

Instructor

Instructor: Dr. W. John Starr
Email: wjstarr@ufl.edu
Office: Weimer 2093
Office Hours: By appointment

Course Description

Advertising Strategy is an overview of the strategic planning process required to develop a successful advertising campaign and integrated marketing communications (IMC) plan. The course deals with academic knowledge and practical information needed to develop and maintain successful brands advertised by companies, organizations and individuals.

Course Objectives

The goal of this course is to provide students with the fundamental skills needed to analyze, evaluate, and develop an advertising/IMC campaign. Specific course learning objectives are as follows:

- 1) To expose students to a set of fundamental theories and practical concepts used to develop strategically sound advertising campaigns;
- 2) To provide students with an understanding of the systematic process involved in developing a communication plan, including analyzing a market situation, formulating communication objectives, identifying potential target audiences, and developing advertising campaign strategies; and
- 3) To give students regular opportunities to apply this knowledge by way of class exercises, assignments, and a team project.
- 4) To familiarize students with special issues in the current market and advertising industry;
- 5) To teach students how to write and deliver an exciting and well-conceived campaign presentation that empowers and energize a client.

Textbook - required

Advertising Campaign Strategy: A Guide to Marketing Communication Plans, 5th Edition, authored by: Parente/Strausbaugh-Hutchinson. ISBN10: 1-133-43480-0 ISBN13: 978-1-133-43480-1

Class Participation

Your attendance and active participation in class discussion are expected and required in every class. In order to participate effectively in class, you would need to have read the material ahead of class. You are expected to keep up with the readings for each class.

Assessment

Students' grade will be based on their performance in these areas: two exams, a topic presentation, one final group project, and class participation. You must earn a C or higher to successfully complete the course. Extra credit opportunities will also be made available and points will be allocated at the instructor's discretion. The following provides a points allocation for each of these areas:

Assignment Grading

• 2 Exams	40 (20 each)
• Quizzes	30
• Class Project	20
• Class Participation (attendance, homework assignments, class discussions)	10
• Extra Credit Opportunities (research participation, etc., 0.5pt/ up to 3pt)	~
TOTAL	100

Grading Scale

Points	Grade	Points	Grade
92 - 100	A	70 - 75	C
90 - 91.9	A-	66 - 69.9	D+
86 - 89.9	B+	60 - 65.9	D
80 - 85.9	B	Below 60	E
76 - 79.9	C+		

Exams

There will be two in-class exams during the regularly scheduled class period. Exams are designed to test the student's cumulative knowledge of the main ideas covered in the lecture PowerPoints, class notes, student presentation materials, and in the text up to the exam date specified on the syllabus. The general exam format consists of multiple choice and true-false questions. Prior to each exam, the instructor will provide a review of the material included. Make-up exams will be allowed only for the students who miss the class of the exam date with the appropriate documentation.

Topic Presentation

Once during the semester, student groups with four to six members will lead the class with making 20-minute presentations. The topics include special issues in the current market and advertising industry. The guideline for the presentation will be provided. All team members need to attend, failure to make presentation on the assigned dates will result in zero credit for the project. No makeup will be available.

IMC Class Project

For the final project with an actual local client, student groups with four to six members should develop the full IMC campaign plan book, and make a presentation at the last section of the course. Specific guidelines for this project will be provided at the date in the course syllabus. Failure to make presentation on the assigned dates will result in zero credit for the project.

Team Member Evaluation:

Students will spend much of their outside class time working with their team members, with the team projects accounting for a significant percentage of the final grade. In order to assess each team member's contribution to the team project, students are asked to evaluate their team members at each phase of the team project. Students need to evaluate each of their team members, using a form provided by the instructor. The evaluation will be accounted for 10 points of the 35 total points for the project.

The team member evaluation is due on presentation/project due date at the beginning of class. The rule regarding late assignments is applied to the team member evaluation. After the deadline, 10% of the project grade is deducted each day the team member evaluation is turned in late.

Extra Credit

At various times throughout the semester, students may have an opportunity to earn extra credit. Extra credit opportunities that require participation that goes beyond regular class time will be announced as much in advance as possible in order to give students time to make any necessary arrangements.

Academic Honesty

Academic honesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Visit the Student Conduct and Conflict Resolution's website (<http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>) for more information.

Respect

In the real world, you will have to be on time for work and not leave meetings early. Therefore, I am expecting you to do your best and to respect the class by:

- Attending all lectures, presentation, and exams.
- Being on time.
- Being prepared for class and being familiar with any announcements or e-mail notices via e-mail or course website announcement.
- Not bringing any food into the classroom during the class.
- Being focused on the lecture and being active learners: any personal conversation during class will distract the class-learning environment.
- Refraining from social networking, texting etc. during class time.

Students with Challenges

I am committed to help students with any type of challenges, while abiding by the standard code of confidentiality and fairness. In order to address special academic needs, the instructor must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. Students affected by such challenges should provide an official statement from the Dean of Students Office (<http://www.dso.ufl.edu/drc/>) explaining his/her situation.

Counseling Services

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. Secondly, by helping students to thrive, grow in self-understanding, self-responsibility, and optimal life functioning. Visit the Center's website (<http://www.counseling.ufl.edu/cwc/our-mission.aspx>) for more information.

Tentative Course Schedule

Below table represents a tentative outline of topics that will be covered over the course of the semester. Although I will make every effort to adhere to the schedule, it may become necessary to make modifications to accommodate unforeseen circumstances. I will advise the class of any events that necessitate revision to the present schedule.

Aug	26 - 28	Lecture	Introduction to course – Advertising from marketing perspective Read Parente Chp 1
Sept	2 – 4	Lecture	Developing a research plan – situation and company analysis Read Parente Chp. 2
	9 - 11	Lecture	Research – consumer analysis – revolution of account planning. Team forming
	16 - 18	Lecture	Research – market, product, and competitive analysis Read Parente Chp. 3
	23 – 25	Lecture	Client visit – IMC Brief, Preparing a Plans Book Read Parente Chp 11
	30 – Oct 2		Appraising Opportunities and setting objectives Read Parente Chp. 4
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Oct	7 – 9	Lecture	Building a marketing communication strategy Read Parente – Chp 5
	14 -16	Lecture	Review and Exam 1
	21 - 23	Lecture	Developing a Creative Strategy – Chp. 6
	28 – 30	Lecture	Media Strategy and Tactics – Read Chp 7 First Draft of Plan due October 30
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Nov	4 – 6	Lecture	Generalreview of plans- Integrated Communications – Read Chp. 8
	11		Veterans Day – no class
	13	Lecture	Second draft of plan due
	18 - 20	Lecture	Enhancing Marketing Communication Mix – Read Chp. 9 - Review
	25	Lecture	Evaluating the Effectiveness of the Campaign – Exam 2
	27		Thanksgiving – no class
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Dec	2 – 4	Lecture	Preparing a Winning Presentation – Chp 12, Presentations
	9	Lecture	Presentations