



ADV 3310 Digital Media Sales

Spring 2026
3 Credit Hours

Instructor

Name: Tassanee Van Hoover
Email Address: tassanee@ufl.edu
Phone Number: 813.693.9669
Office location: Virtual (Zoom URL: <https://ufl.zoom.us/j/8576090268>)
Classroom/Class Meeting Time: 100% Online/Asynchronous
Virtual Office Hours: Fridays 2:30-4:30pm and/or by appointment (email or Canvas mail to arrange)

Course Description and Prerequisites

Provides a solid understanding of digital media sales and the digital environment. Students will be able to identify & explain key concepts related to sales efforts in digital and social media, implement digital and social media sales efforts, and justify integrated efforts with research, measurements and trends.

Pre-Requisites: ADV3008 and MAR3023 with minimum grades of C

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 or attending lectures, reading, working on assignments and projects, and engaging in discussions.



Expectations for Writing Assignments: Writing Style

To meet the academic rigor and standards of a graduate program, all students must use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses when appropriate for the assignment. 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. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.

Attendance Policy

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Click here to read the university attendance policies](#). 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. **No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.** If potential issues arise concerning submitting the final work, students should contact their instructors before the assignment deadline.

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

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 to address any concerns and/or questions. If, after meeting with the faculty member teaching the



course, the student is 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) for additional guidance.

Accessibility/Students with Disabilities Information

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letters with their instructors 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. Guidance on how to give feedback professionally and respectfully is available at <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/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Course-Level Objectives

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

1. Implement digital and social media sales programs to clients
2. Explain ways that social media complements face-to-face sales activities
3. Develop a digital media plan proposal
4. Analyze how digital media is measured
5. Analyze the digital sales and marketing landscape today.
6. Explain the benefits of digital vs traditional media.
7. Explain the various digital and social advertising formats and platforms.
8. Understand the digital sales role including the sales process
9. Develop the skills to present digital proposals to clients
10. Understand key strategies to

close digital sales proposals (CO = Course-Level Objective)

Textbooks and Materials



Required Course Textbook(s)

Daly, Donal (2017). *Digital Sales Transformation in a Customer First World*. Wiley.

- ISBN-10: 1781193282
- ISBN-13: 978-1781193280

Recommended Textbook(s)

American Psychological Association. (2020). *Publication manual of the American Psychological Association: The official guide to APA style* (7th ed.).

- ISBN-13: 978-1433832161
- ISBN-10: 143383216X

APA Style Resources

apastyle.apa.org

citefast.com

[The Perdue Owl APA Guide](#)

University and Course Grading Policies

University Honor Code

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 Conduct Code specifies the number of behaviors that violate this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor in this class.

Plagiarism

Plagiarism is unacceptable, especially in academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, and submission of academic work that has been purchased or obtained (see the [UF Policy: Student Conduct Violation](#)). In addition, self-plagiarism is also unacceptable. Self-plagiarism is defined as recycling or reusing one’s own specific words from previously submitted assignments or published texts. 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 Criterion

Your grade will be calculated based on the following:

Assignments/Assessments	Points	Weight (%)
Course Orientation: <ul style="list-style-type: none">• Course Orientation Quiz (worth up to 4 points)• Introduce Yourself (worth up to 5 points)	9	4.5%
8 Discussions <ul style="list-style-type: none">● Worth up to 7 points each.	56	28%
2 Quizzes <ul style="list-style-type: none">• Mid-Semester Quiz (worth up to 15 points)• End-of-Semester Quiz (worth up to 20 points).	35	17.5%
5 Assignments <ul style="list-style-type: none">● Worth up to 10 points.	50	25%
Final Project <ul style="list-style-type: none">● Worth up to 50 points.	50	25%
● TOTAL	200	100%

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%



The only passing grades for graduate students are A, A-, B+, B, B-, C+, and C. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level. However, the grade points associated with these letter grades are included in grade point average calculations. See the [Graduate Catalog](#) and [UF graduate school grading policy](#) 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](#).

Technology Requirements

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

If you have technical difficulties with your course, don't hesitate to contact the UF Computing Help Desk by filling out an online request form or calling 352-392-4357 (HELP).

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.

IT Support

For all Technical assistance questions, please get in touch with the UF Computing Help Desk. Phone: 352-392-HELP (4357)

Email: helpdesk@ufl.edu



Communication Policies

Announcements

Students are responsible for reading all announcements posted in the course.

Email

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

Instructor Communications

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 FAQ discussion board. If you have questions of a personal nature, please email me directly.

Assignment Feedback Policy

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

Classroom Conduct

While debate and discussion are anticipated in this course and are a healthy part of the educational experience, please remember to be respectful of other opinions, refrain from any hostile or discriminatory remarks, and do your part in fostering a safe space for differing ideas and learning in our online classroom.

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. 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.

When communicating online:

- Treat the instructor with respect, even via email or in any other online communication.
- Always use your professors' proper title: Dr. or Prof., or if you are unsure use Mr. or Ms.
- Unless specifically invited, don't refer to a professor by their first name.
- 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 like :).
- 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.

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.

When attending a Zoom 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.
- Make sure 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 out 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.



Class Lecture 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 education 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 deliver by an 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 presentation 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 guest 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.

Commitment to Diversity

The College of Journalism and Communications embraces diversity as a shared responsibility among faculty, staff, and students and strives for tangible expressions of this responsibility. We are



committed to fostering a safe, welcoming, and inclusive environment for individuals of all races, genders, nationalities, religions, sexual orientations, identities, and abilities to express their culture and perspectives through the art and science of journalism and communication.

Academic and Student Resources

Academic Resources

- E-learning technical support: Contact the [UF Computing Help Desk](#) at [352-392-4357](tel:352-392-4357) or via e-mail at helpdesk@ufl.edu.
- [Career Connections Center](#): Reitz Union Suite 1300, [352-392-1601](tel: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](tel:866-281-6309) or email ask@ufl.libanswers.com for more information.
- [Academic Resources](#): 1317 Turlington Hall, Call [352-392-2010](tel:352-392-2010), or to make a private appointment: [352-392-6420](tel:352-392-6420). Email contact: teaching-center@ufl.edu. General study skills and tutoring.
- [Writing Studio](#): Daytime (9:30am-3:30pm): 2215 Turlington Hall, [352-846-1138](tel: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](#).
- UF Student Success Initiative: Visit <https://studentsuccess.ufl.edu/> for resources that support your success as a UF student.
- [Public Speaking Lab](#): (Dial Center, 501 Rolfs Hall). Offering online and in-person help developing, organizing, and practicing oral presentations. Contact email: publicspeakinglab@clas.ufl.edu.

Health and Wellness Resources

- UF Whole Gator Resources: Visit <https://one.ufl.edu/whole-gator/discover> for resources that are designed to help you thrive physically, mentally, and emotionally at UF.

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

Class Schedule

Week	Dates (M-Su)	Module/Topic	Assignment/Discussion/Quiz
Week 1	Jan 12-18	Course Orientation Module 1: History of Digital Sales and Overall Landscape	<ul style="list-style-type: none"> • Course Orientation Quiz • Introduce Yourself • Digital Media History Discussion
Week 2	Jan 19-25	Module 2: Traditional Marketing Ideas & How It's Being Disrupted	Translate 4 P's to 4 E's Assignment
Week 3	Jan 26-Feb 1	Module 3: B2C & B2B, Brand Awareness vs Online Sales	B2B & B2C Companies Discussion
Week 4	Feb 2-8	Module 4: Standard Digital Media Formats & Trends	Standard Digital Formats Discussion
Week 5	Feb 9-15	Module 5: Other Digital Media Formats & Trends	Influencer Marketing Assignment
Week 6	Feb 16-22	Module 6: The Power of Digital Media & Data	Audience Targeting Discussion



Week 7	Feb 23-Mar 1	Module 7: What Is Digital Sales	<ul style="list-style-type: none">• Mid-Semester Quiz• Mid-Course Survey
Week 8	Mar 2-8	Module 8: Competitive Research: Understanding Your Prospect Brand	<ul style="list-style-type: none">• Understanding Your Prospect for Pre-meeting Preparation Assignment• Final Project Brief
Week 9	Mar 9-15	Module 9: Structure for Building Relationships	Relationship Reflection Discussion
Week 10	Mar 16-22	Spring Break (No Class)	
Week 11	Mar 23-29	Module 10: The Sales Process & Sales Pipeline Management	<ul style="list-style-type: none">• Sales Pipeline Discussion• Pipeline Management
Week 12	Mar 30-Apr 5	Module 11: Crafting Media Plan Proposals	Digital Media Plan Assignment
Week 13	Apr 6-12	Module 12: Measurability of Digital Media	Measurability of Digital Media Discussion
Week 14	Apr 13-19	Module 13: Presenting Digital Strategies to Clients	End of Semester Quiz
Week 15	Apr 20-26	Module 14: Strategies for Closing Digital Sales Proposals & Keeping Your Clients	<ul style="list-style-type: none">• End of Semester Self Reflection Discussion• Final Project Due
Week 16	Apr 27-30 (Thu)	Module 15: Final Course Take-Aways	End-of-Course Survey (Due Thu, Apr 30)

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

