

# ADV 3008: Principles of Advertising Syllabus

Fall 2024

## Class Format, Time, & Location

In-person classes

Monday, Wednesday, and Friday 8:30 AM - 9:20 AM

[CSE A101](#)

## Professor & TA Information

### Professor

Dr. Jeongmin Ham

### Email

[jeongminham@jou.ufl.edu](mailto:jeongminham@jou.ufl.edu)

### Office location & hours

WEIM 2076 Tues 10 AM - 12 PM  
(or [by appointment](#))

### TA

Goodness Godwin-Usoro

### Email

[ggodwinusoro@ufl.edu](mailto:ggodwinusoro@ufl.edu)

### Office location & hours

TBD

## Course Description

It is difficult to look anywhere today without seeing some form of advertising – from the music you listen to, to the shows you watch, to even the clothes you are wearing right now. As a result, advertising portrays an incredibly fun, challenging, and surprisingly flexible field. This field has the ability to be influential, both positively or negatively, within society and is always conforming to society’s ever-changing entities. To achieve this level of adaptive change, its practitioners need to be creative, attentive, energetic, analytical, ethical, logical, and highly skilled (among other things). With that being said, the most important ability, arguably, for this field is to attain an insightful and dynamic communication style so that it can be paired with innovative thinking strategies.

The main objective of the course is to help you maintain your own personal understanding of the foundational concepts, skills, and perspectives in advertising. To address this we, as a class, will examine the broad scope of advertising from its history to the creative process to media trends. Your goal is to leave this class feeling equipped and excited to continue your education in this stimulating and rewarding field.

Not only will you learn about the broader structure, context, and societal dimensions of advertising, but you will also further develop research experience to add to your skill set and to help you in your academic journey.

## Course Objectives

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

### Course Preparedness

We will be talking about advertising, media, and technology that is used in our daily lives. Class content will be super relevant and (hopefully) interesting! The best way to succeed in this class is to show up regularly, complete the required readings, and participate in weekly activities and discussions. Finally, check email and Canvas frequently for the latest class information and updates.

## Require Materials

### Textbook and McGraw-Hill Connect

- Arens & Weigold, 17<sup>th</sup> edition (2023). *Contemporary Advertising*. McGraw-Hill.
  - You are required to purchase the eBook and the McGraw-Hill Connect code.
  - 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]. You can also purchase access in the UF bookstore but this will be at the higher list pricing rather than the negotiated discounted All Access pricing.
  - The book is digital and purchasing will also give you access to the online Connect 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.
  - 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.

### Technological Devices

To participate in our in-class activities, discussions, and to complete assignments, you will need access to a device such as a laptop, smartphone, or tablet. These devices will be essential for certain assignments and interactive components of the course.

If you do not have access to any of these devices, please reach out to me via email. I am more than happy to help accommodate your needs to ensure you can fully engage in our class.

## 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.
- **Online Connect Assignments:** You will complete Connect assignments online for each chapter through the McGraw Hill Connect system, which previews important parts of the textbook and allows you to quiz yourself. The Connect 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 assignment is due at 11:59 PM on the due date. You can work ahead when the assignments are available. I will drop your lowest online Connect assignment score; beyond that, missing online Connect assignments cannot be made up.
- **Assignments:** You will have two assignments (one will be completed on your own and one will be completed in groups) 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 11:59 PM 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 Friday until the same time on Saturday). 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% (much worse than an “F”).
- **Activities and Participation:** To foster an engaging and interactive learning environment, we will have various in-class activities and discussions throughout the semester. Participation in these activities is highly encouraged and will be randomly graded. You will receive credit for each activity if you actively participate and submit your name and UFID. To accommodate any unforeseen circumstances, I will drop your single lowest participation score. Please note that beyond this, missing participation scores cannot be made up.
- **Check-in and Chat:** Office hours are a valuable resource for your growth and a chance for professors to understand how we can support you better. To encourage you to make the most of this resource, I would like to invite everyone to stop by my office. This is a wonderful opportunity for me to meet you and learn more about your goals and interests. You can visit for as little as 5 minutes to introduce yourself or take the time to ask any questions you might have. Feel free to check in and chat individually, or you can come with a group—whichever you prefer. To help organize these meetings, please sign up for a time slot using the [provided Calendly website](#). This will allow me to prepare for our meeting and ensure that I know who to

expect. You will receive credit for this assignment once you have signed up for a time slot and attended the meeting.

## Grading

| Assignments                  | Percent of Total Grade         |
|------------------------------|--------------------------------|
| 3 Exams                      | 60% (20% each)                 |
| Connect Assignments          | 15% (one lowest score dropped) |
| 2 Assignments                | 10% (5% each)                  |
| Activities and Participation | 10% (one lowest score dropped) |
| Check-in and Chat            | 5%                             |

## Grading Scale

|                     |                    |                     |
|---------------------|--------------------|---------------------|
| 93.00 and above = A | 77.00 - 79.99 = C+ | 60.00 - 62.99 = D-  |
| 90.00 - 92.99 = A-  | 73.00 - 76.99 = C  | 59.99 and below = E |
| 87.00 - 89.99 = B+  | 70.00 - 72.99 = C- |                     |
| 83.00 - 86.99 = B   | 67.00 - 69.99 = D+ |                     |
| 80.00 - 82.99 = B-  | 63.00 - 66.99 = D  |                     |

## Policies, Procedures, and Resources

### In-Person Course:

Our course is an in-person course. Lecture, discussion, activities and exams will occur in the classroom. You are responsible for getting notes from a classmate if you are unable to attend class.

### Problems with McGraw Hill Connect:

If you have problems with your McGraw Hill Connect account, please contact them first to see if they can help you resolve the problem (<https://www.mheducation.com/support.html>). They are the experts in their software. If they cannot resolve the problem, please email Dr. Ham and forward your ticket from McGraw Hill so that she can try to help you.

### Exam Absences:

Missing an exam without permission results in a zero. You can make up an exam if:

- You had an unexpected and unpreventable emergency or illness **and**
- You can provide written documentation of the emergency or illness (doctor's note, accident report) **and**
- You (or someone at your request) contact me or the advertising office prior to the exam. You can contact me by email ([jeongminham@jou.ufl.edu](mailto:jeongminham@jou.ufl.edu)) or call the Advertising Department (352-392-4046).

For all who miss the exam for an excused absence, as defined above, you may schedule a make-up exam with Dr. Ham. For *Exam 3* makeups, you will take the exam during our course's scheduled final exam time.

### **Honor Code:**

Please review the UF Student Honor Code and Student Conduct Code, which can be found at: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>. Any violation of the codes will be reported to the proper University administrators and may result in other sanctions.

### **Cheating During Exams:**

Our exams are closed book and closed notes, which means that you should draw from only your memory during the exam. Do not use any other materials, and do not share any answers with your classmates. See the Honor Code section on cheating for more information.

### **Plagiarism:**

Original writing is essential to ethical communication. Cheating is any action that violates University norms or an instructor's guidelines for the preparation and submission of assignments. Such actions may include using or providing unauthorized assistance or materials on course assignments or possessing unauthorized materials during an exam.

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, 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. (d) Presenting work created for another course as original work in this class.

UF requires faculty who find evidence of plagiarism to submit a report to Student Conduct and Conflict Resolution. Please read the UF Student Honor Code for more information.

### **Grade Challenges:**

Grades will not be discussed via email, the telephone or in class. If you disagree with a grade given on any assignment, you must appeal the grade during my office hours or in an appointment with me. In this appeal, you must clearly state the problem and give a clear, concise explanation as to why you feel the grade is inaccurate. You must appeal assigned grades within two weeks of your receiving that particular grade. After two weeks, all grades are final.

### **Respect for Others' Ideas:**

Appropriate and professional classroom conduct is expected at all times. Respect and common courtesy toward your classmates and your professor are required. Effective communication relies on the ability to recognize and embrace diversity in all its forms, including viewpoints. Be respectful of

the diverse range of opinions of everyone in the class, and help make this an inclusive environment. See the CJC diversity statement for more information:

<https://www.jou.ufl.edu/home/about/diversity-statement/>.

### Email Policy:

As email has become a favored way to communicate in academia and industry, you must learn to use it appropriately. Thus, when emailing me, address me formally. I will generally return it within 24 hours of receiving it on weekdays or by Monday evening if I receive it on the weekend. If you need to discuss something in length, visit my office hours or email me to set up a time to meet virtually.

### Accommodations:

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.

### 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](mailto: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.

### Course Evaluations:

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/>.

### Recording the Professor:

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.

#### **Tentative Nature of the Syllabus:**

I reserve the right to change deadlines throughout the semester. Furthermore, I reserve the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events. If changes in the schedule are necessary, students will be held responsible for such changes, which will be announced in class ahead of time.

#### **Additional Campus Resources for Health and Wellness:**

*U Matter, We Care:* If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

*Counseling and Wellness Center:* [Visit the Counseling and Wellness Center website](#) 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 the Student Health Care Center website](#).

*University Police Department:* [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

*UF Health Shands Emergency Room / Trauma Center:* For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

*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.

**Additional Academic Resources:**

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

[Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

[Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources. Call 866-281-6309 or email [ask@ufl.libanswers.com](mailto:ask@ufl.libanswers.com) for more information.

[Teaching Center](#): 1317 Turlington Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

[Writing Studio](#): Daytime (9:30am-3:30pm): 2215 Turlington Hall, 352-846-1138 | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.

Academic Complaints: Office of the Ombuds; [Visit the Complaint Portal webpage for more information.](#)

Enrollment Management Complaints (Registrar, Financial Aid, Admissions): [View the Student Complaint Procedure webpage for more information.](#)



## ADV 3008 Tentative Course Schedule

| Week   | Date        | Topic                                     | Reading | Assignment Due   |
|--------|-------------|---|---------|--|
| Week 1 | 8/23 (Fri)  | Introduction to Class and Syllabus        |         |  |
| Week 2 | 8/26 (Mon)  | Advertising and IMC Today                 | Ch. 1   |  |
|        | 8/28 (Wed)  | Role and Functions of Adv.                | Ch. 2   |  |
|        | 8/30 (Fri)  | History and Evolution of Adv.             | Ch. 2   | Online Connect Assignments for Ch. 1 and 2 Due                 |
| Week 3 | 9/2 (Mon)   | <i>Holiday</i>                            |         |  |
|        | 9/4 (Wed)   | Economic, Ethical, and Regulatory Aspects | Ch.3    |  |
|        | 9/6 (Fri)   | Scope of Adv: From Local to Global        | Ch. 4   | Online Connect Assignments for Ch. 3 & 4 Due                   |
| Week 4 | 9/9 (Mon)   | Exam 1 Review                             |         |  |
|        | 9/11 (Wed)  | <b>Exam 1: Ch. 1-4</b>                    |         |  |
|        | 9/13 (Fri)  | <i>Reading Day</i>                        |         |  |
| Week 5 | 9/16 (Mon)  | Marketing and Consumer Behavior           | Ch. 5   |  |
|        | 9/18 (Wed)  | Marketing and Consumer Behavior           | Ch. 5   |  |
|        | 9/20 (Fri)  | <i>Assignment 1 Work Day</i>              |         | Online Connect Assignment for Ch. 5 Due                        |
| Week 6 | 9/23 (Mon)  | Market Segmentation and Marketing Mix     | Ch. 6   |  |
|        | 9/25 (Wed)  | Market Segmentation and Marketing Mix     | Ch. 6   |  |
|        | 9/27 (Fri)  | <i>Assignment 1 Work Day</i>              |         | Online Connect Assignment for Ch. 6 Due                        |
| Week 7 | 9/30 (Mon)  | Research: Gathering Info                  | Ch. 7   |  |
|        | 10/2 (Wed)  | Marketing and IMC Planning                | Ch. 8   |  |
|        | 10/4 (Fri)  | <i>Assignment 1 Work Day</i>              |         | Online Connect Assignments for Ch. 7 & 8 Due; Assignment 1 Due |
| Week 8 | 10/7 (Mon)  | Creative Strategy and Creative Process    | Ch. 10  |  |
|        | 10/9 (Wed)  | Creative Strategy and Creative Process    | Ch. 10  |  |
|        | 10/11 (Fri) | Assignment 2 Teams and Brainstorm         |         | Online Connect Assignment for Ch. 10 Due                       |

| Week    | Date          | Topic                                  | Reading | Assignment Due   |
|---------|---------------|--|---------|--|
| Week 9  | 10/14 (Mon)   | Creative Execution: Art and Copy       | Ch. 11  |  |
|         | 10/16 (Wed)   | Creative Execution: Art and Copy       | Ch. 11  |  |
|         | 10/18 (Fri)   | Assignment 2 Workshop                  |         | Online Connect Assignment for Ch. 11 Due                   |
| Week 10 | 10/21 (Mon)   | Exam 2 Review                          |         |  |
|         | 10/23 (Wed)   | <b>Exam 2: Ch. 5-8, 10-11</b>          |         |  |
|         | 10/25 (Fri)   | <i>Reading Day</i>                     |         |  |
| Week 11 | 10/28 (Mon)   | Planning Media Strategy                | Ch. 9   |  |
|         | 10/30 (Wed)   | Planning Media Strategy                | Ch. 9   |  |
|         | 11/1 (Fri)    | Assignment 2 Workshop                  |         | Online Connect Assignment for Ch. 9 Due                    |
| Week 12 | 11/4 (Mon)    | Advertising in Print Media             | Ch. 12  |  |
|         | 11/6 (Wed)    | Using Audio and Video Media            | Ch. 13  |  |
|         | 11/8 (Fri)    | <i>Assignment 2 Work Day</i>           |         | Online Connect Assignments for Ch. 12 & 13 Due             |
| Week 13 | 11/11 (Mon)   | <i>Holiday</i>                         |         |  |
|         | 11/13 (Wed)   | Using Digital Interactive Media        | Ch. 14  |  |
|         | 11/15 (Fri)   | <i>Assignment 2 Work Day</i>           |         | Online Connect Assignment for Ch. 14 Due                   |
| Week 14 | 11/18 (Mon)   | Tentative Guest Speaker / Social Media | Ch. 15  |  |
|         | 11/20 (Wed)   | Tentative Guest Speaker / Social Media | Ch. 15  |  |
|         | 11/22 (Fri)   | <i>Assignment 2 Work Day</i>           |         | Online Connect Assignment for Ch. 15 Due; Assignment 2 Due |
| Week 15 | 11/25 - 11/29 | <i>Holiday</i>                         |         |  |
| Week 16 | 12/2 (Mon)    | Exam 3 Review                          |         |  |
|         | 12/4 (Wed)    | <b>Exam 3: Ch. 9, 12 - 15</b>          |         |  |
|         | 12/12 (Thurs) | <b>Exam 3 Makeup</b>                   |         |  |

## Exam schedule

| Date  | Exam                          |
|-------|-------------------------------|
| 9/11  | Exam 1: Ch. 1 - 4             |
| 10/23 | Exam 2: Ch. 5 - 8, 10 - 11    |
| 12/4  | Exam 3: Ch. 9, 12 - 15        |
| 12/12 | Exam 3 Makeup: Ch. 9, 12 - 15 |