



## ADV4930: Performance Advertising in the Digital World

**ADV4930**  
**Academic Term: Fall 2025**  
**3 Credit Hours**

### **Instructor**

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Virtual Office Hours: By appointment only, Monday–Friday, 8 am–6 pm ET; weekends upon request and availability

**Teaching Assistants: N/A**

## Course Description and Prerequisites

This course provides an in-depth exploration of performance advertising strategies and techniques used to drive measurable results in today's digital landscape. Through weekly deep dives into critical topics such as search and display advertising, landing page optimization, AI-powered performance tools, and omnichannel strategies, you will develop a comprehensive understanding of how to create, optimize, and analyze campaigns. By leveraging key performance metrics, audience targeting, creative best practices, and attribution modeling, learners will gain the hands-on skills needed to excel in the fast-paced world of performance marketing.

**Course Prerequisites / Co-Requisites: N/A**

## Textbooks and Materials

No textbook or publisher materials are required for this course.

## Course-Level Objectives

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

1. Explain the foundational principles of performance advertising, including key metrics such as CPA, ROAS, and CTR, and their relevance to conversion-based strategies.
2. Analyze user behavior on landing pages to recommend optimization strategies that improve engagement and conversion rates.
3. Design search and display advertising campaigns, integrating keyword strategies and creative elements to maximize reach and effectiveness.
4. Evaluate the effectiveness of performance advertising campaigns by interpreting data from tools like Google Analytics and applying attribution models.
5. Develop audience targeting strategies on major digital platforms, including Google Ads and Meta, utilizing custom and lookalike audiences for campaign effectiveness.



6. Apply retargeting and engagement models to re-engage audiences and optimize the performance of multi-channel advertising campaigns.
7. Create compelling and data-informed ad creatives by leveraging A/B testing and optimization techniques to improve campaign outcomes.
8. Synthesize emerging trends, such as AI-driven optimization and connected TV advertising, into strategic recommendations for performance marketing campaigns.

(CO = Course-Level Objective)

## Course Expectations

This is a fully online course; you must log in to Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized into modules with due dates. Unless otherwise specified, each module begins on Monday at 12:00 am ET and ends on Sunday at 11:59 pm ET.

### Time Commitment & Student Workload Expectations

Expect to spend 10 to 20 hours per week per course watching lectures, reading, working on assignments and projects, and engaging in discussions.

### Expectations for Writing Assignments: Writing Style

You must use guidelines from the Publication Manual of the American Psychological Association (APA) 7th Edition style for the writing assignments in this course. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, in-text citing references, etc.

### Attendance Policy

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with [university attendance policies](#). Read the policies for information on absences, religious holidays, illness, and the twelve-day rule. Excused absences must be consistent with university policies and require appropriate documentation.

### Late Assignment Policy

Late assignments will not be accepted unless it is a university-excused absence, as stated in the attendance policies.

*Final projects or work due in the final week of class will not be accepted late* due to the university grading deadlines. If potential issues arise concerning submitting the final work, you should contact the instructor before the assignment deadline.

*Discussion posts will not be accepted late* due to the nature of the assignments.

The following grade reductions will apply to assignments that are accepted late:

- 0-24 hours late: 10% reduction in grade
- Over 24 hours (i.e., 24 hours and 1 minute) to 7 calendar days late: 20% reduction in grade

After the 7<sup>th</sup> calendar day, assignments will not be accepted.



## Student Guidelines for Course Challenges

A student with questions regarding course content such as assignments, assessments, instructional materials, lectures, meetings, course objectives, course module objectives, or other areas of the course, please adhere to the following guidelines: First, *approach the faculty member who is teaching the course* to ask for clarifications regarding the course assignments, assessments, materials, lectures, meetings, etc. Use the instructor's contact information to request an appointment where you can address any concerns and/or questions. If, after meeting with *the faculty member teaching the course*, you are still unclear on the course assignments, assessments, materials, lectures, meetings, etc., then the next step would be to contact online advising ([onlineadvising@jou.ufl.edu](mailto:onlineadvising@jou.ufl.edu)) for additional guidance.

## Accessibility/Students with Disabilities

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

## University and Course Grading Policies

### University Policy on Academic Conduct

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 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 [Student Honor Code and Student Conduct 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 in this class.

### Plagiarism

The [Student Honor Code and Student Conduct Code](#) states that:

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

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
- Self-plagiarism, which is the reuse of the Student's own submitted work or the simultaneous submission of the Student's own work without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
- Submitting materials from any source without proper attribution.
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."

Remember that plagiarism is unacceptable in any of your work, including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. It's important to always cite your sources in your assignments.



## Grading

Your grade will be calculated based on the following:

Assignments/Assessments	Points	Weight (%)
<b>Course Orientation:</b> These assignments are required; however, they not count towards the final grade. <ul style="list-style-type: none"><li>• Student Introduction</li><li>• Course Orientation Quiz</li></ul>	0	0%
<b>11 Discussions</b> (100 points each)	1,100	25%
<b>2 Quizzes</b> (20 points each)	40	20%
<b>5 Assignments</b> (100 points each)	500	30%
<b>1 Performance Media Plan Project</b> (100 points)	100	25%

Grade	Percentage
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%

See the [current UF grading policies](#) for more information.

## Student Privacy

Federal laws protect your privacy regarding grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

## Course Evaluation

You 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/>. You will be notified when the evaluation period opens and can complete evaluations through the email you receive from GatorEvals, in your Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to you at <https://gatorevals.aa.ufl.edu/public-results/>.



## Communication Policies

### Announcements

You are responsible for reading all announcements posted in the course each time you log in.

### Email

You are responsible for reading all your course emails and responding promptly (within 24 hours).

### Instructor Communications

#### Email Policy

Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. For course-related questions, please post on the Canvas Course Questions Forum discussion board. If you have questions of a personal nature, please email me directly.

#### Assignment Feedback Policy

I will provide feedback/grades on submitted assignments within two weeks of the due date. Some assignments may require a longer review period, which I will communicate to you if necessary.

### Course Policies

#### Video Recording

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 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](#).

#### Privacy

If your course includes live synchronous meetings, the class sessions will all be recorded for students in the class to refer to and for enrolled students who cannot attend live. Students who participate with their camera engaged or utilized a



profile image agree to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, keep your camera off and do not use a profile image. Likewise, students who unmute during class and participate agree to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. Please see UF's Information Technology [policies](#) for additional information.

### Challenging Topics

In this course, we may cover subjects that may be sensitive and/or challenging. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar you can be. We encourage you to understand all concepts presented in class, but we know that what you personally believe is your choice. If you want to discuss anything regarding this, don't hesitate to contact me directly.

## Technology Requirements

### Minimum Technology Requirements

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. 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 that 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 using word processing software.

### Software Use

All faculty, staff, and students at 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.



## Software

- [Microsoft Office 365](#)
- [UF Apps](#) – access UF software applications from any device from any location at any time.
- [Adobe Reader](#)
- [Zoom](#)

## Technical Support

For all technical issues and questions, please get in touch with the UF Computing Help Desk.

Phone: 352-392-HELP (4357)

Email: [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)

If your technical difficulties cause you to miss a due date, you must report the problem to the Help Desk and then email your instructor. Include the ticket number you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

## Netiquette and Communication Courtesy

It is important to recognize that the online classroom is, in fact, a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

## Security

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone.
- Change your password if you think someone else might know it.
- Always log out when you are finished using the system.

## General Guidelines

When communicating online:

- Treat the instructor respectfully, even via email or other online communication.
- Always use your professors' proper title: Dr. or Prof., or if you are unsure, use Mr. or Ms.
- Don't refer to a professor by their first name unless specifically invited.
- Use clear and concise language.
- Remember that all college-level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Times New Roman and use a size 12 or 14-point font.
- Avoid using the caps lock feature, AS IT CAN BE INTERPRETED AS YELLING.
- Limit and possibly avoid the use of emoticons.
- Be cautious when using humor or sarcasm, as tone is sometimes lost in an email or discussion post, and your message might be taken seriously or be construed as being offensive.
- Be careful with personal information (both yours and others).
- Do not send confidential information via email.



## Email

When you send an email to your instructor, teaching assistant, or classmates:

- Use a descriptive subject line.
- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name and return email address.
- Think before you send the email to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click “Reply All.”
- Be sure that the message author intended for the information to be passed along before you click the “Forward” button.

## Discussion Boards

When posting on the discussion board in your online class:

- Check to see if anyone already asked your question and received a reply before posting to the discussion board.
- Remember your manners and say please and thank you when asking for something from your classmates or instructor.
- Be open-minded.
- If you ask a question and many people respond, summarize all posts for the benefit of the class.
- When posting:
  - Make posts that are on-topic and within the scope of the course material.
  - Be sure to read all messages in a thread before replying.
  - Be as brief as possible while still making a thorough comment.
  - Don’t repeat someone else’s post without adding something of your own to it.
  - Take your posts seriously. Review and edit your posts before sending them.
  - Avoid short, generic replies such as, “I agree.” You should include why you agree or add to the previous point.
  - If you refer to something that was said in an earlier post, quote a few key lines so readers do not have to go back and figure out which post you are referring to.
  - Always give proper credit when referencing or quoting another source.
  - If you reply to a classmate’s question, ensure your answer is correct; don’t guess.
  - Always be respectful of others’ opinions, even when they differ from your own.
  - When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.
  - Do not make personal or insulting remarks.
  - Do not write anything sarcastic or angry; it always backfires.

## Zoom

When attending a Zoom class or meeting:

- Do not share your Zoom classroom link or password with others.
- Even though you may be alone at home, your professor and classmates can see you! While attending class in your pajamas is tempting, remember that wearing clothing is not optional. Dress appropriately.
- Your professor and classmates can also see what is behind you, so be aware of your surroundings.
- Ensure the background is not distracting or something you would not want your classmates to see.





- When in doubt, use a virtual background. If you choose to use one, you should test the background first to make sure your device can support it.
- Your background can express your personality but be sure to avoid using backgrounds that may contain offensive images and language.
- Mute is your friend, especially when you are in a location that can be noisy. Don't leave your microphone open if you don't have to.
- If you want to speak, you can raise your hand (click the "raise hand" button at the center bottom of your screen) and wait to be called upon.

## Academic and Student Resources

### Academic Resources

- [Career Connection Center](#): Career assistance and counseling. Reitz Union, phone: 352-392-1601.
- [Library Support](#): Various ways to receive assistance concerning using the libraries or finding resources.
- [UF Library Services for Distance Students](#)
- [Ask a Librarian](#): Chat with librarians online.
- CJC Librarian: April Hines, Phone: 352-273-2728, Email: [aprhone@uflib.ufl.edu](mailto:aprhone@uflib.ufl.edu).
- [Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, phone: 352-846-1138.

### Health and Wellness

- [U Matter, We Care](#): If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), call 352-294-2273, or visit the 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 website or call 352-392-1575 for information on crisis and non-crisis services.
- [Student Health Care Center](#): Call 352-392-1161 for 24/7 information to help you find the care you need.
- [UF Police Department](#): Visit the website or call 352-392-1111 (or 9-1-1 for emergencies).
- [GatorWell Health Promotion Services](#): For prevention services focused on optimal well-being, including wellness Coaching for Academic Success, visit the website or call 352-273-4450.

## Tips for Success

Taking a course online can be a lot of fun! Here are some tips that will help you get the most out of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the course's objectives.
- Print out the Course Summary located in the Course Syllabus and check things off as you go.
- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.



- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

## Student Fees and Service Entitlement

### Student Fees

There are fees mandated by the state and one local fee that ALL students must pay per credit hour. Visit the [University Bursar](#) for up-to-date fee rates.

- Capital Improvement Trust Fund Fee
- Technology Fee
- Student Financial Aid Fee [not applicable for certificate programs]

### Student Services and Entitlements

The student services that the distance student is entitled to are comparable to those of the resident student and should include the following:

- Eligibility for financial aid and financial aid advising [not applicable for certificate programs]
- Student complaints and concerns
- Student counseling and advising
- Student organizations
- Technology assistance

## Privacy and Accessibility Policies

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

- Instructure (Canvas): [Privacy](#) and [Accessibility](#)
- Sonic Foundry (Mediasite Streaming Video Player): [Privacy](#) and [Accessibility](#)
- YouTube: [Privacy](#) and [Accessibility](#)
- Zoom: [Privacy](#) and [Accessibility](#)

## Module List

Modules	Topics
<b>1</b>	Introduction to Performance Advertising & Conversion-Based Advertising
<b>2</b>	Landing Page Optimization
<b>3</b>	The Importance of Search
<b>4</b>	Display and Video in Performance Advertising
<b>5a</b>	Incorporating AI in Performance Advertising
<b>5b</b>	Understanding Performance Advertising Metrics
<b>6a</b>	Building Target Audiences on Top Digital Platforms
<b>6b</b>	Retargeting & Engagement Models
<b>7</b>	Creative Best Practices for Performance Marketing
<b>8</b>	Creative Optimization and Ad Testing
<b>9</b>	Attribution Modeling & Website Data
<b>10</b>	Data Analytics & Reporting
<b>11a</b>	Emerging Trends in Performance Advertising
<b>11b</b>	Performance Advertising Case Studies and Application
<b>12a</b>	Omnichannel Advertising Today
<b>12b</b>	Getting Started in Performance Advertising Professionally

The instructor reserves the right to adjust this syllabus, as necessary.