

University of Florida
ADV3502 Advertising Sales
Class #10076, Section #1B21
Class#24492 #2B1
Class #24491 Section UFO1
Spring 2025 Syllabus
100% Online

Instructor: Robert Padovano, Adjunct Lecturer
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Office Hours: By Zoom appt

This is an online course that is located via UF e-Learning at <http://elearning.ufl.edu/> After opening the link, click on e-Learning in Canvas, which is located on the right-hand side and then login using your UF Gatorlink username and password to have access to the course.

You can also download the Canvas App on iTunes and Android



Course Description

Are you interested in exploring a potential career in advertising sales? This is a comprehensive online course designed to introduce students to the exciting world of selling advertising. Even if you're not actively pursuing a career in this field, this course will provide valuable skills that can enhance your professional toolkit.

Throughout this course, you will acquire the essential knowledge and techniques needed to effectively sell advertising space and time. Selling requires a combination of persistence, research, industry knowledge, creative thinking, and preparedness. The course will guide you through the entire process, equipping you with the necessary skills to succeed in the dynamic field of advertising sales.

As an advertising salesperson, your role will be to convert potential leads into loyal clients, establishing long-term relationships built on trust. You will learn how to convince prospects that investing in advertising space or time will yield significant benefits for their business and brand.

Our course delves into various aspects of the selling process, covering essential skills and strategies. You will master the art of prospecting, learning how to identify potential

clients and understand their unique challenges. Through problem-solving techniques, you will develop customized solutions to meet their specific advertising needs. We will teach you effective presentation skills to showcase the value of your offerings and techniques for closing deals successfully. Additionally, you will gain insight into negotiation tactics and discover the importance of thorough follow-up to ensure client satisfaction and maintain long-term partnerships.

By the end of this course, you will have the knowledge and confidence to excel in the competitive world of advertising sales. Whether you are considering a career in this field or simply seeking to enhance your skill set, our course will empower you to navigate the challenges of selling advertising space and time with expertise and finesse.

The 6 Course Objectives:

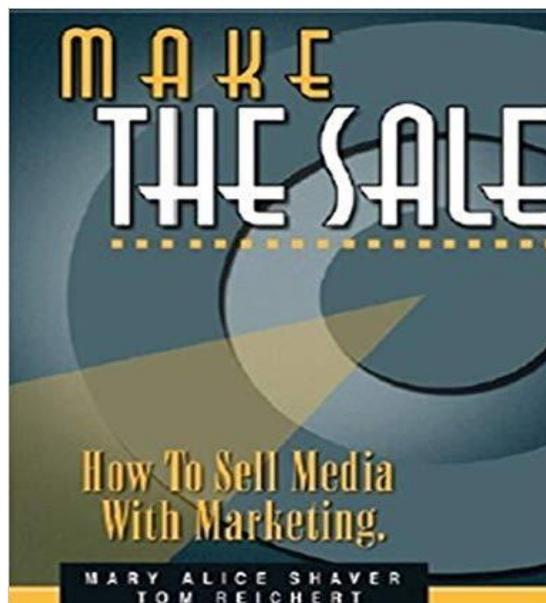
1. Evaluate how to serve clients.
2. Introduce the local media ads and the marketing mix.
3. Evaluate starting the job, addressing problems and providing solutions.
4. Develop sales ideas and strategies.
5. Demonstrate how to present sales presentation effectively.
6. Evaluate being success as an advertising sales rep.

This course is part of the Media Sales Certificate.

For additional information about the certificate please contact me at rpadovano@ufl.edu or go to the link https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/JRC_UCT01/

Required Text:

Make The Sale: How To Sell Media With Marketing, Mary Alice Shaver and Tom Reichert (2006) Published by the Copy Workshop.



A free pdf copy is also available.

Course Schedule:

Modules open on Mondays each week and end on Sunday of the following week at 11:59pm. Please note the schedule may vary during weeks with holidays and breaks.

Please make sure to review the semester schedule on a regular basis, as it may be subject to changes.

Students will be notified of any scheduling adjustments via Canvas Announcement posts and by Canvas email if necessary.

**Weekly module assignments (group discussions, individual assignments) are due on Sunday at 11:59 PM unless otherwise specified.

I will send weekly announcements in Canvas

Course Overview

Module	Dates	Topic	Activity	Due Dates
1	1/13 - 1/19	Introduction	Group Discussion Board (10)	Initial Post: Fri, 1/19 Two Peer Responses: Sun, 1/21
2	1/20 - 1/26	Target Audience	Individual Activity (10)	Sun, 1/26
3	1/27 - 2/2	You as the Media Rep	Group Discussion Board (10)	Initial Post: Fri, 1/19 Two Peer Responses: Sun, 1/21
4	2/3 - 2/9	The Media Today	Individual Activity (10) Practice Quiz	Individual Activity: Sun, 2/9 Select Final Project Team Leader: Sun, 2/9
5	2/10 - 2/16	The Local Media Mix	Quiz #1 (25)	Opens: Thu, 2/13 at 9 am Closes: Fri, 2/14 at 11:59 pm
6	2/17 - 2/23	Local Market Research	Group Discussion Board (10)	Initial Post: Fri, 2/23 Peer Responses: Sun, 2/25
7	2/24 - 3/2	Terms You Will Use	Individual Activity (10)	Sun, 3/2
8	3/3 - 3/9	Staying Organized	Midterm Assignment (50)	Sun, 3/9

9	3/10 - 3/16	Making Messages	Group Discussion Board (10)	Initial Post: Fri, 3/16 Two Peer Responses: Sun, 3/18
10	3/24 - 3/30	Getting it Done and Hitting Streets	Quiz #2 (25) Individual Activity (10)	Quiz Opens: Thu, 3/24 at 9 am Closes: Fri, 3/25 at 11:59 pm Individual Activity: Sun, 3/30
11	3/31 - 4/6	Street Smarts and Making the Presentation	Practice Quiz	Opens: Thu, 4/3 at 9 am Closes: Fri, 4/4 at 11:59 pm
12	4/7 - 4/13	Making the Presentation	Practice Quiz	Opens: Thu, 4/10 at 9 am Closes: Fri, 4/11 at 11:59 pm
13	4/14 - 4/20	Meals, Events, and Job Facts	Individual Activity (10)	Sun, 4/20
14	4/21 - 4/27	Improving Performance and Ethics	Group Discussion Board (10)	Initial Post: Fri, 4/26 Peer Responses: Sun, 4/28
15	4/28 - 4/29	Course Summary and Additional Resources	Final Team Project (100) Quiz #3 (25)	Project: Tue, 4/29 Quiz Opens: Thu, 5/1 at 9 am Closes: Fri, 5/2 at 11:59 pm

COURSE GRADING POINT TOTALS

Assignment	Points
Practice Quizzes (3)	0
Group Discussions (5)	50
Individual Activities (5)	50
Quizzes (3)	75
Mid Term	50
Final Group Presentation	100
Total Points	325

GRADING SCALE

Percent	Grade	Grading Scale	Grade Points
93-100	A	302 to 325	4.00
90 to 92	A-	292 to 301	3.67
87 to 89	B+	283 to 291	3.33
83 to 86	B	270 to 282	3.00
80 to 82	B-	260 to 269	2.67
77 to 79	C+	250 to 259	2.33
73 to 76	C	238 to 249	2.00
70 to 72	C-	227 to 237	1.67
67 to 69	D+	217 to 226	1.33
63 to 66	D	205 to 216	1.00
60 to 62	D-	195 to 204	0.67
0 to 59	E	0 to 194	0.00

See the [current UF grading policies](#) for more information.

5 Group Discussion Boards (50 points)

Each discussion board is worth **10 points: 5 points your initial post and 5 points for your two peer feedback responses**).

You will be assigned to a group during the first week of class (Module 1) and will be required to make an original post by the end of the day Friday at 11:59 pm and post two-peer feedback responses by the end of the day Sunday at 11:59pm.

Any original discussion board posts made after the end of the day each Friday will result **in a three (3)-point deduction** from your overall score and posts received after the module closes on Sunday will **NOT be accepted**).

5 Individual Activity (50 points)

Each assignment is worth **10 points**.

The individual assignments will be based on various topics ranging from the textbook to real world and hypothetical sales situations.

Mid Term Assignment (50 points):

Due at the end of the day, Sunday, March 9th.

This is an individual assignment worth 50 points. See Canvas for Details.

3 Quizzes (75 points):

There will be three ten question multiple-choice quizzes based on questions from the textbook and modules. Each is worth 25 points.

You have 20 minutes to complete each quiz and will be proctored with Honorlock.

Quiz Dates:

Quiz #1 – Opens Thursday, February 13th 9 am, Closes Friday, February 14th, at 11:59 pm (Modules 1-5)

Quiz #2 – Opens Thursday, March 24th, at 9 am Closes Friday, March 25th, at 11:59 pm (Modules 6-10)

Quiz #3 – Opens Thursday, April 10th, at 9 am, Closes Friday, April 11th, at 11:59 pm (Modules 11-14)

3 Practice Quizzes (0 points)

There will be practice quizzes to test and review the material covered in Modules 4, 11, and 12. They will be five multiple choice questions. Due dates will be indicated in the modules mentioned.

Final Sales Presentation:

Due the end of the day, Tuesday, April 29th

This is a Team Presentation worth 100 points.

You will be assigned to a team, which is also the same team for group discussion boards. The details regarding the final sales presentation can be found in Module 1.

I recommend that each team set up a Google Document, start a GroupMe, or Facebook page to correspond on a weekly basis.

Contacting the Helpdesk:

If you run into technical issues with Canvas, etc. please contact the UF Computing Helpdesk for assistance at helpdesk@ufl.edu or by phone (352) 392-4357 (HELP)-select option 7. or Walk-in to the HUB. If you are calling be prepared to provide your UFID# and/or Gatorlink User ID.

Policies for Late Work and Quizzes: There will be no make-up assignments without proof of excused absence.

All assignments are expected to be turned in on by the due date.

If issues arise, contact me immediately via email, particularly if those problems might potentially hamper your class performance in terms of submitting your assignments and discussion board posts after the module due dates.

Expect that late work will **not** be accepted.

Support for Students with Challenges: Students requesting classroom accommodation must first register with 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. Expect requests received for help after your performance has been negatively affected to be denied.



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

Academic Honesty Guidelines: The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect.

Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity.

Academic dishonesty includes, but is not limited to:

- Using any work done by another person and submitting it for your class assignment.
- Submitting work, you did for another class.
- Sharing answers on individual quizzes

Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code.

The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017).

You can review UF's academic honesty guidelines in detail at:

<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

The Honor Code:

Please refer to the link for the Student Conduct Honor Code

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>