

University of Florida
ADV6405, Section 1A68
International Advertising, W 4-6
Weimer 1074

Instructor: Dr. Cynthia Morton
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Office Hours: TBD and by appointment
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Course Description

The International Advertising course is designed to introduce students to the opportunities and challenges involved in developing strategies and for implementing communication plans for international markets. The course examines the topic of international advertising from an “inside out” perspective, beginning with an exploration of marketers’ opportunities among consumers in the US and before expanding the scope of discussion to international and global markets. The course attempts to provide balance between the practical and theoretical concepts advertisers must consider if they are to effectively operate in the global marketplace.

Course Objectives:

The objectives of the course are as follows:

- To expose students to the issues and concerns in international advertising campaigns
- To examine relevant theories associated with understanding advertising and promotion planning decisions used to address international markets
- To analyze international advertising strategies demonstrated in successful advertising campaigns

Required Textbook:

Mueller, Barbara (2008), Communicating with the Multicultural Consumer: Theoretical and Practical Perspectives. New York: Peter Lange Publishing, Inc.

Periodically, additional supplemental readings will be posted by topic on the ARES course reserves course site of the UF Library.

Evaluation Criteria:

The criteria applied to student evaluation and point totals assessed by item will be as follows:

Domestic Brand Audit	100
Segmentation Analysis	100
International Category Audit (team)	100
International Creative Analysis Paper	100
Class Discussion/Participation	50
Attendance	50
TOTAL	500

The following scale will be administered to assign final course grades:

<i>Grade</i>	<i>Percentile</i>
A	94% and higher
A-	93 - 90%
B+	89 - 86%
B	85 - 83%
B-	82 - 80%
C+	79 - 76%
C	75 - 73%
C-	72 - 70%
D+	69 - 66%
D	65 - 63%
D-	62 - 60%
E	59% and lower

Class Protocol

An attempt will be made to set a business meeting atmosphere where information is presented and ideas exchanged in a forum conducive to learning and discovery. It is important that all members of class contribute to the environment by bringing a degree of attentiveness and engagement to the setting. The use of laptops, cell phones, and other technology are tools that can enhance or detract from the experience if business meeting time is wasted on doing things other than required of our class (other class homework, social networking, texting, monitoring non-course related sites). Moreover, these tools can be barriers for preventing the real human exchange needed to grow knowledge. Therefore, the use of such devices will be generally prohibited during class time, unless otherwise specified.

Private conversations during class lectures and discussions also are not helpful to those who wish to learn. Please be courteous and mindful that many in the class may not be native English speakers and need as few distractions as possible to get the most out of our class time.

General Policies

I. Office Hours and Individual Meetings

Generally, office hours will be managed electronically by appointment via Skype <adprofmorton>. Occasionally, I will be able to meet with students before or after our regular class meeting. Otherwise you can email me when you have questions, concerns, or difficulties relating to course materials or any assignments. I am happy to work with you individually or in small groups by appointment.

II. University of Florida Honor Code

An Honor Code that specifies conduct expected of UF students governs University of Florida graduate students. Though many graduate students will have few problems with the ethical decisions involved in maintaining integrity in their work, others may not see the issues so clearly. Please be aware of the information contained in the Graduate Student Handbook's policy regarding the various activities that constitute academic dishonesty. Academic honesty is an important issue at the University of Florida and the violations of the Honor Code are taken very seriously. All students are expected to observe the university's student honor code. Plagiarism or the misrepresentation of work or sources may result in severe penalties. Each student is responsible for visiting the website listed below and becoming aware of the 12 listed violations and sanctions provided in Rule 6C1-4.041, F.A.C., <http://regulations.ufl.edu/chapter4/4041-2008.pdf>.

III. Copyrighted Materials

Graduate students are also expected to fully understand and obey the proper usage of copyrighted materials, as ascribed in the University Honor Code. Proper citation of all cited work is expected for all assignments submitted over the duration of the module.

IV. Students with Disabilities

Students requesting classroom accommodations must provide the instructor with official documentation from either the College of Business or from the Office of Students with Disabilities a minimum of one week before a scheduled examination to allow for the appropriate accommodations for testing.

Tentative Course Schedule

August -

W- 8/21 Introduction to the Course Syllabus and Course Issues Overview

W- 8/28 Multiculturalism and the Growth of Multicultural Markets

September -

W- 9/4 The Influence of Culture on Marketing & Advertising

W- 9/11 Culture's Influence on Marketing & Advertising (cont.)

W- 9/18 Multicultural Segments and How to Best Reach Them: Hispanic/Latinos

W- 9/25 Multicultural Segments and How to Best Reach Them: African
Americans and Asian Americans

October -

W- 10/2 Reaching Other Emerging Culture-Based Targets

W - 10/9 Introducing the International Business Environment and Market Entry
Strategies

W- 10/16 Environmental Factors, and Advertising Regulations

W- 10/23 A Word About Ethics and Social Responsibility

W- 10/30 Culture's Influence on International Advertising

November -

W - 11/6 The Culture Code of International Advertising

W- 11/13 Creative Strategy & Execution

W - 11/20 Conducting International Research

W - 11/27 Making International Media
Decisions

December -

W- 12/4 Group Presentations and Project Submission

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