

ADV3001

Advertising Strategy
Fall 2015 (Section 2866)
Weimer 1070
Days/Times: T/3-4, R/4

Overview

Advertising Strategy emphasizes the steps necessary to plan and develop an approach that distinguish a brand in the competitive marketplace. The course will give student regular opportunities to build fundamental skills needed to implement an integrated communications plan.

Goals

The goal of this course is to provide students with the fundamental skills needed to devise and present a complete marketing communications plan. The student learning outcomes for the course will be introduced and/or reinforced through regular opportunities that reinforce skills in critical thinking, problem solving, oral and written communication, and peer collaboration. Skills emphasized during this course are:

- 1) The application of reading/articulating written and verbal information about marketing and advertising situations
- 2) The ability to employ decision-making skills in the analysis and evaluation of strategic alternatives
- 3) The ability to evaluate, justify, and defend a proposed strategic alternative or recommendation.

Requirements

A minimum grade of C in ADV3008, MMC2100, and MAR3023 are required as prerequisite courses.

Course Materials

Required Textbook...(the practitioner's guide):

Strategic Thinking for Advertising Creatives by Alice Kavounas Taylor
(copyright 2013).

Supplemental Reference ...(the academician's guide):

Advertising Campaign Strategy: A Guide to Marketing Communication Plans
(3rd and 4th eds.) by Donald E Parente, (copyright 2003, 2006, respectively).

Book is accessible via UF Library course reserves

Evaluation

Student development and skills performance will be assessed as follows:

- 5 Individual assignments (20 pts/assignment)
- 5-6 Discussion Boards (10 -15 pts per assignment)
- 6-7 Short form assessments (5 - 10 pts each)
- Participation/Attendance (20 points)
- Team Project (50 pts)
- Team Presentation (20 pts)

Letter grades for this course will be based on the total points accumulated over the term on an estimated scale of about 350 points. Students who earn a C or better will fulfill the ADV 3001 requirement for graduating with a degree in advertising and will not be required to retake to course. Final grades will be allocated according to the student's final point total at the end of the semester. Grades will be allocated based on an individual's calculated percent-of-base with final grades guided by the University's standards for grade distribution.

Quizzes

Quizzes are designed to test the student's cumulative knowledge of the main ideas covered in the textbook, lecture notes, class discussions, and in-class exercises up to the quiz date specified on the syllabus. Quizzes will be administered via CANVAS every two weeks. The schedule for quiz delivery will generally adhere to the following policy:

- Quizzes will be administered bi-weekly.
- The open day will be on Thursday at 5:00 of the quiz week.
- The quiz will remain open for a period of 72 hours before becoming inaccessible.
- Once the student begins the quiz, s/he has 20 minutes to complete the quiz before it closes.
- Students are allowed one attempt on the quiz. So, once it is closed, there is no opportunity to retake the same quiz for a different score.
- Quiz scores are typically available immediately after quiz completion.

Students are self-supervised and expected to adhere to UF honor code in testing. The honor code presumes that students will represent his/her own work and will not collaborate, share, or acquire information that would breach expectations presented in the honor code. Students can best prepare for the quizzes by attending class, being an active participant in class discussions, and seeking regular opportunity to “translate” what is introduced during class time to “real world” examples outside of class.

Make-up quizzes are given at the discretion of the instructor for legitimately documented excused absences. Students should inform the instructor of any extenuating circumstance that could disrupt the scheduled exam schedule prior to the missed exam whenever possible so that arrangements for a make-up exam can be made in a timely and expeditious manner.

Academic Honesty

Academic dishonesty 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.”

Class Assignments

In order to fully comprehend the process of strategic planning, students must have the opportunity to apply the skills learned in the course. The quality of one's experience in this course can be attributed, in part, to his or her level of involvement in the learning process. Therefore, students are expected (and encouraged) to be part of the learning process through regular and consistent participation.

Students should be prepared to contribute their views and explanations on the various topics covered during the semester. Participation opportunities will occur in the form of peer collaboration assignments, in-class discussions, quizzes, and individual assignments – discussion boards and mini-cases completed outside of regular class time, for example – all of which will help students become more proficient in mastering the concept and application of the advertising planning process.

Please note that student submission of written assignments will be done through Canvas assignment folder by the designated cutoff time/date unless otherwise specified.

Project Overview

Students will have the opportunity to work in a group project during the course of the semester. The objective of the project is to provide students a chance apply concepts that are presented in the text and class discussions to a real-world marketing situation. At the conclusion of the project, students will have a basic understanding of 1) the process involved in conducting a business analysis, 2) how a consumer-focused integrated brand communications strategy is developed, and 3) how strategic decisions are communicated to staff and line functions of the agency team. Teams will make a final presentation to the class to report its plan at the end of the semester.

Project Evaluations

Individual scores for the term project will be assigned according to the instructor's assessment of the team's final work product. The evaluation of one's peers to the individual's contribution will also be taken in consultation with the distribution on project scores. Unanimity across the group that assesses a person as inconsistent or poor in his/her contribution to the overall project has the potential to reduce an individual's project score up to one and one-half letter grades.

Project Presentation

Each team is required to deliver a formal presentation of its team project at the end of the semester. Individual scores for the team presentation will be assigned according overall team presentation quality and clarity of information delivered in context with the strategy assignment.

Attendance

Attendance will be taken at random one class period during each week of the semester. Each student is allowed two “free” missed classes without penalty to the final attendance point total. Habitual and routine unexcused absences over two missed classes will result in a loss of one attendance point per absence and may directly affect the student’s grade. This does not apply, however, to excused absences. See the section below for an understanding about the instructor’s policy for excused absences and personal emergencies.

Personal Emergencies/ Excused Absences

It is the student’s responsibility to advise me of any personal emergency that could affect his/her attendance and/or participation in the course. In the case of personal emergency or extenuating circumstance that results in you missing class over an extended period of time, please notify me as soon as possible via e-mail at the earliest opportunity. The student will be responsible for following up on any missed class discussion, notes, handouts, and/or announcements made in his or her absence.

Occasionally, a student’s participation in extracurricular organizations (e.g., Ad Society, UF Marching Band, UF Athletics, etc.) will require that s/he miss class to participate in organizationally sponsored events. Under such circumstances students are required to provide the instructor with appropriate documentation from the sponsoring organization prior to his or her absence from class.

Contacting The Instructor

As the instructor, I am committed to helping you growing as a future professional and will make myself available for individual or group consultation as necessary in order to do so. At the top of this document, please note the various ways you may use to contact me – by phone, answering machine, email, or via Skype at adprofmorton.

Emails sent through Canvas will be the most efficient means for getting my attention. Please verbally inform me during class time if you have sent an email message that is still awaiting a reply after 36 hours. In the case of Skype, you are asked to send an email to set up a Skype meeting appointment in advance of the time you want to interface; then, forward a Skype request to my address.

Class Format and Protocol

Class periods are meant to be interactive. I aspire for students to gain confidence enough to make their points with professionalism and conviction, yet to not be so thoroughly entrenched in “right-fighting” that they are not willing to be coached on alternative approaches to thinking through the problem solving process. The class will contain regular opportunities for hands-on engagement, as well as interaction and collaboration between peers and with the instructor.

For the two-period lecture block, the class will have a short break about halfway through the discussion. Attendance, if taken, will generally occur in the second half of class.

Lecture slides are supplemental to the textbook, and are provided to minimize the need for rote dictation of the lecture points. Occasionally, class will dictate that students use technology in class as a tool to train on issues associated with the course. On these days, the use of laptops, tablets, or other data-access devices is welcome. The use of technology otherwise is discouraged.

Course Schedule

Whenever possible, it is recommended that assigned readings and presentation review be completed prior to the class meeting in which the topic will be discussed in order to enrich the student’s level of inquiry and engagement in the subject matter. Also included on the schedule are dates for exams, online quizzes, and in-class exercises. Please plan accordingly, as these activities likely will have a direct effect attendance, participation, and the student’s overall skills competency.

We will make every effort to adhere to the topic discussion schedule as presented. The instructor will advise the class in advance if there arises any the need for timeline adjustment.

Topic Discussion Schedule

Wk/Day	Class Discussion Topic	Read:	Activity:
August			
Week 1 (w/o 8/24)			
T	Course Introduction/Syllabus Review	Chapter 1	Before leaving class today, introduce yourself to two other students in the class.
R	Strategy and Brand Planning		In-class exercise – Group strategy exercise
Week 2 (w/o 8/31)			
T	The Brand Strategy and the Strategy Brief		Team formation/Term project issued
R	Sifting Core Problems from Symptoms		Quiz 1 on Canvas
September			
Week 3 (w/o 9/7)			
M			LABOR DAY HOLIDAY
T			In-class exercise

	Problems & symptoms (cont.)		
R	<i>Interrogating</i> the Situation through Situation Analysis		
Week 4 (w/o 9/14)			
M			
T	Interrogating the situation through secondary resources; Assessing the situation	Chapter 2	In-class exercise and "Coaching clinic"
R	Strengths, Weaknesses, Opportunities, & Threats (S/W/O/T)		In-class exercise
Week 5 (w/o 9/21)			
M			
T	Strengths, Weaknesses, Opportunities, & Threats (S/W/O/T)		In-class exercise
R	S/W/O/T Analyses		"Coaching clinic"
Week 6 (w/o 9/28)			
M			
T	Opportunity Recommendation/Writing Objectives		In class exercise

R	Objectives (cont)		
October			
Week 7 (w/o 10/5)			
M			
T	Identifying Target Markets (MRI)	Chapter 3	In class exercise: MRI analysis
R	MRI		In-class exercise
Week 8 (w/o 10/12)			
M			
T	Target Market Profiles	Chapters 5 + 6	In-class exercise
R	Writing a targeting profile		"Coaching clinic"
Week 9 (w/o 10/19)			
M			
T	Brand Strategy & Brand Propositions	Chapter 7	In-class exercise
R	Brand proposition statements		"Coaching clinic"

Week 10 (w/o 10/26)			
M			
T	Brand proposition statements		In class exercise & "Coaching clinic"
R	Communication Objectives		In-class exercise:
Week 11 (w/o 11/2)			
T	Communication strategy		
R	Consumer Response (Think – Feel – or Do?)	Chapter 10	
Week 12 (w/o 11/9)			
M			
T	Communication Tactics		In class exercise
R	Strategic Use of Media in Message Delivery	Chapter 11	"Coaching clinic"
Week 13 (w/o 11/16)			

M			
T	Planning for measurement and evaluation		“Coaching clinic” - Seaming the project components
R	Desired consumer outcomes	Chapters 8, 9	“Coaching clinic” - Seaming the project components
Week 14 (w/o 11/23)			
TEAM WORK WEEK			
Week 15 (w/o 11/29)			
M			
T	Back to the strategy brief/Presentation preparation		“Coaching clinic” - Logistical details
R	Team Presentations		
Week 15 (w/o 12/7)			
M			
T	Team Presentations Final Team Projects, Peer Evaluations		