

ADV3008: Principles of Advertising

Section 19353

Spring 2026 – Location: Weil Hall 0270

Tuesdays, 1:55pm-2:45pm and Thursdays, 1:55pm-3:50pm

Instructor: Dr. Jiawei Liu

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Office Hours: Tuesdays, 3:00pm-4:00pm or by appointment

Teaching Assistant: TBD

Course Overview

This undergraduate course provides an overview of the foundational concepts, processes, roles, organizations, trends, and skills related to advertising. The topics cover the functions of advertising, its purpose and effects, its history and development, clients and advertising agencies, economics and regulations, consumer behavior, advertising research, creative processes and execution, media strategies, and advertising campaigns.

Course Objectives

By the end of this course, students should be able to:

- (1) Identify and define key concepts in advertising and marketing communications;
- (2) Describe social and ethical issues that surround the practice of advertising;
- (3) Identify steps, processes, and criteria used in creating and executing plans for research, strategy, creative, media, and campaigns;
- (4) Demonstrate an understanding of the diverse people and jobs in advertising and related professions;
- (5) Demonstrate an understanding of the history and role of professionals and institutions in shaping modern advertising.

Format and Procedures

I will assign grades based on the activities below:

Attendance and Participation	15%
2 Assignments	30%
2 Quizzes	10%
3 Exams	45%
	<hr/> 100%

Attendance and participation. In general, I expect you to attend class regularly. To encourage attendance and participation, we will have in-class activities during some of the class sessions. You will receive full credit if you attend the class regularly and participate in the activity.

Assignments. You will have two assignments to complete and turn in via Canvas. Each

assignment is worth 15 points and consists of a written exercise 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 assignment in class. All assignments are due by the end of the day on the due date.

Quizzes. There will be two quizzes during the semester. You will take the quizzes during the designated class time, and they are open book. Each quiz consists of only multiple-choice questions and is worth 5 points.

Exams. Three exams will be held in class during the semester, and they are open-book exams. They consist of both multiple-choice questions and short answer questions. Each exam is worth 15 points.

Extra credit opportunities. There will be extra credit opportunities during the semester to earn a maximum of 3 points of extra credit that can be added to your final grade for the course. These opportunities will be announced during the semester.

Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. See [UF Academic Regulations and Policies for more information regarding the University Attendance Policies](#).

Optional text. There is no required textbook for this course. You will use course slides on Canvas to guide your assignments and prepare for quizzes and exams. Thus, you do not need to buy a textbook. However, if you would like to read a relevant book on the topic, you may consider: Weigold, M. F. & Arens, W. F. (2024). *Contemporary Advertising and IMC* (17th ed.). McGrawHill.

Accommodation for students with disabilities. 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 the instructor and discuss their access needs, as early as possible in the semester.

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. 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.bluer.com/ufl/>.

Grading Scale ([University grades and grading policies](#))

Points	Grade
93 – 100	A
90 – 92.99	A-
86 – 89.99	B+
83 – 85.99	B

80 – 82.99	B-
76 – 79.99	C+
73 – 75.99	C
70 – 72.99	C-
66 – 69.99	D+
63 – 65.99	D
60 – 62.99	D-
59.99 and below	F

Tentative Course Schedule

Date	Topic	Note
Jan. 13	Course Introduction and Overview	
Jan. 15	Course Introduction and Overview	
Jan. 20	Functions of Advertising	
Jan. 22	History of Advertising	
Jan. 27	Economics and Regulations	
Jan. 29	Economics and Regulations	Quiz 1 in class
Feb. 3	Advertising Industry	
Feb. 5	Advertising Industry	
Feb. 10	Workshop/Activity	
Feb. 12	Exam 1	Exam 1 in class
Feb. 17	Consumer Behavior	
Feb. 19	Consumer Behavior	
Feb. 24	Market Segmentation	Assignment 1 due by 11:59pm
Feb. 26	Market Segmentation	Quiz 2 in class
Mar. 3	Advertising Research	
Mar. 5	Advertising Research	
Mar. 10	Campaign Planning	
Mar. 12	Campaign Planning	
Mar. 24	Workshop/Activity	
Mar. 26	Exam 2	Exam 2 in class
Mar. 31	Creative Process	
Apr. 2	Creative Process	
Apr. 7	Creative Execution	Assignment 2 due by 11:59pm
Apr. 9	Media Strategy	
Apr. 14	Media Strategy	
Apr. 16	Exam 3	Exam 3 in class
Apr. 21	Course Summary	