned and apply those lessons to experiences and applications beyond the classroom, such as future career goals, self-improvement, or team dynamics. Papers should describe what you learned, what surprised you, what challenged you, your favorite and least favorite parts, how you worked in a team, how you think your team performed and your pitch went, and how this course has set you up for the future. Papers should be 5-7 pages in length and can be written informally but should still be professional.	100	11/21
Quizzes	Quizzes will be administered electronically and will be objective in format (multiple choice, true/false). Quizzes	100 x 3	9/26 10/24

	will not be cumulative in nature.		11/21
Total		1000	

Grading Scale

93-100	A
90-92.9	A-
87-89.9	B+
83-86.9	B
80-82.9	B-
77-79.9	C+
73-76.9	C
70-72.9	C-
67-69.9	D+
63-66.9	D
60-62.9	D-
<60	F

*[Link to UF grades and grading policy.](#)

Course Schedule

Date	Description
8/22	Get to know each other Advertising – how does it work? And does it really work at all? Meet your client What role do you see yourself acting as in an advertising agency? Discuss + reflect (in class)
8/29	Knowing your audience and their information processing Develop your audience profile
9/5	Market research, part 1: Audience analysis and research methods Create plan and timeline for data collection. Begin data collection.
9/12	Market research, part 2: Competitive analysis

	Conduct competitive analysis.
9/19	DUE: Market research report Guest speakers Understanding the assignment: SWOT analysis and creative brief Conduct SWOT analysis, outline creative brief
9/26	DUE: Quiz 1 Channels, part 1: Traditional advertising approaches Continue work on creative brief
10/3	DUE: Creative brief Channels, part 2: Digital advertising approaches Begin working on media plan
10/10	Extending the reach of a campaign – going beyond advertising Implement additional tactics into media plan
10/17	DUE: Media plan Measuring success: Metrics and reporting Create KPI checklist
10/24	DUE: Quiz 2, KPI checklist Messaging and positioning Generate tagline, category, elevator pitch
10/31	Creative Brainstorm and build creative concepts
11/7	How to pitch + pitch presentation work day
11/14	DUE: Pitch presentations
11/21	DUE: Quiz 3, reflection and evaluation paper Evaluating pitch and campaign effectiveness

NOTE: Schedule is tentative and subject to change with advance notice given in class and in writing.

Course Policies

Attendance. Please make an effort to be here – that’s how you will learn best. I will not police your time, but you will notice deductions in your grades on assignments and quizzes as an indirect consequence of repeated absences. On assignments, you will be given class time in every session to work towards different projects and milestones. On quizzes, we will discuss concepts and examples in class that will not always be reflected in readings or slides. If you are here, you set yourself up for the best chance of success. If you can’t be here, please let me and your team members know as soon as you are able to do so.

Extensions and Make-Ups. In this class, you’ll work in a team and on assignments that mirror how you’d operate in a real-world advertising agency. In the real world, your team will depend on each other to deliver work on time, and clients will also expect deadlines to be met. Of course, there are extenuating circumstances that occur, and those may also occur for you in this class. Generally speaking, if you need an extension, please try to let me and your teammates, as needed, know as soon as possible. The sooner you ask, the more likely it is to be given. There are no make-ups or alternatives for assignments or quizzes that are not submitted after a revised deadline, or for extra credit opportunities that are missed.

Extra Credit. There will never be opportunities for individual students to get their own extra credit work. However, there will be opportunities for all students to earn extra credit throughout the semester. At the end of the semester, I do not round or curve individual grades.

Mental Health and Well-Being. Everyone has personal circumstances that come up at different times and may affect course performance. If you feel like your circumstances are interfering with your ability to succeed in this class, please don’t hesitate to let me know and we can work together to make sure you stay on track.

Technology. Be respectful with your electronic devices, including what you’re doing on your laptop and how often you’re using your phone.

Use of AI. If you are interested in a communication-based career, you should be aware of and familiar with the benefits of generative AI – it can be a great tool for creating first drafts and brainstorming. However, generative AI is not as “intelligent” as humans are, and you should always be able to extend and improve what AI helps you create. In this course, submitting work solely produced by generative AI, without any unique or meaningful contributions from you, will be noticed and penalized, including failing or resubmitting assignments for partial credit depending on the severity of the use case and at the discretion of the instructor.

Evaluations. Student evaluations of instruction are an important mechanism to collect your feedback and continually improve course design. They are also a significant metric by which the university evaluates its faculty. Please complete evaluations during the last few weeks of the semester at <https://evaluations.ufl.edu>. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

Students with Disabilities. Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. See the [“Get Started With the DRC”](#) webpage on the Disability Resource Center site. 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.

Academic Conduct. 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 honesty 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 (<http://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, like your instructor.

Technical Help. For issues with technical difficulties for Canvas, please contact the UF Help Desk at <http://helpdesk.ufl.edu> or call (352) 392-HELP.

Health and Wellness Help.

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu to refer or report a concern.
- Counseling and Wellness Center: Visit counseling.ufl.edu 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 shcc.ufl.edu.
- University Police Department: Visit police.ufl.edu or call 352-392-1111 (911 for emergencies).
- UF Health Shands Emergency Room/Trauma Center: For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.
- 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.