

ADV3330
****Artificial Intelligence and Advertising****
Fall 2025 Syllabus

Professor: Dr. Yuan Sun

Course Format: In-Person

Class Time: Tuesdays 4:05 PM - 6:00 PM; Thursdays 4:05 PM - 4:55 PM

Class Location: CSE A101

Office Hours/Location:

Tuesdays & Thursdays from 2:00 PM – 3:00 PM (by request)

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Course Description

This course provides a comprehensive understanding of AI and its impact on the advertising industry. Students will explore a range of AI-driven tools, techniques, and technologies while examining their practical applications in marketing and advertising campaigns. Additionally, the course will cover the ethical and societal implications of AI technology in human communication and marketing.

What you need to bring to class

Your laptop (either PC or MAC)

Student Learning Outcomes (SLO): What You'll Learn along the Way

SLO #1: Define and explain basic concepts regarding AI in human communication.

SLO #2: Analyze the impact of emerging AI technology on advertising industries.

SLO #3: Evaluate human-computer interaction in the context of advertising practices.

SLO #4: Demonstrate proficiency in using AI-sourced information and AI communication tools.

SLO #5: Apply AI-driven decisions for marketing and advertising campaigns.

SLO #6: Assess societal implications and ethical considerations regarding AI and relevant technologies.

Course Materials

Course materials are available on Canvas.

Textbook and Readings

There is no mandatory textbook for this course. Instead, weekly readings will be assigned, encompassing a variety of sources such as news articles, blogs, book chapters, and research articles. These readings are to be completed before each class session to facilitate meaningful class discussions and enhance your engagement with the course content.

Grading Policy: How I'll Determine Your Grade

The overall grading system in this course is:

A = 93-100 C = 73-76

A- = 90-92 C- = 70-72

B+ = 87-89 D+ = 67-69

B = 83-86	D = 63-66
B- = 80-82	D- = 60-62
C+ = 77-79	F = 59 and below

More information on UF grading policy may be found at:
<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades>
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Course Assessment

Exams (30%): Exam 1 (10%); Exam 2(10%); Final Exam (10%)

Assignments (30%):

- Assignment 1: Case Study Presentations (20%)
- Assignment 2: Chatbot Development (10%)

Final project (30%): AI-Driven Communication Campaign (20%) & Presentation (10%)

Class participation (10%): Canvas discussions (5%) and in-class activities (5%)

Total: 100 points

General Class Policies

Cellphone: Silence your phone or turn it to airplane mode prior to entering the class.

Late Assignments –Unexcused late class assignments or projects will be penalized 10% of the assigned marks each day. However, a student who presents the instructor with a documented (i.e., written, and verifiable, not oral) reason for an absence normally within a week will be given an opportunity to make up for the missed work if this is feasible.

Incompletes – No incomplete grades will be issued except in extraordinary and well-documented circumstances.

Attendance Policy, Class Expectations, and Make-Up Policy

Excused absences must be consistent with university policies in the Undergraduate Catalog and Graduate Catalog and require appropriate documentation.

Formal Course Assessment: How You'll Know You're Learning

1. Exams (30%)

Three exams are designed to assess your understanding of the course materials and concepts. They will help you solidify your knowledge and identify areas where you may need to review or seek clarification.

The three exams cover the topics discussed in that week's lectures, readings, and other learning materials. There will be 30 multiple-choice and true/false questions (2 points each) and two

short-answer questions (20 points each), which will consist of that will challenge you to recall key concepts, apply learned principles, and analyze case studies.

Exam 1 (10%) and Exam 2 (10%) will assess the content covered in their respective scheduled lectures.

The final exam (10%) will be cumulative, encompassing all lectures from the first week to the last.

2. Assignments: (30%)

2.1 Assignment 1 - Chatbot Development (Group Project; 10%)

In this assignment, a group of 3-4 students will team up and apply the knowledge of AI and strategic communications by developing chatbots: a rule-based chatbot and/or an AI-based chatbot. The goal is to create functional chatbots that can effectively engage with users and provide valuable information or assistance in a given advertising scenario.

2.2 Assignment 2- Case Study Presentation (20%)

The goal of this assignment is to deepen your understanding of the concepts learned in the AI and Advertising class through practical application. Each student will select two topics and for each topic, introduce a relevant case, and conduct a case study presentation that integrates lecture content and readings.

3. AI-Driven Communication Campaign and Presentation (30%)

In this project, students will work in small groups to design and present an AI-powered advertising campaign for a real brand. Each group must identify a real brand and define a specific problem or opportunity the brand faces, such as raising awareness for a new product, improving brand loyalty, reaching a younger demographic, or addressing customer service challenges. The choice of brand and problem must be justified through AI-assisted market research, combining online information with analyses generated by the tools introduced in class.

Once the problem is defined, groups will use AI tools learned from the class to conduct further research, generate creative concepts, and propose solutions. Possible approaches include designing an advertising campaign with AI-generated visuals, slogans, or video concepts; prototyping an AI-powered chatbot that supports the brand and engages customers; or proposing another AI-driven engagement strategy.

4. Class participation: (10%)

In this course, engaging in discussions is crucial for your learning experience. You are advised to complete all in-class exercises during the session and come prepared to actively participate in class discussions.

Course Topic & Schedule: What You'll Be Doing

The lecture topics and relevant readings for each class are listed in the table below. Students are expected to have completed the assigned readings for the day BEFORE coming to class.

***Topics and schedules are subject to change.**

Date	Topic	Readings/Tools (Examples)	Class Work and Assignments
	Introduction to AI in Advertising		
08/21	Course Overview and Objectives	Reading: https://www.simplilearn.com/tutorials/artificial-intelligence-tutorial/narrow-ai	
	Understanding Consumer Journey		
08/26	Consumer Journey with AI-Driven Advertising Lecture	Reading: Kietzmann et al. (2018); Book Chapter: Core Algorithms of Artificial Intelligence and Machine Learning Relevant for Marketing	Class Activity
08/28	Consumer Journey with AI-Driven Advertising Case Study		Case Study 1
	Recommendation Algorithms		
09/02	Recommender Systems for Digital Advertising	Reading: Liao & Sundar (2022); Crossing Minds (2020); Tool: Amazon Personalize	Class Activity
09/04	Recommender Systems for Digital Advertising		Case Study 2
	Online Behavioral Advertising (OBA)		
09/09	OBA and AI-driven targeted ads	Reading: Fondrie-Teitler & Jayanti (2023); Eslami et al. (2018)	Class Activity
09/11	Guest Lecture (TBA)		
	Data-driven Consumer Insights		
09/16	Segmentation and Targeting Strategies	Reading: Ramakrishnan (2023); Book Chapter: Applications for Customer Segmentation Tool: Google Ads	Class Activity
09/18	Exam 1		
	Application 1: Virtual Reality (VR), Augmented Reality (AR)-Powered Advertising		

09/23	VR and AR in Advertising	Reading: Forbes Blog (2021); De Ruyter et al. (2020) Tool: Sephora; IKEA apps	Class Activity
09/25	VR and AR in Advertising		Case Study 3
	Application 2: Virtual Influencer Advertising		
09/30	Virtual Influencer Advertising Overview	Reading: Sheena (2023); Lou et al. (2023)	Class Activity
10/02	Virtual Influencer Advertising		Case Study 4
	Application 3: AI Agents for Advertising		
10/07	Introduction to AI Agent	Reading: Sun et al.,(2024), https://www.simplilearn.com/tutorials/artificial-intelligence-tutorial/conversational-ai Tool: Landbot; FlowXO; Chatbase; Facebook Messenger Ads	Class Activity
10/09	Chatbot Development Workshop		*Chatbot development assignment due on 10/13 at 11:59pm.
10/14	Chatbot Presentations		
10/16	Exam 2		
	GenAI and Advertising 1		
10/21	GenAI and Creative Advertising	Reading: David (2023); Book Chapter: Can AI be Creative?; Garrett (2023) Tool: OpenAI ChatGPT; Claude	Class Activity
10/23	GenAI and Creative Advertising		Case Study 5
	GenAI and Advertising 2		
10/28	GenAI for Consumer Engagement and Personalization	Reading: Yang & Sun (2025)	Class Activity
10/30	Guest Lecture (TBA)		
	Transparency and Accountability for AI -Advertising		
11/04	Transparency and accountability practices for advertisers and platforms	Google Transparency Report; Meta Transparency Center	

11/06	Transparency and accountability practices		Case Study 6
	AI-Powered Social Listening		
11/11	Atlas Lab Tour on AI Social Listening Tools		
11/13	Final Exam Review Session & Final Project Workshop		AI-driven Campaign Proposal Due by 11/17 11:59pm
11/18 & 11/20	Final Project presentation		
12/02	Final Exam		

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 (<https://www.dso.ufl.edu/sccr/process/student-conduct-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.

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: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.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. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.ua.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/>.

Accommodation

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. 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.

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: <http://www.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 <http://www.police.ufl.edu/>.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.

Library Support, <http://cms.uflib.ufl.edu/ask>. 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. <https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>.

Student Complaints Campus:

https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.