

ADV 3008: Section 0009 Principles of Advertising Dodoo summer-2015
Turlington Hall: L005
M, T, W, R, F 3rd (11am-12: 15am)

Instructor: Ms. Naa Amponsah Dodoo

Office: G034 Weimer Hall

Email: naa.dodoo@ufl.edu; I will be available by email for quick questions or appointments to be set up (I will usually reply no later than 24 hours). I will also be available before and after each class for quick questions.

Office hours: Wednesday (1:00pm-3:00pm) and by appointment.

Course Description

Welcome to Principles of Advertising. The prevalence of advertising in modern society is noteworthy. This course provides a basic overview of principles and practices of advertising and examine various issues that are relevant to advertising. It presents a foundation for advanced advertising courses.

Course Website

UF's E-learning System, Canvas, will be this course's website. Please be sure to check Canvas regularly for announcements, grades, course calendar and any additional course materials that may be assigned. Please note that it is your responsibility to check the Canvas course website for any e-mail notices or additional reading materials.

Required texts

1. Arens, Weigold, Arens, 14e (2013). Contemporary Advertising and IMC. Burr Ridge, IL: McGraw Hill/Irwin

Connect System: <http://connect.customer.mheducation.com/products/connect-for-arens-contemporary-advertising-14e/>.

Please make sure you choose Connect Plus w/Textbook. It will give you a digital copy of the textbook and your homework platform.

Course Section: <http://connect.mheducation.com/class/n-dodoo-5632>

[Connect User Help](#)

[Connect FAQ](#)

Other Resources

Adage- www.adage.com

Adweek- www.adweek.com

Your Student Learning Objectives (Course Goals)

At the end of this class you should be able to:

- Understand basic advertising concepts and practices
- Discuss advertising and its role and influence in America as well globally.
- Identify different career opportunities in the advertising and related fields.

Class expectations

- Technology use - While technology is an essential part of this course, laptop use in class should only be in relation to class tasks. To ensure minimal distraction of laptop, tablet and/ cellphone use, please endeavor to restrict device use except for stated class activities.
- Classroom behavior- Please ensure that you conduct yourself at all times in this class. Please arrive on time so as to not disrupt the lecture. Respect your classmates and me by comporting yourselves in the classroom environment. Failure to observe these rules will lead to losing points.

Course requirements**Exams (150 points)**

- There will be 3 exams worth 50 points each. Exams will be held during regularly scheduled class period. Exams consist of 50 multiple choice questions worth 1 point each.
- Exam dates: TBA
Exam 1: Chapters 1-6
Exam 2: Chapters 7-9, 13,14
Exam 3: Chapters 15-17, 10-12

Homework (160 points)

- There will be 15 homework assignments worth 10 points each.

Attendance (10 points)

- Your participation in this class is imperative for your overall success in developing academically and professionally as this course is designed to do. You are required to be in attendance on days when classes are scheduled. Excused absences include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities (such as music performances, athletic competition or debate) and court –imposed legal obligations (e.g., jury duty or subpoena). You must inform me no later than a day before class at least and at most no later than an hour before class through an email for an excuse to be given.

Grading

Your grades will be calculated on a numbers system. Course grades will be based on your performance in 2 main areas (i.e. Exams and Homework). There may be extra credit opportunities for students. I reserve the right to award points as I see fit.

Your grade is based on the number of points that you earn out of 300 possible.

A = 279 points	C+ = 231 points
A- = 270 points	C = 219 points
B+ = 261 points	C- = 210 points
B = 249 points	D = 180 points
B- = 240 points	E = below 180 points

Academic Honesty

The UF Conduct Code will be enforced at all times in this class:

“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 Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-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.” Feel free to consult me if you have any questions or concerns.

Special needs

My wish is for all of you in my class to be as comfortable in the classroom environment and to thrive as a student. Please inform me as soon as possible if there are any conditions that may limit or affect your participation in this course so I can make necessary arrangements. However, I can only do that when you have first registered with the Dean of Students Office. The Dean of Students Office will provide documentation to you as a student, which you must then present to me. For more information please visit <http://www.dso.ufl.edu.drc> or call 352-392-1261.

Counseling Services

As a student, there are many challenges that you might face that may be overwhelming in terms of personal or health issues such as stress, anxiety, depression, career uncertainty that may interfere with your capacity to function academically. The Counseling and Wellness Center at the University of Florida is the primary provider of counseling, mental health, and psychiatric services for UF students. The Center’s goal is to help students to be maximally effective in their academic pursuits: first, by reducing or eliminating emotional, psychological and interpersonal problems that interfere with your academic functioning and secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. For more information, visit the Center’s website- (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>) or call them on 352-392-1575