

ADV 5005: ADVERTISING PLANNING

Fall 2014

Section: 171H

Tuesday – 10-E1 periods – Weimer 1074

Instructor: W. John Starr, PhD, Department of Advertising

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Office Hours: By appointment

Required text:

Advertising Account Planning: Planning and Managing an IMC Campaign, Second Edition.
Authored by: Larry D. Kelley; Donald W. Jugenheimer, (2010) M. E. Sharp.

Cloth ISBN: 978-0-7656-2563-2

Paper ISBN: 978-0-7656-2564

e-ISBN9780765625656

Required reading:

Steel, J. (1998). *Truth, lies, and advertising: the art of account planning*. New York: Wiley

Foster, Jack (2007). *How to Get Ideas*. 2nd ed. San Francisco: Berrett-Koehler Publishers, Inc.
ISBN-13: 978-1-57675-430-6 (pbk)

You will be responsible for the information contained in class handouts, videos, and from class lectures presented by me and guest speakers.

Course Objectives:

1. Understand the basic concepts of advertising planning
2. Know how advertising account planning changed the fundamentals of the advertising agency structure.
3. Identify the key components of an integrated marketing communications campaign.
4. Understand that account planning can and should play a role in every aspect of an integrated campaign
5. Know that one of the key roles of account planning is to ensure that strategy meets execution.
6. Learn that getting every aspects of your marketing communications aligned is a real challenge.
7. Understand that it is impossible to determine where you need to go if you don't know where you are.

Course Requirements and Grading: The course will consist of two examinations; several class assignments, and a final group project. You will be responsible for the information presented in class handouts, videos, class lectures, and from guest speakers.

Exams: You will take two scheduled exams covering the assigned reading and class lectures. Each examination will pose multiple choices or statements (T/F) and essay questions, for a total of 20 points.

Assignments: You receive credit for on-time class assignments including case and articles critiques and an interview with an advertising planner. More detailed information on these assignments will be given in class. Throughout the semester, you will be required to complete assignments and make presentations. If you miss an in-class assignment due to an unexcused absence, or if you do not have your materials on the due date, you will not receive points for the task.

Guest speakers: One of the exciting opportunities this course provides is access to professionals who work in advertising, either as managers or account managers. We will work to schedule 2-3 guest speakers who will discuss their work, and give real-life examples on how to be successful in advertising management.

Attendance: Required. There is a high correlation between regular class attendance and the best grades. An absence is excused for personal or family health conditions certified by a physician or counselor, a University-recognized holy day, certified University business or participation in a University sporting event, or a certified military obligation. Any other absence must be pre-approved by the instructor one week in advance of the event. In all other cases, you must notify the professor by noon on that class day that you will be or were absent in order to be excused. Makeup work for excused absences will be due the next class. Turn it in the minute you walk in the door; I will not ask for it. Make sure this work is clearly marked.

		<u>TENTATIVE</u>	
<u>Grading:</u>		<u>Grade Scale:</u>	
Exam 1	20 points	92-100 = A	
Exam 2	20 points	90- 92 = A-	
Article presentations	20 points	87 - 89 = B+	
Book critiques	20 points	80- 86= B	
Team Project	20 points	77 - 79 = C+	
Total	100 points	70 - 76 = C	
		67 - 69 = D+	
		60 -66 = D	

See www.registrar.ufl.edu/catalog/policies/regulationgrades/html if you desire more information on grading policies.

Policies for Late Work and Exams: There will be no make-up examinations without proof of excused absence. All assignments are expected to be turned in on the due date. If problems arise, let me know **immediately**, particularly if those problems might potentially hamper your class performance. Expect that late work will not be accepted.

Cell phone usage in class: Texting or talking on a cell phone is not allowed in the classroom. Instant messaging or communicating on a social network by use of a laptop is also not allowed during class.

Support for Students with Challenges: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected. Expect requests for help after your performance has been negatively affected to be denied.

Academic Honesty Guidelines: The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity. Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017). You can review UF's academic honesty guidelines in detail at:<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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."