

Course Syllabus
Advertising (ADV3008.5632, Sp2013)
Tuesday Period 3, Thursday Period 3-4
WEIM 1064

Text:

Required: Moriarty, Mitchell, Wells. © 2012, **Advertising: Principles and Practice**, 9/E
 ISBN-10: 0132163640 | ISBN-13: 9780132163644
 eTextbook: <http://tinyurl.com/adv3008text>
 Recommended: **Principles of Advertising Course Pack** (Available at Target Copy)

Instructor:

Dennis DiPasquale
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 Office: Weimer G036 (Office Hours Tuesday 1:00 to 4:00* OR by Appointment)

Course Overview:

This class is designed to explain advertising, it’s role in society and business. All aspects of advertising may be covered. By the end of the class you will understand how advertising works: from the base research and strategy to the media buy and creative. You will also know how to measure the success of advertising.

Course Objectives:

- Identify Advertising vs. Other forms of Marketing & Business Communication
- Understand how advertising must work with other communication (PR, brand communication)
- Understand how advertising must work with the business concepts of marketing and sales
- Understand the general principles of how Advertising Campaigns work
- Understand how the creative of advertising works
- Understand audiences and their identification, segmentation and targeting
- Understand advertising’s impact on society, and society’s impact on advertising
- Identify advertising mediums, both traditional, new and experimental

Grading

110pts Exam 1
 110pts Exam 2
 110pts Exam 3
 70pts Quizzes
 100pts Group Projects
 500pts Total

I will use the following scale when determining your final letter grade* :

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	D-
Class Score	475	440	420	400	380	360	340	320	300	280	260
Grade Pts	4	3.67	3.33	3	2.67	2.33	2	1.67	1.33	1	0.67

Grading Policies:

UF’s Grading policies can be found at <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>. Grades are not negotiable unless I’ve made an error in calculation. Except in the extremely rare situation where partial points have been earned, I do not round points up. The cut offs are concrete. While I attempt to get grades posted as soon as possible, understand that as a graduate student I am not permitted teaching assistants and therefor will need more time than most professors. All grades will be posted within two weeks of the due date.

UF Honor Policy, Academic Dishonesty, Cheating, Plagiarism...

Don't risk your future. Don't cheat, and don't do anything that could be construed as cheating. I have a low tolerance for it, as does the university. Anyone suspected of cheating will be referred to the Student Honor Council. (More information: <http://www.dso.ufl.edu/studentguide/studentrights.php>)

Attendance

Daily attendance will not be taken. That does not mean that you shouldn't attend class. It is incumbent upon students to make every effort to attend and participate in class. Missing a class may mean missing a quiz, which could affect your grade. Just as in the business world, you would call out if you miss work, the same will apply here. Students are permitted two "personal days" to excuse them from unannounced quizzes or group work with no questions asked. If you cannot make a class for whatever reason and you want to use an unexcused absence, you must email the professor **BEFORE** class starts. Generally, I do not reply to those emails. **You will be required to make up the quiz within one week.**

Excused Absences

Absences due to sports competitions, conferences for organizations related to academic majors and illness are easily documented and will be considered excused. Any other excused absences **MUST BE HANDLED THROUGH THE DEAN OF STUDENTS OFFICE**. This includes family deaths or family emergencies. Please note: job interviews, friend or social emergencies, sorority or fraternity functions, running out of gas, typical air travel delays and the like are unexcused and you must use your personal days for those situations just as you will for your future jobs.

Group Work

There will be four group projects throughout the semester. They reinforce the following topics: *Marketing, Research, Strategy, and Creativity*. The projects are due the Thursday after the topic was covered in class. The projects are each worth 25 points. Students will earn 20 points simply by submitting each project. The final five points must be earned through your effort and meeting the project rubric. Going beyond the rubric may earn extra credit beyond the 25 points, but those points are given sparingly and will not be reflected in Sakai. Sample projects will be featured on Sakai. Groups will also prepare a presentation. Not all groups will present. I randomly select groups at the start of class.

Your group must be 3, 4 or 5 individuals, no larger or smaller. I reserve the right to add or remove members from a group at any point in the semester to keep things balanced. Generally I don't like doing that, so I won't do it without good reason.

Extra Credit

As a top research university, University of Florida faculty and students are always conducting research. The College of Journalism and Mass Communications is no different. Throughout the semester you will be presented opportunities to participate in such experiences that offer a different opportunity to understand concepts covered in this course. Students can earn 3 points for every survey taken and 5 points for longer or more involved situations. Participation is optional and is neither required nor expected. Most will get posted to the announcements section and there may not be any notice. Students who want those opportunities should check Sakai announcements regularly. Extra credit of this type cannot be used to get an A and is capped at 40 points. Other extra credit based on the content of the course will be offered irregularly and can be used to push your grade to an A. I do not offer individual extra credit.

Reading

Reading will be assigned from the textbook as well as additional (usually online) sources. Students are expected to read ahead and as assigned. Just because the instructor doesn't mention the reading doesn't mean that you're not expected to read. Additionally, material in the book may not be covered in the class. It is incumbent upon the student to know the material regardless. Students are expected to bring questions from the reading to class, especially when the book and the professor may disagree.

Assignments

If and when assigned, assignments due on any days that class is in session are due at the beginning of class. There will be a folder in the front of the class. Students are expected to place their paper/assignment/whatever in or on that folder. The folder will be removed shortly after class starts. No late assignments will be accepted. Do not skip or arrive late to class to work on an assignment. Items due when class is not in session are to be placed in my hand or mailbox (2nd floor of Weimer Hall) by 4:00pm that day. **NO ELECTRONIC SUBMISSIONS WITHOUT EXPRESS PERMISSION.**

Discussions

While participation in discussion is not an explicitly graded component of this course, you are encouraged to participate. There are times when the book is wrong and I am not aware of it, there are times when I can be wrong as well. I encourage **researched** and **polite** rebuttals to any arguments (mine, the book's, fellow students) discussed in class.

Quizzes:

There will be 6 quizzes throughout the semester, each with 10 questions worth one point each. The quizzes are focused on the materials in the book. The goal of these quizzes is to test your reading. Generally, the quizzes will be given in class after students were expected to read content. The goal is to ensure students read the chapters before coming to class. Generally speaking, these quizzes are very easy and most students who have read the chapters should score 9-10 points on each. The 7th quiz is on this syllabus and will be on sakai. Take it before February.

Exams:

There will be three exams in class, plus a cumulative final exam. They are “anything goes” in terms of where I pull content from: text, current events or classroom discussion. You **must** bring your ID (Gator 1 or government issued) to all exams. We will normally use the class before each exam to review material. Exams missed without a professor or university-sanctioned excuse will be penalized 50% and makeups may be harder. I will explain exceptions in the first class. The final exam can be used to replace your lowest exam grade. If you have a pre-existing travel conflict with an exam, you must show me proof of your travel itinerary before the end of drop-add. **Missed exams must be made up within one week of the exam or when your excuse ends.** If you have a long-term excuse for missing an exam that extends beyond one week, you may be given an open-ended exam as a makeup. This is due to grading logistics. Exam questions are usually pretested. Some are designed to be difficult and subjective. Correct answers are not negotiable. Bad questions or topics I didn't cover properly get curved out through a statistical analysis of each exam.

Additional Policies:

Cell Phones & Mobile Devices:

Generally, all devices should be silenced during class. Texting during class will not be tolerated. During quizzes and exams any hint that you have a mobile device powered on suggests to me that you are cheating, you will be asked to leave and receive a failing grade for that exam. By “hint” I mean seeing or hearing a phone, a vibrating phone in your bag counts. This policy is in place both to reduce dishonesty as well as to ensure that there are no distractions for the rest of the class during exams. If you must bring your phone to a test, turn it off, pull the battery out or be **VERY** sure that it can't be heard.

Laptops:

Using laptops or iPads for note taking or in-class searches is acceptable and encouraged so long as it's not distracting. Please mute all sounds. I may request that you not use your laptop if I feel you're surfing or chatting online and not actually taking notes. I reserve the right to modify this policy if it gets out of control.

Recording:

I have no objections to students recording class meetings. You do not need to ask my permission. Please be discreet as this may make some of your classmates uncomfortable.

Professor's Office Hours

My office hours are posted as above, but I am on campus quite often, if not in my office for much more than that time. Students are encouraged to check in before stopping by and/or make appointments. If you do happen to see me, it means I'm available to talk (I go to the library if I need privacy) and you are more than welcome to pop in for questions or to talk about advertising or anything else you think I might be able to help you with. Students are encouraged to use email to contact me. The BEST way for students to reach me is with the UFL email listed above. Please avoid replying to an email to start a new conversation with me as email systems may thread your reply and I might not see it right away. If I do not answer your email within 24-hours it means that I may have already or will shortly address your question in-class or on sakai. If you feel this has not happened you should send a second message after the next class meeting or ask me after class.

Assignment and papers

All papers for class should be in AP (newspaper) style while projects should follow a more business writing style. Sources, references and citations should be in APA style. No assignments will be accepted via sakai or e-mail unless specifically stated. All work is to be submitted as a hard-copy/printout.

Academic Accommodations:

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.

Student Resources:

Advertising Age: <http://www.adage.com>

AdWeek: <http://www.adweek.com>

New York Times: <http://www.nytimes.com/pages/business/media/index.html>

Twitter suggestions:

@adweekdotcom @brandweekdotcom @adage @mediaweekdotcom

** Subject to change. The professor will notify students of any changes. Generally, changes are to you and your grade's benefit.*