

University of Florida  
ADV4400, Section 8763  
**International Advertising, (Web)**  
Summer 2013

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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.adtext.online.org](http://www.adtext.online.org). Published by the Advertising Educational Foundation and distributed by Johns Hopkins University Press Project MUSE.
2. Mueller, Barbara (2011), *Dynamics of International Advertising: 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:

Course grading is based on a 710-point scale. Final grades will adhere to the University's measurement scale. The criteria applied to course assessment in points by category are as follows:

1. **Quizzes (4), Points: 20 points each-**
  - a. Four quizzes consisting of 10 questions each will be given over the term. 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, scheduled for June XX, will only cover the content from modules X - Y, quiz 2 will cover only the content covered in modules A - B, and so on.
  - b. Quizzes in this class will normally open on the Monday of the respective module at 5:00 PM and remain for 72 hours before the quiz officially closes. Students can take the quiz at any time during the 72-hour window. Once a quiz has been started, it can not be stopped until the allotted time (20 minutes) is complete. Therefore students should take care to cover all materials prior to attempting the quiz and to work steadily to complete the quiz within the designated time period. Please review the course syllabus for clarification on the designated quiz dates.
  
2. **Small group discussion boards (6), Points: 10 to 15 points each-**
  - 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). For the small group discussions, 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 own 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 peer reviewed postings. Discussion items requiring peer review will be posted clearly. Students will normally have a 9:00 PM Sunday deadline to post to the discussion board before it is locked to further comments.

3. **Individual assignments (4), Points: 100 points each -**

Four individual written assignments will be issued on alternate weeks from the small group discussions. Assignments must be submitted to the assignment drop box by 9:00 PM on the specified due date.

Generally, assignments will have a page limit of three to five pages maximum. You can submit an assignment paper as many times you wish as long as the deadline has not past.

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 submissions must have the following format:

**LastName \_ FirstName\_ Assignment#\_Filename.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 7 days students will **forfeit** all possible points for that assessment.

4. **Small group project**, Points: 100 points

The purpose of the presentation is to provide the class with a resource for deeper understanding about how the component topics reviewed over the term work together to contribute greater understanding of a specific topic. Topics will be assigned to groups in Week 6 to allow group members adequate opportunity to collaborate before the end-of-semester deadline. Each small group will complete a PowerPoint that will be shared with the class via course site post at the end of the semester.

5. **Two-minute essays (6)**, Points: 10 points each

Every other week of the term week students will be asked to submit a brief essay that highlights “the most important issue(s)” reflected in the chapter readings for the most recent two modules. The essays are based on the individual’s own opinion and can reflect textbook topics that made an impression, stood out in the discussion, or that stimulated further curiosity or introspection because of how it was addressed in the readings. Students will be graded on the quality of the essay presentation and in terms of his/her demonstration of the material comprehension and thoughtfulness.

## Course Schedule

Note, asterisks indicate modules with two-minute essay due dates. Generally, two-minute essays are due week by Thursday at 9:00 PM. All other assignments (group discussions, individual assignments, group project assignments) are due on Sunday at 9:00 PM unless otherwise specified.

<u>Module</u>	<u>Topic</u>	<u>Dates</u>	<u>Assignments</u>
Module 1	Defining Multiculturalism	May 12 - May 19	Take the Millennial quiz for 2 points extra credit
Module 2	Gender, Race, Ethnicity, Sexuality, and Class	May 19 - May 26	Group Discussion 1
Module 3*	Multiculturalism in the Marketplace: Targeting Latinas and African American Women	May 26 - June 2	Group Discussion 2 Quiz 1 (Modules 1 - 3)
Module 4	Multiculturalism in the Marketplace: Targeting Asian American and Gay Consumers	June 2 - June 9	Individual Assignment 1
Module 5*	The Growth of International Business and Advertising	June 9 - June 16	Group Discussion 3
Module 6	The International Marketing Mix	June 16 - June 22	Quiz 2 (Modules 4 - 6)
<b>SUMMER BREAK WEEK</b>		<b>June 23 - June 29</b>	
Module 7*	The International Marketing & Advertising Environment	June 30 - July 7	Individual Assignment 2
Module 8	The Cultural Environment I	July 7 - July 14	
Module 9*	The Cultural Environment II	July 7 - July 14	Group Discussion 4

Module 10	Creative Strategy and Execution	July 14 - July 21	Individual Assignment 3; Quiz 3 (Modules 7 - 9)
Module 11*	Advertising Media in the International Arena	July 21 - July 28	Group Discussion 5
Module 12	Research in International Advertising	July 28 - Aug 4	Individual Assignment 4
Module 13*	Corporate Social Responsibility	Aug 4 - Aug 9	Group Discussion 6 Quiz 4 (Modules 10 - 13)