

ADV 3008: Principles of Advertising Syllabus

Fall 2025

Class Format, Time, & Location

In-person classes

Tuesday 8:30 AM - 10:25 AM and Thursday 9:35 AM - 10:25 AM

Class location is [CSE A101](#)

Professor & TA Information

Professor

Dr. Jeongmin Ham

Email

jeongminham@jou.ufl.edu

Office location & hours

WEIM 2076 Thurs 10:30 AM - 12:30 PM
(or by appointment via email)

TA

Morgan Topol

Email

morgantopol@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 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.

Recommended Textbook

Angeline Close Scheinbaum, Thomas O'Guinn, Richard J. Semenik. (2023). *Advertising and Integrated Brand Promotion* (9th edition). Cengage Learning.

Supplemental Readings

Supplemental readings will be made available on Canvas throughout the course.

Required Materials

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 closed-book exams throughout the semester, each with 50 multiple choice and true-false questions. These exams will be completed in class.
- **Projects:** You will have two projects (one will be completed on your own and one will be completed in groups) to complete and turn in via Canvas. Each project will consist of a written component 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 project in class and make the projects available on Canvas.

- **Canvas Discussion Posts:** You will complete Canvas Discussion Posts each eligible week to connect course topics with real-world ads and brief reflections. The discussion posts will be available on Canvas for each week, excluding exam/project weeks and official breaks. They are graded primarily for completion and to ensure you are following along with the course. I will drop your lowest discussion post score; beyond that, missing discussion posts cannot be made up unless an emergency occurs.
- **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. If you cannot attend my office hours, please email me to schedule a time to meet. You will receive credit for this assignment after you have attended the meeting.

Grading

Assignments	Percent of Total Grade
2 Projects	35%
3 Exams	25%
Discussion Posts	25% (one lowest score dropped)
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.

Instructional materials for this course consist of only those materials specifically reviewed, selected, and assigned by the instructor. The instructor is only responsible for these instructional materials.

Course Notes:

PowerPoint slides will be posted on Canvas before each class to help you follow along. However, this will continue only if most students regularly attend class. If attendance drops too low without good reasons, I will stop posting the slides for the rest of the semester. Although I won't take attendance every class, this policy is meant to encourage you to come to class in person, which is important for your learning.

Late Work:

Timely submission of assignments is important for staying on track in the course. However, I understand that unexpected situations can arise. Here's how late submissions will be handled:

- **Assignments submitted within 12 hours after the deadline** will be accepted without penalty.
- **Assignments submitted between 12 and 24 hours after the deadline** will still be accepted, but a small number of points will be deducted to reflect the late submission.
- **Assignments submitted more than 24 hours after the deadline** will receive a score of zero **unless you have communicated with me in advance** or provided a valid reason.

If you anticipate any issues meeting a deadline, please reach out as early as possible. I'm happy to work with you when communication is timely and clear.

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) 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. Be respectful of the range of opinions of everyone in the class.

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 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, 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.

[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 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	8/21 (Thurs)	Introduction to Class and Syllabus		
Week 2	8/26 (Tues)	The World of Advertising & IBP	Ch. 1	Canvas Discussion Post 1 Due
	8/28 (Thurs)	History and Evolution of Advertising	Ch. 3	
Week 3	9/2 (Tues)	Structure of the Industry	Ch. 2	Canvas Discussion Post 2 Due
	9/4 (Thurs)	Traditional Media Pt. 1	Ch. 13	
Week 4	9/9 (Tues)	Traditional Media Pt. 2 + Non-Traditional Media Pt. 1	Ch. 13, 14	Canvas Discussion Post 3 Due
	9/11 (Thurs)	Non-Traditional Media Pt. 2	Ch. 14	
Week 5	9/16 (Tues)	Exam 1 Review		Canvas Discussion Post 4 Due
	9/18 (Thurs)	Exam 1: Ch. 1 - 3, 13, 14		
Week 6	9/23 (Tues)	Project 1 In-Class Workshop		
	9/25 (Thurs)	Planning Advertising & IBP	Ch. 8	
Week 7	9/30 (Tues)	Understanding Consumers	Ch. 5 + 6	Canvas Discussion Post 5 Due
	10/2 (Thurs)	Advertising Research	Ch. 7	Project 1 Due
Week 8	10/7 (Tues)	Creative Message Strategy	Ch. 10	
	10/9 (Thurs)	Executing the Creative	Ch. 11	
Week 9	10/14 (Tues)	Exam 2 Review		Canvas Discussion Post 6 Due
	10/16 (Thurs)	Exam 2: Ch. 5 - 8, 10, 11		

Week	Date	Topic	Reading	Assignment Due
Week 10	10/21 (Tues)	Media Planning Essentials	Ch. 12	
	10/23 (Thurs)	Sales Promotion	Ch. 15	
Week 11	10/28 (Tues)	Project 2 In-Class Workshop		Canvas Discussion Post 7 Due
	10/30 (Thurs)	Social, Ethical & Regulatory Aspects	Ch. 4	
Week 12	11/4 (Tues)	Event Sponsorship, Product Placement, Branded Entertainment	Ch. 16	Canvas Discussion Post 8 Due
	11/6 (Thurs)	Exam 3 Review		
Week 13	11/11 (Tues)	<i>No class</i>		
	11/13 (Thurs)	Exam 3: Ch. 4, 12, 15, 16		
Week 14	11/18 (Tues)	Project 2 In-Class Workshop		
	11/20 (Thurs)	<i>Project 2 Group Work Day</i>		
Week 15	11/24 - 11/28	<i>No classes</i>		
Week 16	12/2 (Tues)	Final Presentations		Assignment 2 Due

Exam schedule

Date	Exam
9/18	Exam 1: Chapters 1 - 3, 13, 14
10/16	Exam 2: Chapters 5 - 8, 10, 11
11/13	Exam 3: Chapters 4, 12, 15, 16