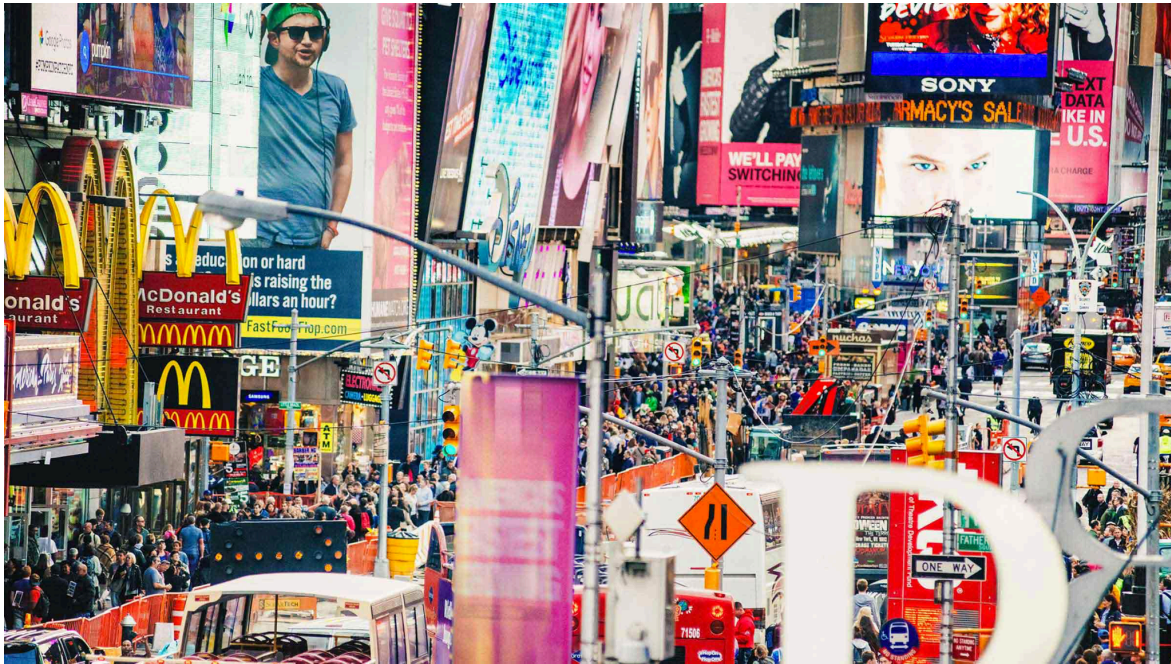# ADV 3008

Principles of Advertising

Class Periods: Monday, Periods 5-6 (11:45 AM - 1:40 PM), Wednesday, Period 6 (12:50 PM -1:40 PM)

Location: Monday - WEIM 1074, Wednesday - WEIM 1074

Academic Term: Fall 2024

Instructor: Noura Ibrahim

Email: nouraibrahim@ufl.edu (include ADV 3008 in subject line)

Office Hours: By appointment only (send me an email at nouraibrahim@ufl.edu with 2-3 potential times)

Course Description:

Welcome to Principles of Advertising! This course is an introduction to advertising. The purpose of this course is to give you an overview of key concepts, processes, people, organization and trends. This course is designed to help you succeed in future advertising courses.

In the current day and age, advertising is extremely prevalent. The amount advertisers devote to spending is continuing to rise. In this course, you will learn about the importance of advertising and the ins and outs of the process. You will learn about clients and ad agencies and the different roles that make up ad agencies. By the end of this course, you should be familiar with the key terms and have a good understanding of the advertising process.

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

Required Textbooks:

- Arens & Weigold, **17th Edition** (2024). Contemporary Advertising and IMC. New York, NY: McGraw Hill ISBN: 9781266128882 / 1266128883
    - o Purchase the textbook and the Smartbook (homework system)
    - o You can do so through UF All Access: https://www.bsd.ufl.edu/G1C/bookstore/allaccess.asp or through the UF bookstore, but All Access is cheaper.
    - o **Important: If you are waiting for your financial aid, 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.**

Evaluation of Grades:

Assignment	Percentage of Final Grade
Exams (3) (21.66% each)	65%
8 Smartbook Assignments	15%
2 Assignments (5% each)	10%
Activities & Participation	10%
Total	100%

Exams: There will be **three exams** in total throughout the semester. The exams will be multiple choice and true or false and cover the material from lectures and readings. The exams will be in class on paper, so please remember to bring a pen with you (50 questions each, each worth 1 point).

Smartbook: These assignments are used to assess your understanding of the material. You can access these using McGraw Hill Connect, 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. There will be 8 assignments throughout the semester, each worth 10 points. All of the assignments will open when 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 p.m. on the due date. You can work ahead when the assignments are available. Please ensure that you complete the homework by the assigned deadline (the homework locks after the due date). **The lowest grade will be dropped.**

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% (much worse than an "F").

Activities & Participation: Being engaged in class discussions is beneficial to both you and your peers. We will have various in-class activities that will contribute to your participation grade. You will receive full credit if you are present and participate in the activity. **The lowest grade will be dropped, however, missing participation scores cannot be made up EXCEPT through participation in SONA (explained below)**.

Extra Credit:

CJC's SONA system offers undergraduate students the opportunity to gain extra credit in their courses when they participate in research studies. This gives you a chance to make up some participation points you might have missed. You must create a CJC SONA account if you don't have one. Select the classes that you are enrolled in this Fall (double-check to make sure you selected the correct course number and sections).

A maximum of 2.0 SONA credit is available for 120 minutes of completed research:

1.0 SONA credit = 1 pts. of extra credit (equivalent to one participation point)

2.0 SONA credit = 2 pts. of extra credit (equivalent to two participation points)

All SONA extra credit will be applied to your participation points for the semester.

If you complete less than 60 minutes of SONA research you will be awarded partial extra credit (15 min. = .25 SONA credit, 30 min = .50 SONA credit, 45 min = .75 SONA credit).

No additional extra credit will be given for research participation that exceeds 2.0 SONA credit (120 minutes).

Grading Policy:

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

More information on UF grading policy may be found at:

UF Graduate Catalog

Grades and Grading Policies

Students Requiring Accommodations:

If you require accommodations, please let me know as soon as possible so I can assist you in the best way that I can. Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center and forward their accommodation letter to me (nouraibrahim@ufl.edu).

Attendance Policy, Class Expectations, and Make-Up Policy:

Attendance is expected to maximize your learning. Please arrive to class **on time** and ensure you have completed the assigned readings before coming to class. If you are unable to make a class, you are responsible for catching up on the material missed. The powerpoints will be posted on Canvas at the start of every lecture.

Exam absences: Missed exams will result in a zero. Life happens, if you need to miss an exam, let the instructor know prior to the exam. You will be allowed to make up the exam if:

- you had an unexpected and unpreventable emergency **and**
- you can provide written documentation of the emergency (doctor's note, accident report) **and**
- you (or someone at your request) contacts me prior to the exam. You can contact me by email (nouraibrahim@ufl.edu).

Late Policy: Please ensure you submit your work on time. McGraw Hill Connect locks SmartBook assignments after the deadline. Your two assignments will be deducted **10% for every day** it's late. If you know you are unable to submit an assignment, let me know in advance.

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 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.

Problems with McGraw Hill Connect: If you have problems with your McGraw Hill Connect, you can submit a ticket, and they will assist you (https://www.mheducation.com/support.html).

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.

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.

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.

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.

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:

https://sccr.dso.ufl.edu/policies/student-honor-%20code-student-conduct-code/

On-Line Students Complaints: https://distance.ufl.edu/state-authorization-status/#student-complaint