ADV 3001: Advertising Strategy

Instructor: Eva Marie Gasson
Email: evagasson@ufl.edu
Text: 305 791 6162
Office Hours: By Appointment

Course Description

This course offers an in-depth exploration of the principles, strategies, and practices that drive successful advertising. Students will examine advertising's vital role in marketing, branding, and integrated communications, while considering the ethical, cultural, and technological forces shaping the industry today. Through readings, interactive discussions, and hands-on projects, students will sharpen their ability to research, analyze, design, and assess advertising campaigns, building a strong foundation for creative and strategic excellence in the field.

Learning Outcomes

At the end of this course, you will be able to:
- Analyze shifts in consumer behavior and the evolving media landscape to inform advertising strategy.
- Conduct audience, brand, and competitive research to guide campaign development.
- Develop strategic advertising plans, including positioning, messaging, media tactics, and evaluation.
- Apply creative thinking and ideation techniques to generate original advertising concepts.
- Create integrated campaign materials that align with brand goals and consumer needs.
- Measure advertising campaign effectiveness using appropriate metrics and tools.
- Demonstrate professional presentation and planning skills through a comprehensive final campaign.

Tips to Approach This Course Like a Pro Strategist

- Treat each week like a campaign launch: check Canvas, plan ahead, and stay on message.
- Deadlines matter: late work may miss its 'media buy'.
- Bring your A-game with clear thinking, strong ideas, and smart execution.
- Be professional, respectful, and a team player.
- Use the tools: videos, articles, and discussions to build your strategy toolbox.

Succeeding in This Course

- Take time to absorb and apply what you're learning.
- Use all the tools: readings, videos, Canvas, and your instructor.
- Pace yourself. Don't leave things for the last minute.
- Ask questions early and often.
- Show up, stay consistent, and trust the process.

Required Course Materials

There is no required textbook for this course. All readings, case studies, and resources are provided in the weekly Canvas modules. Lecture videos are embedded in each module.

Course Orientation Quiz

The Course Orientation Quiz must be completed with a score of 100% to unlock Module 1. This quiz is not calculated into your final course grade but is required to access course content.

Course Schedule

- Module 1: Embracing the New Media Landscape
- Module 2 – Lay the Research Foundation
- Module 3 – Map Out the Situation
- Module 4 – Turn Findings Into Goals
- Module 5 – Build the Marketing Strategy Outline;
- Module 6 – Outline Communication Strategy & Messaging
- Module 7 – Devise the Campaign Concept

- Module 8 – Define Consumer Touchpoints
- Module 9 – Plan the Media Strategy
- Module 10 – Evaluate Campaign Effectiveness
- Module 11 – Final Campaign Plans Book
- Module 12 – Reflect on Growth Final Reflection Essay

Grading and Evaluation

Assignment Category	Percentage of Grade
Milestone Assignments	45%
Discussions	30%
Final Campaign Project	25%
Total	100

Course Policies

Attendance Policy: Active participation in discussions is required. Missing more than two weeks of participation may impact your grade.

Academic Integrity: All work must be original and comply with university academic honesty policies.

Late Work and Make-up Policy

You are expected to prepare and submit your assignments on a timely basis. Due dates are clearly laid out in the modules. Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for pre-approved emergencies. Minor inconveniences such as family vacations or minor illnesses are not valid reasons for extensions.

Late submissions will receive a 'zero' grade, and there will be no make-up assignments unless you have a doctor's note, a documented emergency or you have negotiated with me ahead of time for late work.

It is YOUR responsibility to meet our class assignment deadlines. Should circumstances arise and you post an assignment after the due date, it is also YOUR responsibility to email me at evagasson@ufl.edu to let me know when you have posted your late assignment. I do not go back on a regular basis to look for late posted assignments. Issues with uploading work for a grade is not an excuse. Another suggestion to compensate for technical difficulties is by not waiting until the last minute to submit work.

Technical Issue Policy
Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF Help Desk (352) 392-HELP.

Emergency and Extenuating Circumstances Policy
Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately. Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: https://www.dso.ufl.edu/care/medical-withdrawal-process/ .
Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at:

https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Coursework Submissions
In general, as noted throughout this syllabus, most coursework should be submitted through the Assignments tab in the Canvas classroom.

General Deadlines

This class, like others, involves many deadlines. Here is a summary reminder.
• Class Modules are Monday through Sunday
• Assignments are due on Sunday
• Initial discussion posts are due on Thursday and responses to your classmates are due by Saturday.

Grading Policy
General University policies regarding grades can be found at https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

See Course Modules for deadlines and assignments

University Policies

University Policy on Accommodating Students with Disabilities
Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.
The University of Florida Counseling and Wellness Center can be reached at 352-392-1575.

Netiquette: Communication Courtesy
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats.
http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to participate, submit assignments on time, and meet all deadlines.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Getting Help

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:
Learning-support@ufl.edu
(352) 392-HELP - select option 2
https://lss.at.ufl.edu/help.shtml

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at http://www.distance.ufl.edu/getting-help for:
• Counseling and Wellness resources
• http://www.counseling.ufl.edu/cwc/Default.aspx
• 352-392-1575
• Disability resources
• Resources for handling student concerns and complaints
• Library Help Desk support

Should you have any complaints with your experience in this course please visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

Course Evaluation
Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu Evaluations are typically open during the last two or three Modules of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results

University Policy on Academic Misconduct
Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php
The University of Florida Honor Code was voted on and passed by the Student Body in the Summer 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity." 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." For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

Academic Honesty

All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism:

Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others.

Cheating:

Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data:

The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason, any intentional misrepresentations of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity.
Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above-stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code

AI Statement

The use of Artificial Intelligence tools is permitted for idea generation, brainstorming, and basic research. However, all submitted work must reflect the student's original thought and understanding. Misuse of AI that results in plagiarism or lack of original contribution will be treated as an academic integrity violation.