University of Florida
ADV4302: Great Ideas in Marketplace Communications
Fall 2025 Syllabus

In Person Live Class #1826, Section #14CH
Mondays (Periods 3-5): 9:35 am to 12:35 pm
Location: Weimer Hall Room# 3324

Class #20946, Section #UFO1 (100% Online)
Class #20975, Section #624 (100% Online)

CONTACT INFORMATION

Instructor: Prof. Robert Padovano, Adjunct Lecturer, Department of Advertising

Office Hours: Tuesdays, 10:00 am – 1:00 pm, Weimer Hall, Room #2095, or by scheduled appointment via Zoom (virtual office hours).

Messaging: Use the Canvas Inbox for messaging your instructor.

Email: rpadovano@jou.ufl.edu

Note: Use Canvas mail and/or email **only** for personal questions related to course content or personal matters (e.g., grades, special circumstances, accommodations). For technical issues, refer to the "Getting Help" section below.

I strive to respond within 24 hours. Please ensure that all online correspondence includes your full name in the message body and your course and section number in the subject line.

For general questions that may apply to others, please use the Course Questions Forum. It's likely that other students have similar inquiries, and feel free to contribute answers to your peers' questions.

Course Overview:

This course dives into two dynamic areas of advertising and marketing:

1. **Creating and Developing Advertising, Marketing, and Promotional Campaigns for Real-World Clients**
   In this hands-on and immersive experience, you with your assigned team will have the opportunity creating advertising and marketing campaigns for three local clients. After engaging with recorded (or live, depending on client availability) interviews and in-person class discussions, you'll collaborate over three 4-week cycles to conduct thorough research and craft innovative campaigns. Your team will present your findings and promotional strategies to the clients, offering solutions designed to boost brand awareness, drive sales growth, and expand market share. This is your chance to step into the world of advertising, addressing real client needs with actionable, creative ideas.

2. **Evaluating Advertising and Marketing Campaigns & Industry Innovations**
   Throughout the course, you will critically analyze successful advertising and marketing campaigns, exploring how creative strategies solved key challenges like brand awareness and increasing sales growth. You'll look into the latest industry trends and innovations, forming your own perspectives on these topics. Also using Perusall, you'll engage with peers by commenting on readings and joining thought-provoking class discussions, sharpening your analytical and strategic thinking along the way.

COURSE REQUIREMENTS

REQUIRED TEXTBOOK
There is no required textbook for this course.

PREREQUISITES
Prerequisites for this course are ADV3008 Principles of Advertising (required) and ENC3252 Writing for Strategic Communication.
SPC2608 Intro to Public Speaking (preferred).
Students must also have junior standing or higher in Advertising.

MINIMUM TECHNOLOGY REQUIREMENTS
The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. A student's computer configuration should include:

- Webcam

- Microphone

- Broadband connection to the Internet and related equipment (Cable/DSL modem)

- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

MINIMUM TECHNICAL SKILLS

To complete your tasks in this course, you will need a basic understanding of operating a computer and how to use word processing software.

MATERIALS/SUPPLY FEES

There is no supply fee for this course.

ZOOM

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help on the UF Zoom website.

OBJECTIVES

Upon successful completion of this course, you will be able to:

1. Analyze real-world marketing communication issues and develop a promotional and advertising plan to present to three clients.

2. Evaluate various advertising and marketplace ideas.

3. Develop collaboration and presentation skills working with teams.

4. Create your own blog and learn how to grow your personal brand.

COURSE POLICIES

Participation and Make-Up Policy

Active participation in group assignments is expected. If you are unable to actively participate with your team on client assignments and presentations, you may receive a 100-point deduction from your overall grade at the discretion of your instructor.

Students who cannot submit an assignment by the deadline must provide appropriate documentation and will be given a reasonable time to make up the late work.

Assignments Overview

Assignment	Description	Points
Blog Post	Create a blog and write a post or update up LinkedIn or similar platform centered around your personal interests and passions. Choose a topic that interests you and allows you to explore and express your thoughts in a meaningful way. The post should be engaging, thoughtful, and reflect your unique perspective on the topic.	10

Assignment	Description	Points
Group Discussion Boards	Participate in four (4) group discussion boards focused on initial client research and the history of brands. Each discussion is worth 10 points. These discussions will allow you to collaborate with peers to explore key insights into client needs and the development of iconic brands.	40
Perusall Assignments	Complete six (6) assignments based on selected readings from iconic ad campaigns and their origin stories. Each assignment is worth 10 points. These assignments will require you to analyze the campaigns and reflect on their strategies, effectiveness, and historical context.	60
Final Reflection Paper	Write a final reflection paper describing the role you were assigned during each client presentation. Reflect on your contributions, challenges faced, and how the role helped shape your understanding of the client's needs and the overall presentation process.	25
Group Client Presentation Plans	Develop three (3) group client presentation plans that summarize your team's initial research. Each plan is worth 20 points and should include a creative brief and draft presentation slides to help get a head start on the final presentation. The plan should outline key findings, insights, and strategic recommendations based on the research, while the creative brief and slides should effectively communicate these ideas in a clear and engaging way.	60
Group Client Presentations	Deliver three (3) group client presentations that demonstrate your research and showcase advertising, marketing, and promotional ideas to the client. Each presentation is worth 100 points and should effectively communicate your team's insights, strategies, and creative concepts. The presentations should be well-organized, engaging, and tailored to meet the client's needs and objectives.	300

Total Points: 495

Note: Initial discussion board posts made after the due date will incur a 2.5-point deduction.

COURSE ASSIGNMENTS:

Modules open on Mondays each week and end on Sundays of the following week at 11:59 PM. 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.
Weekly announcements will be sent in Canvas.

GRADING POLICIES

Assignments will be graded and feedback given within 7 days after the due date.

ATTENDANCE (Live Class)
Attendance plays a vital role in your success in this course. I'll explain the context and points regarding participation during the first class.

GRADING SCALE

Grade	Points	Percentage
A	495-460	100%-93%
A-	459-446	92%-90%
B+	445-431	89%-87%
B	430-411	86%-83%
B-	410-396	82%-80%
C+	395-381	79%-77%
C	380-361	76%-73%
C-	360-347	72%-70%
D+	346-332	69%-67%
D	331-312	66%-63%
D-	311-297	62%-60%
F	296-0	59%-0%

A score below 60% constitutes a failing grade. If you noticed a scoring error, please notify the instructor within one week of the error being made. No issues regarding scoring will be reviewed beyond this one-week period or after midnight of the last day of the examination week, whichever comes first.

See the current UF grading policies for more information.

LATE SUBMISSION POLICY
Unless you notify the instructor in advance and have a documented reason for why you cannot complete an assignment in a timely way, make-ups and late submissions on homework, exams, and quizzes will not be accepted.

Course Summary

Module	Activity/Assignment	Due Date
Module 1	Group Discussion	Fri, Aug 29, 2025
	Perusall Assignment	Sun, Aug 31, 2025
Module 2	Perusall Assignment	Sun, Sep 07, 2025
Module 3	Group Presentation Plan	Mon, Sep 15, 2025
Module 4	Client #1 Presentation	Mon, Sep 22, 2025
Module 5	Group Discussion	Fri, Sep 26, 2025
	Group Discussion	Sun, Sep 28, 2025
Module 6	Perusall Assignment	Sun, Oct 05, 2025
Module 7	Group Presentation Plan	Mon, Oct 13, 2025
Module 8	Client #2 Presentation	Mon, Oct 20, 2025
Module 9	Group Discussion	Sun, Oct 26, 2025
	Perusall Assignment	Sun, Nov 02, 2025
Module 10	Perusall Assignment	Sun, Nov 16, 2025
Module 11	Presentation Plan	Mon, Nov 17, 2025
Module 12	Client #3 Presentation	Fri, Nov 28, 2025
	Group Discussion	Sun, Nov 30, 2025
	Create a Blog	Fri, Dec 05, 2025

Module	Activity/Assignment	Due Date
Module 13	Client Reflection Paper	Mon, Dec 08, 2025

- LATE SUBMISSION POLICY

- Unless you notify the instructor in advance and have a documented reason for why you cannot complete an assignment in a timely way, except for factors listed on the UF Attendance Policy website Links to an external site., make-ups, and late submissions on homework, exams, and quizzes will not be accepted.

- STUDENT FEEDBACK SURVEYS

- Every semester, students will complete two surveys to give the instructor feedback regarding this course's elements. These surveys are anonymous and are a way for you to provide honest feedback on the course. This feedback is essential to provide the best quality instruction and give you, the learner, the best learning experience. You are asked to give your honest opinion and share any advice you have to make the course better. You will be asked questions regarding the instructor's presence, lectures, assignment quality, etc.

- MID-COURSE SURVEY

- The Mid-Course Survey will take place during Module 7 of the course. This survey will act as a prerequisite for the rest of the modules and will require completion before moving forward in the course. You will be graded for your participation in the quiz, not for your answers, as the survey is anonymous.

- END-OF-COURSE SURVEY

- The End-of-Course Survey will take place during Module 13 of the course. This survey will act as a prerequisite for the final module and will require completion before moving forward. You will be graded for your participation in the quiz, not for your answers, as the survey is anonymous.

UF POLICIES

POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the Disability Resource Center Links to an external site.(352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter, which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

The instructor should be notified of any special accommodations required by the student when they begin their course.

UF COUNSELING SERVICES

Resources are available on campus for students with personal problems or who lack clear career and academic goals, which interfere with their academic performance. These resources include:

- [UF Counseling & Wellness Center Links to an external site.](), 301 Peabody Hall, 352-392-1575, personal and career counseling

- [UF Student Health Care CenterLinks to an external site.]()

    - Student Mental Health, 352-392-1171, personal counseling

    - Sexual Assault Recovery Services (SARS), 352-392-1161, sexual counseling

- [U Matter We CareLinks to an external site.]()

- [UF Career Resource Center Links to an external site.](), Reitz Union, 352-392-1601, career development assistance and counseling

UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

UF students are bound by [The Honor Pledge Links to an external site.](), which states:

"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty 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 Links to an external site.]()specifies the number of behaviors that violate 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.

From the [Regulations of the University of Florida, 4.041 Student Honor Code and Student Conduct Code: Scope and Violations Links to an external site.]():

Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student."

From the [Regulations of the University of Florida, 6C1-4.047 Student Honor Code and Student Conduct Code: Sanctions Links to an external site.]():

For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations, including but not limited to conduct

probation, suspension and expulsion as well as any educational sanctions. In addition, students may receive the following:

1. Assignment grade penalty. The student is assigned a grade penalty on an assignment including but not limited to a zero.

2. Course grade penalty. The student is assigned a grade penalty in the entire course including but not limited to an 'E'."

NETIQUETTE AND COMMUNICATION COURTESY

All class members are expected to follow common courtesy rules in all email messages, threaded discussions, and chats.

GETTING HELP

TECHNICAL DIFFICULTIES

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- http://helpdesk.ufl.eduLinks to an external site.

- (352) 392-HELP (4357)

- Walk-in: HUB 132

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

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 umatter.ufl.edu (Links to an external site.) to refer or report a concern, and a team member will reach out to the student in distress.

- **Counseling and Wellness Center:** Visit counseling.ufl.edu (Links to an external site.) 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 shcc.ufl.edu (Links to an external site.).

- **University Police Department**: Visit police.ufl.edu (Links to an external site.) or call 352-392-1111 (or 9-1-1 for emergencies).

- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center (Links to an external

ACADEMIC AND STUDENT SUPPORT

- **Career Connections Center:** 352-392-1601. Career assistance and counseling services [career.ufl.edu/ Links to an external site.](career.ufl.edu/).

- **Library Support:** Various ways to receive assistance for using the libraries or finding resources. cms.uflib.ufl.edu/askLinks to an external site.

- **Teaching Center:** 352-392-2010 General study skills and tutoring: teachingcenter.ufl.edu/Links to an external site.

- **Writing Studio:** 352-846-1138. Help brainstorming, formatting, and writing papers: writing.ufl.edu/writing-studio/Links to

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 professionally and respectfully is available at [https://gatorevals.aa.ufl.edu/students/ Links to an external site.](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/ Links to an external site.](https://ufl.bluera.com/ufl/). Summaries of course evaluation results are available to students at [https://gatorevals.aa.ufl.edu/public-results/ Links to an external site.](https://gatorevals.aa.ufl.edu/public-results/).

TIPS FOR SUCCESS

Embarking on an online course is an exciting opportunity! To make the most of this experience and truly excel, here are some tips to help you stay on track and make the most of the online format:

- **Own Your Schedule:** Treat your online classes like in-person ones by blocking out specific times each week to focus on your coursework. Staying on top of assignments will ensure you don't lose points for late submissions!
- **Dive Into the Content:** Make sure to explore all the material on the course site. You'll find valuable insights that will save you time and help you grasp key concepts more effectively.
- **Print Your Course Schedule:** Keep your goals in sight by printing out the Course Schedule from the syllabus. Check things off as you go to keep track of your progress and avoid last-minute scrambling.
- **Engage in Discussions:** The online discussion boards are a great way to interact, ask questions, and clarify any material. Be sure to post your initial responses on time and contribute to the conversation.
- **Ask Questions Early:** Don't wait to seek clarification—timely questions lead to timely answers. Asking early ensures you stay on top of deadlines and avoid any confusion down the road.
- **Work Ahead of Deadlines:** Life happens, so it's best to complete your assignments early. Having extra time means you'll be prepared if any technical issues arise—such as a computer malfunction—before a due date.

- **Back Up Your Work:** Protect your hard work by backing up your files to an external hard drive, a thumb drive, or a cloud service. That way, you'll never have to worry about losing important files!

PRIVACY AND ACCESSIBILITY POLICIES

For information about the privacy policies of the tools used in this course, see the links below:

- Instructure (Canvas)
  - [Privacy Policy](#)
  - [Accessibility](#)
- Sonic Foundry (Mediasite Streaming Video Player)
  - [Privacy PolicyLinks to an external site.](#)
  - [AccessibilityLinks to an external site.](#)
- Vimeo
  - [Privacy PolicyLinks to an external site.](#)
  - [AccessibilityLinks to an external site.](#)
- Zoom
  - [Privacy PolicyLinks to an external site.](#)
  - [AccessibilityLinks to an external site.](#)
- YouTube (Google)
  - [Privacy PolicyLinks to an external site.](#)
  - [AccessibilityLinks to an external site.](#)
- Microsoft
  - [Privacy PolicyLinks to an external site.](#)
  - [AccessibilityLinks to an external site.](#)
- Adobe
  - [Privacy PolicyLinks to an external site.](#)
  - [AccessibilityLinks to an external site.](#)
- Perusall
  - [Privacy Policy (Links to an external site.)](#)
  - [Accessibility (Links to an external site.)](#)

Resources:

MODULE 1

- Hayden, B. (2019, August 13). *13 Timeless Lessons from the Father of Advertising.* Copyblogger. Link

MODULE 2

- Light, L. (2020, May 20). *Brand Relevance: The Strategy Behind 'i'm lovin' it'.* Branding Strategy Insider. Link
- (2014, May 13). *'i'm lovin' it' a Hit as McDonald's Aims for New Markets.* Campaign. Link

MODULE 5

- Godin, S. (2015, March 25). *What is Customer Service for?* Seth's Blog. Link

MODULE 6

- Beer, J. (2018, November 1). *10 Years of Flo: The Story Behind Progressive's Accidental Ad Icon.* Fast Company. Link
- French, K. (n.d.). *Culture Marketing 101: How to Turn Brand Culture into Content.* Column Five. Link

MODULE 8

- Mildenhall, J. (2017, September 18). *How Airbnb Built its Brand by Telling the World Not to Travel.* PR Week. Link

MODULE 10

- Danao, M. (2020, July). *Halo Top Increased Sales By 2,500% With Word-of-Mouth.* Referral Candy Blog. Link
- Fleming, M. (2018, October 31). *Halo Top on Disrupting the Ice Cream Market: We Haven't Been Trained to Think Inside the Box.* Marketing Week. Link

MODULE 11

- C2Team. (2019, August 30). *"Why We Brand: Debbie Millman Breaks down 30,000 Years of Human History."* C2Montréal.com. Link

MODULE 13

- Hertzberg, K. (2017, November 29). *Here's How to Write a Blog Post Like a Professional.* Grammarly Blog. Link

MODULE 14

- Tyler, H. (2018, February 26). *How to Build a Personal Brand: Complete Guide to Personal Branding.* [Link](#)

- *Thinkific Blog*