

ADV3008- Principles of Advertising

Fall 2024 Syllabus

Class Meeting Times: Tuesdays Period 8 (3:00 PM - 3:50 PM) in MAT 0012 and Thursdays Period 8 - 9 (3:00 PM - 4:55 PM) in MAT 0014

Course Format: In person

Instructor: Sarah Karl

Email: sarahkarl@ufl.edu

Office Hours: Tuesday 12:00-1:00 | Thursday 1:00-2:00 on Zoom. It is advised to make an appointment with me prior to the office hours so I can ensure I have uninterrupted time to speak with you.

Office: G044 Weimer Hall

Course Communication: Please email me through your university email or through Canvas. I will make every effort to respond to you within 24 hours, or if you email me on a weekend, I will respond by Monday evening.

Course Description:

Welcome to the Principles of Advertising! This will be an introductory course on all things advertising. You will learn a little of everything, maybe something will stand out for you to want to pursue learning more advertising or choosing a career in this field- or not, either way is totally fine.

We will learn the history of advertising, how this has evolved to meet new technologies and consumers' expectations, and how the advertising process works for each role in the advertising agency.

We are exposed to approximately 10,000 ads everyday. How do we differentiate between what is a **good** ad and a bad ad? How would we, as advertising professionals, ensure that our ad stands out from the other 9,999 ads? Stay tuned in this semester to find out.

Course Objectives:

- Students can identify and define key concepts in advertising and marketing communications.
- Students can describe social and ethical issues that surround the practice of advertising.
- Students can successfully identify steps, processes and criteria used in creating and executing plans for research, strategy, creative, media 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 Textbooks: Weigold & Arens, 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. 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.

o 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:** You will have three exams throughout the semester, each with 50 multiple choice and true-false questions. These exams will be completed in class.
- **SmartBook:** 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. Research suggests that previewing chapter materials and testing yourself on knowledge retention are two of the most effective ways to master materials. All of the assignments are open as we start covering that section of the course (so after Exam 1, all of the assignments covering Exam 2 will be available), and each SmartBook assignment is **due at 11:59 p.m.** on the due date. **No late SmartBook assignments** will be accepted. 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.
- **Assignments:** You will have two assignments to complete and turn in via Canvas. Each assignment will consist of a written exercise that allows 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. All assignments are **due at the beginning of class on the due date.** A deduction of **10% off the assigned grade** is applied to any late submission turned in within the first 24 hours (for example, from the time that assignments are collected on Tuesday until the same time on Wednesday). Assignments submitted within the second 24 hours will result in a deduction of **20% off the assigned grade.** After that (a total of 48 hours), the grade is a 0%.
- **Activities and Participation:** To encourage attendance and participation, we will have various in-class activities during class throughout the semester. You will receive full credit if you participate in the activity. I will drop your single lowest score; beyond that, missing participation scores cannot be made up. You are responsible for handing your activity in to me at the end of class to get the credit.

Grading:

- 3 Exams (21.66% each) 65%
- 8 SmartBook Assignments 15% (one lowest score dropped)
- 2 Assignments (5% each) 10%
- Activities and Participation 10% (one lowest score dropped)

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

- **In-Person Class:** This class is an in-person class. This means your presence is expected in class and there will not be a Hy-flex option. Missing classes will result in a low participation grade. It is your responsibility to get the notes from a classmate from the class you missed.
- **Absences:** I will give random class activities during class time. You are responsible for handing your activity in to me before the end of class. Failure to submit the activity to me will result in a 0 for that activity. There will be no make ups.

If you miss an exam, you will be able to make up the exam by appointment with me if you have had an unexpected illness, injury or emergency **and** can provide documentation, such as a doctor's note or an accident report.

- **Plagiarism:** Plagiarism is taken extremely seriously at the University of Florida, as well as any other university. Please see the Honor Code below to learn more about cheating, plagiarism and policies.

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, chatGPT or other AI services, 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 or by AI. (d) Presenting work created for another course as original work in this class.

The faculty is required to submit a report to Student Conduct and Conflict Resolution if they have evidence of plagiarism from any student.

- **Grade Discussions:** Students are often unhappy with their grade. Grade challenges will only be discussed with me during an appointment you have made with me or during office hours. Please stay up-to-date with your grades, as I will not discuss grades from the beginning of the semester with you close to getting your final grade. Discuss your grade with me within 2 weeks of receiving the grade, after the 2 weeks, the grade is considered final. For 1 extra credit point, at any point in the semester, email me your favorite ad (a link) and tell me why you like it so much. This can only be done once per student.
- **Respect:** Class disturbances will not be tolerated. You are expected to act courteously and professionally in the classroom. Diverse opinions are always welcomed, as we often benefit from a variety of perspectives. We must respect each other's opinions, even if you do not agree. Group work and discussions will be held during class, and everyone is expected to equally contribute.
- **Writing:** This is an undergraduate course at a top University. I expect you to write in full sentences and professional writing. Points may be taken for abbreviated sentences, or unprofessional writing. Please use Grammarly or attend the University's Writing Studio for support with writing.
- **Students with Accommodations:** Students needing accommodations 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.

- **Honor Code:** 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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click [here to read the Conduct Code](#).
- **Evaluations:** Students are expected to fill out the Evaluations of the class at the end of the semester. These really help to keep the quality of the teaching to the top standards. The GatorEvals will be made available to you on the Canvas page toward the end of the semester and are anonymous.
- **In-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 guest 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.

- **Changes to the Syllabus:** I reserve the right to change the schedule or content of the syllabus with prior notice. Any changes to the syllabus will be announced in class and on Canvas

ADV 3008
Tentative Course Schedule

Date	Topic	Reading	Assignment
	<i>What is advertising and IMC?</i>		
8/22	Introduction to Class & Syllabus Advertising and IMC Today	Ch. 1	
8/27	Advertising and IMC Today	Ch. 1	
8/29	Role and Functions of Adv.	Ch. 2	
9/3	History and Evolution of Adv. Economic and Regulatory Aspects	Ch. 2 Ch. 3	SmartBook Ch. 1-2 Due
9/5	Economic and Regulatory Aspects Scope: From Local to Global	Ch. 3 Ch. 4	
9/10	Scope: From Local to Global	Ch. 4	SmartBook Ch. 3-4 Due
9/12	Exam 1: Ch. 1-4		Exam 1
9/17	Workshop Day/Activity		
	<i>Planning the Campaign</i>		
9/19	Marketing and Consumer Behavior	Ch. 5	
9/24	Marketing and Consumer Behavior	Ch. 5	
9/26	Market Segmentation and Marketing Mix	Ch. 6	Assignment 1 Due
10/1	Market Segmentation and Marketing Mix	Ch. 6	SmartBook Ch. 5-6 Due
10/3	Research: Gathering Info	Ch. 7	
10/8	Research: Gathering Info	Ch. 7	
10/10	Marketing and IMC Planning	Ch. 8	SmartBook Ch. 7-8 Due
10/15	Marketing and IMC Planning	Ch. 8	
10/17	Creative Strategy and Creative Process	Ch. 10	
10/22	Creative Strategy and Creative Process	Ch. 10	
10/24	Creative Execution: Art and Copy	Ch. 11	SmartBook Ch. 10-11 Due
10/29	Creative Execution: Art and Copy	Ch. 11	
10/31	Exam 2: Ch. 5-8, 10-11		Exam 2
11/5	Workshop Day/Activity		
	<i>Media Planning and Execution</i>		
11/7	Planning Media Strategy	Ch. 9	
11/12	Using Print Media	Ch. 12	SmartBook Ch. 9 Due
11/14	Using Electronic Media	Ch. 13	Assignment 2 Due
11/19	Using Digital Interactive Media	Ch. 14	SmartBook Ch. 12-13 Due
11/21	Thanksgiving Break		
11/26	Thanksgiving Break		
11/28	Using Digital Interactive Media Using Social Media	Ch. 14 Ch. 15	SmartBook Ch. 14-15 Due
12/3	Using Social Media	Ch. 15	
12/5	Exam 3: Ch. 9, 12-15		Exam 3