

ADV 4930 – Special Study in Advertising:

Social and Consumer Psychology

Course Syllabus • Class #27202 • Section 3H92 • Spring 2026

Professor

Bobi Ivanov

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Office Hours:

W 12:30 pm – 1:30 pm

Virtual Hours:

by appointment

<https://ufl.zoom.us/my/bobiivanov>

Course Information

Where

WEIL 0234

When

W 1:55 – 4:55 PM

Prerequisites

ADV 3008 and MAR 3023 with minimum grades of C and Advertising major of junior standing or higher

Course Description

This course provides a systematic framework for uncovering and understanding strategic audiences' motivations, influences, and decision-making processes. The insights into these processes provide valuable information that advertising specialists can use to improve their strategic planning and the outcomes of campaigns. The course investigates the major influences of audiences' conduct, such as psychological, situational, and socio-cultural factors, that both promote and restrict audience decision making and conduct. The implications of unlocking audience insights for the development and implementation of advertising communications are emphasized.

Student Learning Outcomes

After completing this course, more specifically, the student will be able to:

1. *Show* current knowledge of theory and practice in strategic audience assessment by using a combination of different approaches drawing from the traditions of advertising, mass and interpersonal communication, psychology, and business.
2. *Apply* strategic audience assessment concepts to advertising problems that are likely to involve audience conduct and identify implications.
3. *Integrate* theory with practical application. To this end, the students will be introduced to some of the more important theories and concepts involving audience conduct.

After completing this course, more generally, the student will be able to:

1. Demonstrate an understanding of how diverse perspectives and cultural contexts shape mass communication and advertising strategies within domestic society.
2. Demonstrate an understanding of global diversity and its significance in shaping the impact of mass communication and advertising strategies worldwide.
3. Understand concepts and apply theories in the use and presentation of images and information.
4. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of the truth, accuracy, and fairness.
5. Conduct research and evaluate information by methods appropriate for the communications professions in which they work.

Course Tools, Materials, Supplies Fees, and Communication

Required Readings

- *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century*, 7th Edition by Richard M. Perloff

Other Required Materials and Supplies Fees

- Supplemental readings: Will be provided on Canvas to students
- There are no additional fees for this course.

Communication

- Most communication will occur via Canvas Announcements and/or e-mail. Please use school-designated e-mail as the faculty cannot share sensitive information to a non-student-issued university e-mail. Students can also call the faculty member(s) to talk directly or leave a message.

Grading & Assignments

| Grading Scale | Grade | Grade Points |
|---------------|-------|--------------|
| 93.4 – 100.0 | A | 4.00 |
| 90.0 – 93.3 | A- | 3.67 |
| 86.7 – 89.9 | B+ | 3.33 |
| 83.4 – 86.6 | B | 3.00 |
| 80.0 – 83.3 | B- | 2.67 |
| 76.7 – 79.9 | C+ | 2.33 |
| 73.4 – 76.6 | C | 2.00 |
| 70.0 – 73.3 | C- | 1.67 |
| 66.7 – 66.9 | D+ | 1.33 |
| 63.4 – 66.6 | D | 1.00 |
| 60.0 – 63.3 | D- | 0.67 |
| 0.0 – 59.9 | E | 0.00 |

More information on grades and grading policies is here:

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Grades

Final grade breakdown:

| | |
|---|-----------------------------|
| Attendance..... | 100 points |
| Exam One..... | 100 points |
| Exam Two..... | 100 points |
| In-Class Individual and/or Group Exercises (best 10 out of 11)..... | 100 points [10 points each] |
| In-Class Quizzes (best 10 out of 11) | 100 points [10 points each] |
| Homework Assignments (10 + 1 substitution bonus) | 200 points [20 points each] |

Total: 700 points

Class Attendance, Preparation, Demeanor, Late Work and Make-Up Policy

It is challenging to do well in this class if one does not attend regularly. Students are expected to arrive for class on time and behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held to a minimum, if at all.

Should an issue arise, which may conflict with this policy, one should contact the faculty before class as soon as possible. **If a student records more than two unexcused classes, the resulting outcome will be a 10-point penalty for every subsequent unexcused absence.** These points are deducted from the attendance grade.

Students are expected to complete reading assignments prior to class so that a robust discussion of the topics, clarifications, and exercises can take place during classes.

Make-up exams and assignments will be provided for excused absences. Students who miss such events are encouraged to get in touch with the instructor to schedule such make-ups. Late, unexcused work will a 20% deduction for each day [including holiday and weekends days] the assignment is late, unless alternative prior arrangements have been made with the instructor (or if not possible to make prior to the exam/assignment, as soon as possible).

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Student Accommodations

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

University Honesty Policy

University of Florida 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 Honor Code (<https://sccr.dso.ufl.edu/process/student-conductcode/>) specifies a number of behaviors that violate this code and the possible sanctions. Furthermore, students are obligated to report any condition that

facilitates academic misconduct to appropriate personnel. If any questions or concerns remain, students are encouraged to contact their course instructors.

In-Class 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 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 guest lecturer during a class session.

Publication without permission from 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

E-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.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code [webpage](#) for more information.

On-Line Students Complaints: View the Distance Learning Student Complaint Process.

University of Florida

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Tentative Day-to-Day Schedule

| <i>Week</i> | <i>Date</i> | <i>In Class</i> | <i>Due by Midnight</i> |
|-------------|-------------------|---|---|
| 1 | 01.14 / Wednesday | Introductions & Syllabus | |
| | 01.14 / Wednesday | Planning and Research | |
| 2 | 01.21 / Wednesday | Maslow Hierarchy of Needs [supplemental] | |
| | 01.25 / Sunday | | Maslow Hierarchy of Needs Homework |
| 3 | 01.28 / Wednesday | Attitude Structure [Ch. 4] | |
| | 02.01 / Sunday | | |
| 4 | 02.04 / Wednesday | Attitude Strength [Ch. 4, Ch. 5] | |
| | 02.08 / Sunday | | Attitude Strength Homework |
| 5 | 02.11 / Wednesday | Attitude Function [Ch. 6] | |
| | 02.15 / Sunday | | Attitude Function Homework |
| 6 | 02.18 / Wednesday | Attitude-Behavior Relationship (Moderators and TPB) [Ch. 6] | |
| | 02.22 / Sunday | | Attitude-Behavior Homework with Bonus Opportunity |
| 7 | 02.25 / Wednesday | Attitude and the MODE Model [Ch. 4]) | |
| | 03.01 / Sunday | | Mode Model Homework |
| 8 | 03.04 / Wednesday | Exam One | |
| | 03.08 / Wednesday | Exam Review | |
| 9 | 03.11 / Wednesday | Internal consistency: (cognitive dissonance theory [Ch. 13] and balance theory [Ch. 4]) | |
| | 03.15 / Sunday | | Internal Consistency Homework |
| 10 | 03.18 / Wednesday | **SPRING BREAK** | |
| | 03.18 / Sunday | NO CLASS | |
| 11 | 03.25 / Wednesday | Dual Processing (ELM) [Ch. 8] | |
| | 03.29 / Sunday | | ELM Homework |
| 12 | 04.01 / Wednesday | Source [Ch. 9 & Ch. 10] | |
| | 04.05 / Sunday | | Source Homework |
| 13 | 04.08 / Wednesday | Affect (EPPM) [Ch. 12] | |
| | 04.12 / Sunday | | Affect Homework |
| 14 | 04.15 / Wednesday | Message [Ch. 9 & 10, 11] | |
| | 04.19 / Sunday | | Message Homework |
| 15 | 04.22 / Wednesday | Exam Two | |
| | 04.22 / Wednesday | Exam Review | |

Note: This timeline is subject to change. Meaning, this is all tentative. If changes are made, you will be notified and given an appropriate amount of time to complete any assignments.