

University of Florida
ADV 3502, Section 7E39
Advertising Sales
Summer 2014

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Office Hours: Can be scheduled via
Skype, Google Hangout or by in-
person appointment

Course Description:

Selling, in its simplest terms, is the process of persuading a person that your product or service is of greater value to him or her than the price you are asking for it. As an ad salesperson, you will have the opportunity to persuade and influence your prospects to purchase advertising space from you. Your potential customers may have heard just about every sales pitch and, in addition, are as well informed as you are in terms of advertising, if not more. It is then your task as a salesperson to turn prospects into customers as well as grow relationships with existing clients by selling space into your media outlet by making a winning and influential sales presentation.

Thus, the purpose of this online course is to introduce students to selling advertising as a possible career opportunity.

Course Objectives:

This course consists of three parts:

Part I: Introduces the attitudes, attributes, skills and tools required to be successful in selling advertising. In addition, we will focus on the ethics, the “AESKOPP” system of selling and emotional intelligence (EI).

Part 2: We will examine the various types of media where advertising is placed: television, radio, magazines, newspaper and the Internet. In addition, we will take a look at the financial aspects attributed to selling: paperwork (sales proposals and travel and expense reports), rate calculations and understanding the basics of financial reports.

Part 3: Addresses the topics and process necessary to make an effective and winning sales presentation to prospects and existing clients by: prospecting, problem solving, generating solutions, negotiating, closing, creating value and addressing objections.

Each part is intended to provide the core components of advertising sales: 1) Mindset for building relationships with clients and prospects: Positive attitude, being ethical and the importance of Emotional Intelligence (EI). 2) Having an “informational edge” over your competitors regarding “disruptive” changes and megatrends in advertising, media and technology. 3) Learning how to prospect potential clients, presenting and closing the sale by developing and delivering a professional, persuasive and closing winning presentation.

Required Text:

1. Warner, Charles (2009), *Media Selling: Television, Print, Internet, Radio* (4th edition). Wiley-Blackwell (the text is also available as an e-book on Amazon.com).

Course Schedule

New modules will generally open on Monday of the week and end on Sunday of the following week. This schedule may vary during weeks during holidays and breaks. Please review the semester schedule on a regular basis, as it may be subject to changes.

Students will be notified of any scheduling adjustments via Sakai Announcement posts and by Sakai email if necessary.

****Weekly module assignments (group discussions, individual assignments) are due on Sunday at 11:59 PM unless otherwise specified.**

<u>Module</u>	<u>Topic</u>	<u>Dates</u>	<u>Quiz/Assignments</u>
Module 1	Course Introduction	5/11-5/18	Group Discussion
Module 2	Selling Assumptions And Approaches	5/19-5/25	Group Discussion
Module 3	Ethics and AESKOPP	5/26-6/1	Group Discussion Mid Term Contact Info Activity
Module 4	Attitude and Goals	6/2- 6/8	Mid Term Interview Questions Quiz #1 (Modules 1-4)
Module 5	Communicating Influencing & Finding Solutions	6/9-6/15	Group Discussion Activity
Module 6	Emotional Intelligence	6/16-6/22	Group Discussion Activity
Module 7	Business and Finance	6/30-7/6	Group Discussion Mid Term Assignment
Module 8	Television	7/7-7/13	Activity
Module 9	Magazines and Radio	7/7-7/13	Group Discussion Activity
Module 10	Newspapers & Internet	7/14-7/20	Group Discussion Activity Quiz #2 (Modules 8-10)
Module 11	Influencing & Creating Value - Prospecting, Identifying Problems and Begin Generating Solutions	7/21-7/27	Group Discussion

Module 12	Solutions, Proposals & Presentations	7/28-8/3	Schedule Presentations Quiz #3 (Modules 11-12)
Module 13	The Presentation, Closing the Deal and Handling Objections	7/28-8/3	Final Group Presentations

Grading

Group Discussions	90 points
Quizzes (3)	75 points
Activities	60 points
Mid-Term Contact Name Info	10 points
Mid-Term Interview Questions	10 points
Mid-Term Interview Assignment	80 points
Final Group Project	<u>175 points</u>
Total	500 points

Grading Scale

A	465-500 points
A-	445-464 points
B+	415-444 points
B	400-414 points
B-	385-399 points
C+	375-384 points
C	355-374 points
D+	341-354 points
D	326-340 points
F	0-325 points

IT Resources

If you are having technical issues please contact the Helpdesk for assistance at helpdesk@ufl.edu.

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 via email**, particularly if those problems might potentially hamper your class performance. Expect that late work will not be accepted.

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 received 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> 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."