

University of Florida  
ADV6503, Section 8624  
**Advertising Creative Strategy and Research**  
W Periods 6-8, Weimer 1078  
Spring 2014

Instructor: Dr. Cynthia Morton  
Office: 2082 Weimer Hall  
Phone: 392-8841

Office Hours: TBD and by Skype or in-person appointment  
Skype address: <adprofmorton>  
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### **Course Description**

The objectives Advertising Creative Strategy and Research course is to familiarize students with: (1) the theoretical foundations of creative strategy in advertising and marketing communications; (2) the research methods utilized in gathering data for developing and evaluating strategy; and (3) the process of developing strategy. The course will include lectures and discussions, as well as learning techniques that are meant to facilitate the exploration of creative strategy and research in advertising. These techniques include guest speakers, case studies, formal exams, individual assignments, and a team project. Participation is essential.

### **Course Objectives:**

The objectives of the course are as follows:

- ❖ To analyze advertising strategies demonstrated in successful advertising campaigns
- ❖ To expose students to the issues and concerns in creative strategy and research.
- ❖ To examine the process of creative strategy and research, including relevant criteria associated with understanding advertising and promotion planning decisions.

### **Required Textbooks:**

Twitchell, James B. (2000), Twenty Ads the Shook the World. New York: Three Rivers Press.

Supplemental readings via ARes automated course reserves system of the UF Libraries.

## Evaluation Criteria:

The criteria applied to student evaluation and point totals assessed by item will be as follows:

In Class Exam (1)	100
Individual Case Assignments (2 @ 50)	100
Quizzes (2 @ 80pts)	160
Team Project	100
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TOTAL	460

The following scale will be administered to assign final course grades:

<i>Grade</i>	<i>Percentile</i>
A	94% and higher
A-	93 - 90%
B+	89 - 86%
B	85 - 83%
B-	82 - 80%
C+	79 - 76%
C	75 - 73%
C-	72 - 70%
D+	69 - 66%
D	65 - 63%
D-	62 - 60%
E	59% and lower

## General Policies

### I. Office Hours and Individual Meetings

Generally, office hours will be managed electronically by appointment via Skype <adprofmorton>. Occasionally, I will be able to meet with students before or after our regular class meeting. Otherwise you can email me when you have questions, concerns, or difficulties relating to course materials or any assignments. I am happy to work with you individually or in small groups by appointment.

## **II. University of Florida Honor Code**

An Honor Code that specifies conduct expected of UF students governs University of Florida graduate students. Though many graduate students will have few problems with the ethical decisions involved in maintaining integrity in their work, others may not see the issues so clearly. Please be aware of the information contained in the Graduate Student Handbook's policy regarding the various activities that constitute academic dishonesty. Academic honesty is an important issue at the University of Florida and the violations of the Honor Code are taken very seriously. All students are expected to observe the university's student honor code. Plagiarism or the misrepresentation of work or sources may result in severe penalties. Each student is responsible for visiting the website listed below and becoming aware of the 12 listed violations and sanctions provided in Rule 6C1-4.041, F.A.C., <http://regulations.ufl.edu/chapter4/4041-2008.pdf>.

## **III. Copyrighted Materials**

Graduate students are also expected to fully understand and obey the proper usage of copyrighted materials, as ascribed in the University Honor Code. Proper citation of all cited work is expected for all assignments submitted over the duration of the module.

## **IV. Students with Disabilities**

Students requesting classroom accommodations must provide the instructor with official documentation from either the College of Business or from the Office of Students with Disabilities a minimum of one week before a scheduled examination to allow for the appropriate accommodations for testing.

### Tentative Course Schedule Topics (abbreviated)

#### **Module 1: Advertising and Campaign Strategies that Made a Difference**

January -

W- 1/18 Course Introduction/ "Art & Copy" video

W- 1/15: What Were They Thinking?: The Back Story on Campaigns that Made a Difference

W- 1/22 Campaigns That Shifted Culture

W- 1/29 Campaigns That Shifted Culture

## **Module 2: Advertising Creative Strategy and Research - Logistics**

February -

W- 2/5 Testing the Water to See What Floats: Creative Strategy Research

W- 2/12 Talking to Consumers with Resonance: Creative Strategy Research

W- 2/19 Talking to Consumers with Resonance (cont.)  
\*\*QUIZ 1 opens at 5PM in Sakai Assessments\*\*

W- 2/26 Creative Strategy as part of Strategic Media Planning

March -

W- 3/1 - 8 Spring Break Week (no class meeting)

## **Module 3: Creative Strategy and Research in Practice**

W - 3/12 Creativity: Definition, Criteria, Characteristics

W- 3/19 The Creative Brief

W- 3/26 Evaluating Creative Executions against the Strategic Brief

April -

W - 4/2 Evaluating Creative Executions

W- 4/9 Team meetings  
\*\*QUIZ 2 opens at 5PM in Sakai Assessments\*\*

W-4/16 Team Presentations

T- 4/23 **Team Project Due @ Noon**