ADV 6602: ADVERTISING MANAGEMENT
Fall 2013

Section: 1711
Monday 10th period (5:10 – 6:00 p.m. and
Wednesday – 10th & 11th periods (5:10 – 7:05 p.m.) in Weimer 1074.

Instructor: W. John Starr, PhD, Department of Advertising
wjstarr@ufl.edu 352-339-3276
Office Hours: By appointment


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 management
2. Learn how advertising is funded, and financially managed
3. Identify the areas of conflict within an advertising organization
4. Know how advertising strategies and plans are created and developed
5. Develop personal management skills
6. Learn how to manage change in advertising
7. Identify issues, create solutions and discuss advertising cases

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 statements (T/F), multiple-choice and essay questions with a total value of 20 points.

Assignments: You receive credit for on-time class assignments including case and articles critiques. 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.

<table>
<thead>
<tr>
<th>Grading</th>
<th>Points</th>
<th>Grade Scale</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>20</td>
<td>90-100 = A</td>
</tr>
<tr>
<td>Exam 2</td>
<td>20</td>
<td>87 - 89 = B+</td>
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<tr>
<td>Case analysis</td>
<td>30</td>
<td>80 - 86 = B</td>
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<tr>
<td>Article critiques</td>
<td>20</td>
<td>77 - 79 = C+</td>
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<tr>
<td>Industry news update</td>
<td>10</td>
<td>70 - 76 = C</td>
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<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>67 - 69 = D+</td>
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<td></td>
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<td>60 – 66 = D</td>
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See [www.registrar.ufl.edu/catalog/policies/regulationgrades/html](http://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](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."