

Course Syllabus for ADV4930 Advertising and Digital Brand Storytelling

Course Information

Course: ADV4930 Advertising and Digital Brand Storytelling

Credits: 03

Meeting Time: Distance Asynchronous-no live classes

Course site: Please see Canvas Dashboard

Instructor

Robert (Bob) Hughes MA

rjhughes@jou.ufl.edu

970-368-2021

Online office hours: every Monday, 9am to 11am ET. Please email Professor Hughes to schedule a time and confirm the Zoom link.

- <https://ufl.zoom.us/j/96273005188?pwd=GfTBA07gWswjHgXEx6a4ZdDB1ULe1F.1>

Please see my Bio—and a place for yours—under the Discussions tab in Canvas.

How to Contact Me

Note—please use my rjhughes@jou.ufl.edu email address for all communication. Email is the quickest way to get a message to me as it hits my phone, which I always have with me! Please include your class name in the subject line.

Please DO NOT use the email option/tab in the Canvas shell. This does not hit my iPhone on a timely basis, and I cannot reply using my iPhone. Please only use my rjhughes@jou.ufl.edu email address to reach me.

IMPORTANT! Follow this syllabus ONLY for your class information. Print it out and check things off as completed. There may be information included here that is not fully explained/included on canvas pages!!!

Announcements

Be sure to check the Announcements tab in the Canvas shell regularly for information on class assignments, changes and other class information. In addition, important

information (but not all Announcements) will be sent via email when it is posted in this tab.

Course Description

This asynchronous, experiential online class introduces students to the power of storytelling and outlines a process for creating and delivering effective brand stories in a ***digital-first*** integrated advertising plan. Using a team-based approach, the course will provide a ‘real-world’ agency experience for our students.

From the earliest works on storytelling to the latest research, this class explains why and how storytelling works, the forms storytelling takes, and how to develop an integrated advertising, PR, and strategic marketing communications campaign that leverages ***the power of story within the reality of today’s digital-first media landscape.***

Course Goals

By the end of this course, you will be able to:

1	Discover the foundations of storytelling theory and research and learn a practical framework to apply storytelling to brand communication.
2	Identify key processes behind creativity, idea generation, branding, strategy, and insights for effective marketing communication.
3	Describe integrated marketing communications’ role in the marketing mix and recognize career opportunities in marketing communications professions.
4	Apply key integrated marketing communications strategies and tactics across traditional and digital media such as print, radio, television, outdoor, digital, and social media.
5	Analyze real market data and create a digital advertising campaign to achieve organizational objectives communicated to management through a written report and presentation.
6	Recognize how the law, professional ethical standards, community, and societal values should inspire and restrain the practice of brand storytelling and IMC

Course Design/Expectations

This course is asynchronous.

Lectures

The recorded materials will help you to understand key concepts and assignments. These are reinforced in an online homework system and in written submissions.

Please note: Follow only the syllabus for assignments, due dates and other relevant information. Some may have changed since the lectures were recorded.

Assignments

You will have regular assignments, and these will be the basis for your final grade.

Your Student Role Includes:

- Completing the assignments by deadline
- Watching the class lectures
- Participating in ALL discussions and exercises
- Being innovative and entrepreneurial
- Communicating often with your professor
- Checking Announcements Tab VERY often
- **Being an effective team player for all the team assignments!!!**

My Instructor Role Includes:

- Facilitating your classroom success in a diplomatic, courteous, and fun environment
- Reviewing, grading, and offering commentary on your assignments
- Evoking discussion and having fun doing it!
- Resolving any issues that arise with assignments and other course materials
- Communicating often with YOU

Please note: unless otherwise indicated, you are to use the Microsoft Office Suite to post your assignments. This could be Word, Excel or PowerPoint. Please do not post links to, for example, Google Docs, for your assignment submission. If you use Google Docs or Apple's Pages, please save your work as Microsoft Word for submission to Canvas. If you use anything other than Microsoft Office programs, your work will not be graded. UF provides you Microsoft Office for free, so please take advantage of that. (This does not apply to your Discussion submissions. Please use the Canvas platform for those assignments.)

You are expected to be an engaged team member for this class. This engagement will be key to your successfully completing this class. To that end, your professor will randomly email you after select team assignments asking that you email the professor YOUR individual contributions to that module's team assignment. You will have a limited time period to do so, so check your UF email regularly. Again, this request or requests will be random during the semester and your prompt reply is expected. If you do not provide

your individual contribution to that team assignment in the time frame requested your individual grade for that assignment will be a zero.

Assignments

You will have written assignments and discussion questions due during our course. There will be recorded lectures and supplemental videos for your viewing and learning.

This is an Experiential Course. Group/Team work will be a key component of your learning and final grade. You will be assigned to a Group/Team for assignments during the semester. You are required to fill out and sign a team contract for this participation. You and your team will be expected to develop how you will all work together (meeting times, communication issues and methods, etc.) For course success you will be expected to be a strong team leader and player. I reserve the right to grade each team member individually based on each student's effort. **Your teamwork assessment will play a major role in your class final grade.**

Homework

In addition to your readings, you will have three kinds of homework, both individual and team:

First, under the Discussion tab for select modules you will find a discussion question. You should post a thoughtful response to this key topic question and **respond to at least two posts from your fellow students.** All responses should be placed in the "Discussion" section of your Canvas shell.

Second, you will write a Reflective Paper based on your class and team experiences. This is due in Module 15 and will take time to develop. Do not wait until the last minute to create this paper.

Third, there will be Team assignments: you will complete team assignments in select modules building a social media brand plan for an assigned brand. The final plan will be due in Module 14 and a PowerPoint presentation of the final plan due in Module 15.

Weekly Discussion Posts

Discussion is an integral part of this course. You will be expected to read the assigned text chapter and accompanying readings and actively participate in weekly discussions through the "Discussions" tab in the Canvas e-learning site. You will be expected to demonstrate that you are thinking about the issues by asking questions, offering your own opinions and share justifications for those opinions, participating in class debate, posting comments and questions to the e-learning site and keeping your eyes and ears open for current events you can share during our discussions that may relate to class discussions. Please be respectful of the contributions of others and help create a class environment that is welcoming and inclusive.

Ownership Education

As UF students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

Too, in this Experiential Course effective teamwork is expected for your success. A part of team success is being able to work out any team issues on your own in conjunction with your other team members. You will be expected to work out these issues as a team, only reaching out to the instructor if a major impasse is encountered. Act as an agency owner and leader in this regard.

Textbook and Technology Requirements

Textbook

Brand Storytelling, Quesenberry and Coolson, 1e, 2023

Students: Please note that this course will be participating in the UF All Access program. Login at the following website and Opt-In to gain access to your required course materials - <https://www.bsd.ufl.edu/G1CO/IPay1f/start.aspx?TASK=INCLUDED> – UF All Access will provide you with your required materials digitally at a reduced price and the ability to pay using your student account. This option will be available starting 1 week prior to the semester starting and ending 3 weeks after the first day of class. You will have the option of either an etext or hardcover textbook.

Technical Requirements

You will need an Internet connection to access your text, view the lectures, attend online class sessions, and complete your assignments.

You must be able to communicate with the instructor. Most communications can be done via email and the discussion board, but you may be asked to join Dropbox.com (a free online service) to share large files.

Course Policies

Attendance Policy

This is an online asynchronously delivered course, attendance in the form of calling roll will not occur. Please see UF attendance policies at <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/> for more information.

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 this syllabus and in the attendant class calendar.

Deadlines are critical to this class as they will be in your professional career. All work is due on or before the due date. The class is open for working in advance if you know an upcoming due date will be an issue.

Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. ***Without a discussion with the professor in advance late work will NOT be accepted.***

Issues with uploading work for a grade is not an excuse. If you have technical difficulties with Canvas, there are other means to submit completed work. You may email .zip files or even links to Dropbox folders to Instructor via UF email. Another suggestion to compensate for technical difficulties by not waiting until the last minute to submit work.

Work turned in late will not be accepted except for extreme circumstances (i.e. family emergencies.) If you anticipate not making a project deadline, please contact the instructor. Every day a project is late, you will lose a letter grade. No make-up options will be provided.

Late Posted Assignments

*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 rjhughes@jou.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. As noted, late assignments will not be accepted except for extreme emergencies unless we have discussed the reasons in advance and you have gotten my approval for the late 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 helpdesk (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](#).

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 [attendance policies section](#) of the online catalogue.

Coursework Submissions

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

General Deadlines/Assignment Deadlines

This class, like others, involves many deadlines. Here is a summary reminder.

- Weekly lectures on Monday
- Weekly homework on Friday
- Initial Discussion post on Thursday
- Discussion post classmate reply on Saturday
- Quizzes on Sunday
- Various team assignments on Sunday

Grading

Grading parameters for the class projects are provided in the form of rubrics. These rubrics are detailed in this syllabus. Your work will be evaluated according to this distribution:

Grades

Individual Assignments	Points
Discussions (11 @ 10 points each)	110
Quizzes (6 @ 10 points each)	60
Analysis of a Speech	30
Reflection Paper	80
Team Peer Evaluations (2 @ 10 points each)	20

Team Assignments	Points
Team Contract	10
Situation Analysis	20
SWOT Analysis	10
Content and Content Calendar	40
Target Audience	10
Goals and Objectives	10
Digital Creative Strategy	20

Digital Media Strategy	10
Measure and Monitor	10
Rough Draft of Storytelling Brand Plan	25
Final Draft of Storytelling Brand Plan	95
PowerPoint of Storytelling Brand Plan	40

Total	600
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And grades will be determined as follows

A	558-600 points	93-100%
A-	540-557 points	90-92%
B+	522-539 points	87-89%
B	498-521 points	83-86%
B-	480-497 points	80-82%
C+	462-479 points	77-79%
C	438-461 points	73-76%
C-	420-437 points	70-72%
D+	402-419 points	67-69%
D	360-401 points	60-66%
D-	342-359 points	57-59%
E	0-341 points	0-59%

Note: Rounding: I round when assigning grades.

Course Assignments

Discussion Assignments

During select weeks of the semester you will need to provide a thoughtful analysis of a topical issue. Each week you will also post a response to two student's post that you either agree or disagree with.

You will find each discussion topic under each respective week in the Canvas classroom.

Please keep these guidelines in mind as you create your weekly posts:

- 1) Your writing should be thoughtful, reflective, and focused. You should also attempt to be persuasive, by which I mean you should try to convince others, especially others who disagree with you, that you have a valid and credible perspective.
- 2) At a minimum, your discussion posts should average at least 250 words. You are strongly encouraged to document any facts you bring to bear in making your arguments. In general, when you provide factual information, it should be referenced.

- 3) At a minimum, your comments on the postings of others should run at least 150 words.
- 4) Your initial Discussion posts are due by Thursday at 11pm ET of each week of the class. Comments on the posts of two classmates are due by Saturday at 11pm ET. Late submissions will be penalized.

Personal attacks or disrespect towards others is inappropriate and will cost you points on the assignment. I will watch and determine if I feel a discussion is inappropriate if needed. Your goal should be to help the author of the post you are commenting on see another perspective.

Team Assignments

There are team assignments in this course. Details are in Canvas.

Social Media Brand Plan and Plan Assignment

There are two special projects due during our course. Both are team assignments. The goal for these assignments is to provide you an experiential team experience and your team will (1) develop a digital advertising and branding plan for McDonalds new CosMc's standalone cafe and (2) develop a PowerPoint plan based on that plan for client presentation.

You will be assigned a team for this semester-long work. The digital advertising and branding plan is due in Week 14 and a PowerPoint plan (including speaker notes) for the plan is due in Week 15.

This will be a multi-week assignment. The goal of the plan is to build a full digital advertising and branding plan for the introduction and provide content for first quarter of CosMc's market introduction. You will develop this plan in stages over several modules/weeks.

For the rough draft, simply assemble the various components you have been creating for your brand. Remember to edit your sections so that all flow to provide the reader with an easy to follow plan.

Your team should research the information on the café market, target audiences, previous and current digital ad plans for CosMc's competitors and other appropriate brand information to complete your semester-long digital advertising and branding plan.

You are expected to be an engaged team member for this class. This engagement will be key to your successfully completing this class. To that end, your professor will randomly email you after select team assignments asking that you email the professor YOUR individual contributions to that

module's team assignment. You will have a limited time period to do so, so check your UF email regularly. Again, this request or requests will be random during the semester and your prompt reply is expected. If you do not provide your individual contribution to that team assignment in the time frame requested your individual grade for that assignment will be a zero.

Plan development steps:

Situation Analysis (M6)

SWOT Analysis (M7)

Target Audience Insight (M8)

Plan Goals and Objectives (M9)

Digital Creative Strategy (M10)

Digital Media Strategy (M11)

Manage and Measure. (M12)

Rough Draft of Plan (M13)

Final Plan (M14)

Digital Creative Ads* (M14)

PowerPoint (M15)

Reflective Paper (M15)

*The team will create a first quarter (three-month) content calendar with appropriate ad creative for each social channel. (M14)

University Policies

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the [Disability Resource Center](#). 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.

Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. [Please read this netiquette guide for online courses.](#)

Class Demeanor:

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

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://elearning.ufl.edu/>

Note: 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.

Additional Resources

The following resources are available at UF Distance Learning's [Getting Help page](#) for:

- [Counseling and Wellness resources](#) (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 [follow the](#)

[student complaint process](#) to submit a complaint.

Course Evaluation:

Students in this class are participating in a new course evaluation system called [GatorEvals](#). The new evaluation system is designed to be more informative to instructors so that teaching effectiveness is enhanced and to be more seamlessly linked to UF's Canvas e-learning management system. Students can complete their evaluations through the email they receive from GatorEvals, or in their Canvas course menu under GatorEvals.

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 and Student Conduct Code](#).

The University of Florida Honor Code was voted on and passed by the Student Body in the Spring 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.

"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 graduate 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.

A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

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 misrepresentation 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](#).

CLASS INTELLECTUAL PROPERTY

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.

Campus Resources:

• *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.

• *Academic Resources*

3E-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](#).

###End Syllabus ADV4930#####

