

University of Florida
ADV6405, Section 1A68
International Advertising, W 4-6
Weimer 1098

Instructor: Dr. Cynthia Morton
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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 (2011). Dynamics of International Advertising: Theoretical and Practical Perspectives (2nd Edition). New York: Peter Lang Publishing, Inc.

Rapaille, Clotilde (2006). The Culture Code: An Ingenious Way to Understand Why People around the World Live and Buy as They Do. New York: Broadway Books. (available via Library West reference desk)

Ares Course Reserves readings.

Evaluation Criteria:

The criteria applied to student evaluation and point totals assessed by item will be based on the following:

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| International Advertising Dossier | 300 | |
| • Country Introduction and Resources | | 50 |
| • Culture Audit and Analysis | | 50 |
| • Multicultural Segmentation Analysis | | 50 |
| • “Doing Business” Audit Report | | 50 |
| • Advertising and Communications Audit | | 50 |
| • Advertising Industry Audit | | 50 |
| Class Participation | | 25 |
| Dossier Presentation | | 25 |
| TOTAL | | 350 |

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

| <i>Grade</i> | <i>Percentile</i> |
|--------------|-------------------|
| A | 90% and higher |
| 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 |

International Advertising Dossier Assignments

In an effort to immerse students into the thinking and planning needed to execute advertising on a global and international scale, a single class project that consists of multiple components will make up the majority of assignments for the semester.

Part I - Selecting an Non-Us Country Market 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- 8/27 Introduction to the Course Syllabus and Course Issues Overview

September - Culture, Multiculturalism, and Market Segmentation

W- 9/3 Culture's Influence on Strategy & Communication Domestically and Abroad

Read: Chapters 1 & 4 from Barbara Mueller's *Dynamics of International Advertising*

W- 9/10 Cultivating Cultural Intelligence (CQ) in a Global World

W- 9/17 Multicultural Marketing & Advertising - US & Abroad

DUE: Country Introduction & Resources

W- 9/24 The Culture Code of International Advertising

Read: Clotaire Rapaille's *The Culture Code*, Chaps. 1, 4, 10, 12

October - Markets, Industry, and Communication Issues

W- 10/1 Introducing the International Business Environment

Read: Chapters 2 & 3 from Barbara Mueller's *Dynamics of International Advertising*

DUE: Culture Audit & Analysis on Selected Country

W- 10/8 Market Analysis: Environmental Factors, Advertising Regulations, and Social Responsibility in International Advertising (cont).

Read: Chapters 9 & 10 from Barbara Mueller's *Dynamics of International Advertising*

W - 10/15 Market Analysis: Conducting International Research
Read: Chapter 8 from Barbara Mueller's *Dynamics of International Advertising*
DUE: Multicultural Segmentation Analysis

W- 10/22 Creative Strategy & Execution - managerial considerations
Read: Chapter 5 from Barbara Mueller's *Dynamics of International Advertising*

W- 10/29 Creative Strategy & Execution (cont.)
DUE: "Doing Business" Audit Report

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| November - Persuasion, Community, and Outreach through Media |
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W- 11/5 International Media Decisions
Read: Chapter 7 from Barbara Mueller's *Dynamics of International Advertising*

W - 11/12 Digital Media and the International Marketplace

W- 11/19 Social Media and the International Marketplace
DUE: Advertising Communications Audit (Creative & Media Characteristics)

W- 11/26 Thanksgiving Holiday - no class meeting

December -

W - 12/3 International and Back Again: The 'So What' Implications for International Advertising (an international advertising portfolio discussion)

W - 12/10 - 'So What' (cont.); Course Evaluations
DUE: Advertising Industry Audit

R - 12/18 Portfolio presentations (Exam Period: 12:30 - 2:30)