

International and Cross-Cultural Advertising

ADV4400, Section 5526 / Fall 2015

Instructor: Ilyoung Ju Office Hours: Tuesday 2:00 – 4:00 or by an 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 Course Materials:

1. Ad Text Advertising Curriculum (2011) available online at www.adtextonline.org. Published by the Advertising Educational Foundation and distributed by Johns Hopkins University Press Project MUSE. (Required)

2. Mueller, Barbara (2011), Dynamics of International Advertising: (Required)

Theoretical and Practical Perspectives (second edition). New York: Peter Lange Publishing, Inc.

3. Supplemental readings assigned by module will be posted to the ARES course reserves course site accessible online through the UF Library web site.

Course Assessment Criteria:

The course grading scale will adhere to the University’s measurement scale for assigning final grades. The criteria applied to course assessment weighted by category are as follows:

1. **Quizzes** (4 times), Weight: 20%

a. Four quizzes consisting of 10 questions each will be given over the term. Each quiz question is worth 2 points. Quizzes are scheduled approximately every three weeks. Quiz questions will be presented in a multiple choice format and will cover content for modules completed up to the quiz point. For example, the first quiz will only cover the content from modules X – Y; quiz two will cover only the content covered in modules A – B, and so on.

b. Quizzes in this class will normally have a **9:00 PM Friday deadline**. All quizzes will be open (Tuesday 9 PM) to students for 72 hours before the window for taking the quiz closes. Each quiz is timed to close in 20 minutes of opening, so once a student begins the quiz, s/he should work steadily to complete the quiz within the designated period. Please review the course syllabus for clarification on the designated quiz dates.

- ❖ Quiz 1 due date → Sept 18, Friday 9PM
- ❖ Quiz 2 due date → Oct 2, Friday 9PM
- ❖ Quiz 3 due date → Oct 30, Friday 9PM
- ❖ Quiz 4 due date → Nov 20, Friday 9PM

2. **Small Group Discussions / Assignments** (4 times), Weight: 20%

a. The purpose of the small group discussions is to provide students with an opportunity for idea exchange and engagement with other class members. Early in the semester, students will be assigned to a small group to work with other student peers for six graded discussions throughout the semester and for the group presentation (explained below).

b. For a small group discussion, students will be given a topic on which to respond through discussion board post. At times, you will not only be asked to submit your opinion, but also to review and respond to the opinions of your peers. Some discussions will be graded on your responses, and some will be judged upon your individual posting and the number of peers reviewed postings. Discussion items require peer review will be posted clearly.

Two deadlines for every discussion:

(a) Posting my discussion on the board → **9:00 PM Friday**

(b) Re-posting on peer's discussion → **9:00 PM Saturday**

- ❖ Discussion 1 due date → Sept 4, Friday/Sept 5, Saturday 9PM
- ❖ Discussion 2 due date → Sept 11, Friday/ Sept 12, Saturday 9PM
- ❖ Discussion 3 due date → Sept 25, Friday/ Sept 26, Saturday 9PM
- ❖ Discussion 4 due date → Oct 23, Friday/ Oct 24, Saturday 9PM

3. **Individual assignments** (2 times), Weight: 20%

For individual assignment 1, you will be asked to compare two countries for international marketing campaign feasibility. Individual assignment 2 is to find and report good and bad examples of international advertising campaigns. All submissions should be typed or word-processed, on 8 ½ x 11” All manuscripts must be double-spaced (excluding references) in 12-point Times Roman font (no narrow fonts) with pages numbered consecutively in the upper right corner throughout the entire paper (title page is page 1). Allow margins of at least one inch on all four sides. Use one font style only (e.g., Times Roman). Papers must be left justified. Papers should be prepared according to one of the main academic styles: APA, Chicago Style, and Journal of Advertising. Students are strongly recommended to ask the instructor if they are not familiar with the mentioned formats.

File naming convention – All submission must have the following format:

LastName _ FirstName_ Assignment#_Fall13.doc or .docx (Only.doc and .docx files will be considered. Improperly formatted files will NOT be considered and could lead to 0 points for that submission)

Late, missed, or revised assignments will be accepted only if approved by the course instructor. Those who have medical emergencies or other situations that are supported by UF leave policies can obtain approval to submit assignments without getting penalized. Travel, vacation, internship, tours, etc., will not be considered under this clause. A written petition to the instructor explaining the reason for assignment tardiness must be attached with the submission. Assignments not submitted within the initial deadline will lead to a grade penalty (usually 5% of the grade per day) and after seven days students will forfeit all possible points for that assessment.

❖ **Individual Assignment 1** → Oct 9, Friday 9PM

❖ **Individual Assignment 2** → Nov 5, Friday 9PM

4. **Group Project** (1 time), Weight: 20%

The purpose of the group project presentation is to provide the class with a resource for deeper understanding about how a specific topic reviewed over the term is implemented. Teams are challenged to use the course resources to build from in order to greater understanding of the topic to the class as a whole. At about mid-semester, the instructor will solicit potential topic ideas from each discussion group or will assign a topic if the group does not come up with a proposal by the due date. All topics must be approved in advance of proceeding to work on it.

Once approved, group members should collaborate regularly to allow adequate opportunity for project development before the due date. Each small group will complete a PowerPoint that will be shared with the class via course site post at the end of the semester.

❖ **Due Date** → Dec. 4, Friday 9PM

5. Weekly Question & Answer Submission (13 times), Weight: 20%

Each week students will be asked to submit two questions about the weekly reading. The questions can be ones that the individual is curious about or is interested in based on how it was addressed in the readings. Questions take two forms: 1) concept questions or 2) context questions. Concept questions test others' knowledge on basic definitions or terms introduced in the readings. Context questions present a situation (real or hypothetical) asks about recognition or relevance to a concept.

*Create two questions from an assigned module for each week and then, provide brief answers for the each question you raised. The questions and answers need to be relevant to the assigned class materials.

A Good Example

1. How did each principal agent contribute to globalization?

Soldiers and sailors completed the mission of spearheading the travel and conquering of specific locations. Through taking over and colonizing, soldiers and sailors were able to spread their own culture and customs in these new lands. Traders were able to physically bring their goods to new places. Oftentimes, the places that these new goods were introduced to would develop innovative ways to incorporate them into their existing lifestyles. Preachers brought and spread their religions. A very clear example of globalization would be the spread of Christianity; the spread of this religion is incredibly vast, reaching all over the world. Adventurers found their ways across the globe spreading as much of their knowledge and lifestyle as possible and also absorbing that of the places they visited and brought it back to their homelands.

2. Is it necessary for globalization to be ongoing or has it completed its purpose?

Although it is much easier to cross the threshold of one country to another nowadays and many aspects of different cultures and lifestyles have been spread, the purpose of globalization is to exchange goods, ideas, institutions and people. There are constantly production of new ideas and new goods that spread around the world. Also, the movement of people has not ceased. We now have much easier access to traveling and we still migrate around the world. Therefore, globalization will remain a constant in our lives for a very long time and is necessary for continuous progression of our world.

Students will be graded on the quality of the questions and answers presented in terms of his/her demonstration of material comprehension and thoughtfulness.

❖ Due date → Every Week Friday 9 PM

6. Extra Credits, Weight: + α

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.

Fall 2015 Course Schedule

Module	Lecture Topic	Date	Quiz/Assignments
1	Defining Multiculturalism	Aug 24 – Aug 28	Introduce yourself on the “Getting Started Discussions Forum” The millennial quiz (extra credit)
2	Gender, Race, Ethnicity, Sexuality, and Class	Aug 31 – Sept 4	Group Discussion 1
3	Multiculturalism in the Market Place: Targeting Latinas and African American women	Sept 8 – Sept 11	Group Discussion 2
4	Multiculturalism in the Market Place: Targeting GLBT Consumers	Sept 14 – Sept 18	Quiz 1 (Modules 1-3)
5	The Growth of International Business and Advertising	Sept 21 – Sept 25	Group Discussion 3
6	The International Marketing Mix	Sept 28 – Oct 2	Quiz 2 (Modules 4-6)
7	The International Marketing & Advertising Environment	Oct 5 – Oct 9	Individual Assignment 1
8	The Cultural Environment I	Oct 12 – Oct 16	
9	The Cultural Environment II	Oct 19 – Oct 23	Group Discussion 4
10	The Creative Strategy and Execution	Oct 26 – Oct 30	Quiz 3 (Modules 7-10)
11	Advertising Media in the International Arena	Nov 2 – Nov 5	Individual Assignment 2
12	Research in International Advertising	Nov 9 – Nov 13	
13	Corporate Social Responsibility	Nov 16 – Nov 20	Quiz 4 (Modules 11-13)
14	n/a	Nov 23 – Nov 27	Holiday
15	Group Project Submission & Wrap-up	Nov 30 – Dec 4	Dec 4, Friday 9PM