

**ADV3001(08E1)**  
**Advertising Strategy**  
Spring, 2013 • M 6<sup>th</sup> & 7<sup>th</sup>, W 7<sup>th</sup> • WEIM 1084

**Instructor:**

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**Office Hours:**

M & W 11:50am-1:00pm, or by appointment

**Course Description**

Advertising Strategy is an overview of the strategic planning process required to develop a successful advertising campaign and integrated marketing communications (IMC) plan. The course deals with academic knowledge and practical information needed to develop and maintain successful brands advertised by companies, organizations and individuals. In this spring semester, specifically, the student will work with a real client in Gainesville local business, **Bob's Compassionate Pet Sitting**. The students are expected to develop advertising campaign and IMC plan for the client based on situation analysis (secondary and survey results).

**Course Objectives**

The goal of this course is to provide students with the fundamental skills needed to analyze, evaluate, and develop an advertising/IMC campaign. This goal will be accomplished by focusing on three key elements central to the strategic planning process: brands, consumers, and communication. Specific course learning objectives are as follows:

- (1) To expose students to a set of fundamental theories and practical concepts used to develop strategically sound advertising campaigns.
- (2) To provide students with an understanding of the systematic process involved in developing a communication plan, including analyzing a market situation, formulating communication objectives, identifying potential target audiences, and developing an advertising campaign strategies.
- (3) To give students regular opportunities to apply this knowledge by way of class exercises, assignments, and a team project.

**Teaching Materials**

- (1) PowerPoint Lecture Files (available at Sakai by 9pm on the previous day of each lecture):

\* Lecture notes will be made available on the Sakai website, <http://lss.at.ufl.edu/> as PDF file formats. Students relying entirely on the online notes should understand that the notes are merely an overview, if not an introduction, to the depth that will be explored in class discussion. Therefore, students are cautioned to use the notes only as a supplement to regular attendance, class participation, and "old fashioned" note taking.

- (2) Recommended Readings:

\* O'Guinn, Tomas, Chris Allen and Richard J. Semenik (2011), *Advertising and Integrated Brand Promotion*, South-Western College Pub.

\* Parente, Donald (2006), *Advertising Campaign Strategy: A Guide to Marketing Communications Plans*, (Fourth Edition) Mason, Ohio: Thomson South-Western

## Grading Scale

A = 92 and above	C = 72~77.9
A- = 90~91.9	C- = 70~71.9
B+ = 88~89.9	D+ = 68~69.9
B = 82~87.9	D = 62~67.9
B- = 80~81.9	D- = 60~61.9
C+ = 78~79.9	E = below 60

## Grading Criteria

Letter grades for this course will be based on the total points accumulated over the term. Students who earn a C or better will fulfill the ADV3001 requirement for graduating with a degree in advertising and will not be required to retake the course.

## Minus Grades

Since this course uses minus grades, students should be aware of the resulting changes in the grade point equivalencies of letter grades. You can see the comparative chart depicting the changes to the official grading scale at:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

The student's overall course grade will be based on the following criteria:

	Points
Exams*	15
Quizzes	5
Project Reports	
Project 1	25
Project 2	25
Presentations	
Presentation 1	10
Presentation 2	15
Class participation	5
Extra credit	+α
<b>TOTAL</b>	<b>100</b>

\* There is no final exam.

## Late Assignments

After the deadline, 10% of the assignment's grade will be deducted each day the assignment is turned in late.

## Final Exam

Final Exam is held **in class for 45minutes** during the regularly scheduled class period. The Exam is designed to test the student's knowledge of the main topics covered in the lecture files, class discussions, quizzes, and experience from team projects. The general exam format is a combination of **multiple choice, short answer, or essay questions**.

Exam grade will be posted on the Sakai website. As there is no formal review following the exam, students who would like to review their performance more closely are encouraged to meet with the instructor following the posting of exam grades.

## Projects

For the projects with an actual local client, *Bob's Compassionate Pet Sitting*, student groups with six to seven members should develop the full IMC campaign and make two presentations. Specific guidelines and evaluation methods of this project will be provided at the date in the course syllabus. Failure to make presentation on the assigned dates will result in zero credit for the project. Any form of make-up will not be available.

## Team Member Evaluation

Students will spend much of their outside class time working with their team members, with the team projects accounting for a significant percentage of the final grade. In order to assess each team member's contribution to the team project, students are asked to evaluate their team members at each phase of the team project. Students need to evaluate each of their team members on a 100 point scale using the online survey available on the Sakai system. Team member evaluation grade takes 10% of an individual student's project grade.

E.g.)	Team project grade (90%)	=	100 (out of 100)
	Team member evaluation (10%)	=	70 (out of 100)
	The individual student's project grade (100%)	=	$(100 \times 0.9) + (70 \times 0.1) = 90 + 7 = 97$

The team member evaluation is due by 9PM on presentation/project due date. The rule regarding late assignments is applied to the team member evaluation. After the 9PM deadline, 10% of the project grade is deducted each day the team member evaluation is turned in late.

## Extra Credit

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. Participants of each extra credit opportunities will be given **0.5** pt, and the earned points will be added to the final grade. Students will not be given more than **three** points as extra credits.

## Follow Instructions

Your grade will reflect how well you follow instructions. In the "real" world, you learn about projects during conversations with AEs and clients. You must listen and take notes. If you don't follow written or verbal instructions on your exams and assignments, you won't receive full credit for your answers or work. Don't be afraid to ask for help when you need it.

## Attendance

Your attendance and active participation in the class discussion are expected and required in every class. Be on time and stay until the end. In the real world, you will have to be on time for work and not leave meetings early. You may arrive late or leave early twice, after which five points will be taken off each time you arrive late or leave early without obtaining the professor's permission in advance. If you miss more than 30 minutes of class by arriving late or leaving early, you will not be counted as having attended class that day.

***Students are not allowed to use cell phones, or laptop computers in the classroom. Text-messaging, cross-word puzzles, Sudoku, newspapers and any other non-course related materials and activities are absolutely prohibited in class.***

## Absences

There is a high correlation between regular class attendance and the best grade. I reserve the right to reduce your final grade by half a letter grade for each unexcused absence after the initial **five**. When you miss points for quiz and class participation for an excused absence, I will average your points for quiz and class participation for the semester and assign you that average score to the day you missed.

- **Excused Absences**

In order to receive an excused absence, the student must let the professor know s/he will miss class BEFORE the class meets except in certain (rare) emergency situations. You may email or call the professor. Explain why you will not be in class, and bring in a written documentation to verify your excuse when you come back to class. Make sure to make a photocopy of the documentation if you need it for other classes. Documentation must be checked before an excused absence is accepted.

Excused absences include:

- Religious holidays (only the holiday). Your memo MUST BE TURNED IN BEFORE the holiday to count as an excused absence.
- Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor's note or

prescription). Please note: the Student Health Center will provide you a specific kind of note that indicates they think you should've missed class or will need to miss additional days. So DON'T MISS CLASS FOR NON EMERGENCY VISITS because your note will reflect that missing class was not medically necessary and I will likely not allow you to make up any work missed.

- Death in the family. You must provide a funeral program and the phone number of the funeral home for me to verify. Unfortunately, a few unscrupulous students in the past have forged these documents, so I have to have the phone number to call and verify.
- Car accidents. Again, I will need documentation. There should be a report filed with the police department that you can turn in.
- Course-related activities for other university classes—if a dated letter of request is made by the professor of the class on official letterhead. Must be received BEFORE the absence.
- University competitive events (that means athletes and not fans). You will need a letter from your coach or the athletic department. These must be arranged BEFORE the absence.
- Paid employment—only if your supervisor requests the absence in a signed letter on business letterhead.

The following is a partial list of the types of situations that are NOT considered excused absences (meaning you will receive a zero for missed work):

- Job interviews
- Social events
- Meetings: including group meetings for other classes, meetings for roommate problems, meetings with other professors
- Entertaining out-of-town guests
- Holiday/travel plans
- Weddings
- Family emergencies (if there isn't a letter from the Dean of Students)
- Couldn't find a parking spot, my bus was late, I ran out of gas, etc.
- Went out of town and having problems getting back due to weather, bus problems, car problems, etc.
- My parent/friend/grandparent/pet is ill.

### **Academic Dishonesty**

Absolutely no cheating. If you are caught cheating, you will fail the class and your case will be presented to higher authorities. Cheating includes signing documents/class materials for someone else, plagiarism, other people writing your assignments, using notes during an exam, asking someone for answers to a quiz or exam, copying other people's answers, etc. In other words, follow the university's honor code as follows.

**Preamble:** In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

**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." For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261. You can review UF's academic honesty guidelines in detail at: <http://www.dso.ufl.edu/studentguide/studentrights.php#academichonestyguidelines>

### **Students with Special Challenges**

I am committed to helping students with special challenges overcome difficulties with comprehending the subject matter, while abiding by the standard code of confidentiality. In order to address special academic needs, I must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor. This

is not to imply that standards of fairness will not be generally applied when evaluating student work; only that reasonable and appropriate measures will be taken to ensure that officially recognized challenges do not become a hindrance to a student's ability to succeed in this course. Students affected by such challenges and requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the professor when requesting accommodation.

### **\*Tentative\* Course Schedule**

The following represents a tentative outline of topics that will be covered over the course of the semester. Please use it as a reference for keeping up with readings, assignments, and deadlines. Although I will make every effort to adhere to the schedule, it may become necessary to make modifications to accommodate unforeseen circumstances. The professor will advise the class of any events that necessitate revision to the present schedule.

Date			Topic	Lecture	Assignment
Jan	7	M	Intro	Course Orientation	
	9	W		Team Building & Project Guideline	
	14	M	Overview	Overview of Advertising Strategy	<i>*A hard copy of the student bio form and the team info form due at the beginning of the class</i>
	16	W		<b>Client Presentation (Bob's Compassionate Pet sitting)</b>	
	21	M		<b>Martin Luther King Jr. Day (No Class)</b>	
	23	W		Company Analysis	
	28	M		Survey Session 1 (Questionnaire Development)	
	30	W		Survey Session 2 (Data Analysis)	
Feb	4	M		Consumer Analysis	
	6	W		Competitor Analysis (1)	
	11	M		Competitor Analysis (2)	
	13	W		Project Q & A Session (meeting w/ appointment)	
	18	M		Team Meeting 1 & 2	<i>* Questionnaire, Data &amp; Results</i>
	20	W		Team Meeting 3 & 4	<i>* Questionnaire, Data &amp; Results</i>
	25	M		Team Meeting 5 & 6	<i>* Questionnaire, Data &amp; Results</i>
	27	W		SWOT Analysis & Advertising Objectives	
Mar	4	M		<b>Spring Break (No class)</b>	
	6	W		<b>Spring Break (No class)</b>	
	11	M		Segmentation & Targeting Strategy	
	13	W		<b>Project Presentation 1 (1)</b>	<i>*An electronic copy of the final project presentation file &amp; Report . *The team member evaluation due by 9PM.</i>
	18	M		<b>Project Presentation 1 (2)</b>	
	20	W		Positioning Strategy	
	25	M		Brand Marketing Creative Strategy & Integrated Marketing Communications (IMC)	
	27	W		<b>Final Exam</b>	
Apr	1	M		Team Meeting 1 & 2	
	3	W		Team Meeting 3 & 4	
	8	M		Team Meeting 5 & 6	
	10	W		<b>Project Q &amp; A</b>	
	15	M		<b>Project Presentation 2 (1)</b>	<i>*An electronic copy of the final project presentation file &amp; Report *The team member evaluation due by 9PM.</i>
	17	W		<b>Project Presentation 2 (2)</b>	