

**International Advertising**  
**ADV 6405 – Fall 2013**  
**132G | 132F | 133A**

University of Florida  
Department of Advertising

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**“Children are all foreigners.”**  
Ralph Waldo Emerson

**Course description**

ADV 6405 will provide students with a framework for applying their existing advertising tools in the global arena. Working internationally and/or interculturally challenges the advertising, public relations or marketing executive to think outside his or her own “cultural box.” Some of the challenges include finding research about consumers, competitors and the marketplace outside of North America and Western Europe, understanding local cultures and customs, understanding the importance of ethnicity, and building an integrated core of professional communicators that work with a common purpose, even if they come from different backgrounds – or are on different continents.

Students in this course will also be able to analyze, evaluate, and write research papers based on the theoretical knowledge gained through readings that explore phenomena related to International Advertising.

**Course objectives**

By the end of this semester, students will:

1. Demonstrate an understanding of gender, race, ethnicity and, as appropriate, other forms of diversity in society in relation to mass communications;
2. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
3. Understand concepts and apply theories in the use and presentation of images and information;
4. Demonstrate an understanding of professional ethical principles and work ethically in the pursuit of truth, accuracy, fairness and diversity;
5. Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
6. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
7. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
8. Think critically, creatively and independently.

## **Required texts**

Mueller, B. (2011). *Dynamics of International Advertising: Theoretical and Practical Perspectives*. NY: Peter Lang Publishing, Inc.

Online readings posted in E-Learning System ELS <http://lss.at.ufl.edu>

## **Course requirements**

The requirements for the course have been designed to provide students with the concepts and experience needed to meet the above-stated objectives and to measure the amount of success achieved toward reaching those objectives.

### *Online Discussion Boards*

Every module will be accompanied by an online graded discussion board. Students will post questions and react to the questions of others. Students are expected to participate actively in this online learning community. As such, questions, comments, and even respectful disagreements are encouraged at all times. Earning *all* of the discussion points in this class means you have not only shared your own thoughts on discussion boards, but have read and reacted to the questions and comments of others. I will begin the discussion board for each module with a broad question or comment, or perhaps with a suggestion for another online resource to consider. You may either react to my conversation, or begin a thread of your own, based on your interpretation of the readings and assignments. Hopefully, throughout the semester we will build both a knowledge base and a virtual cohort together. (Students may miss any one discussion module without penalty aside from the Introductory discussion.)

### *Reactions*

Students will write 5 reactions to the readings and additional course information throughout the semester. The reaction papers will challenge students to integrate their own life experience with the materials they are reading, in order to gauge their ability to use the information they are learning.

### *Assessments*

There will be two online examinations scheduled during the semester. Both exams will cover materials presented in textbook chapters, additional online resources exercises and online class discussion. The format for each exam will be a combination of essay and short answer questions. Exams are timed, and can be scheduled at any time within the approved 7-day period noted.

### *Individual Project Assignments*

There will be two individual research projects scheduled during the semester. These assignments are designed to help you gain hands-on experience with conducting secondary research and assessing international strategic communications approaches. The first assignment will be distributed early in the semester, the second around mid-semester.

## Course evaluation

Your final grade will be determined by the following scale:

Discussion Boards	10 points
Reaction papers	10 points
Assessment 1	20 points
Assessment 2	20 points
Project 1	20 points
Project 2	20 points
Extra Credit (TBA)	
<b>Total</b>	<b>100 points</b>

## Grading scale

*Letter grade/ Corresponding Score*

A < 90.00

A - 87.50 - 90.00

B + 85.00 - 87.50

B 82.50 - 85.00

B - 80.00 - 82.50

C + 77.50 - 80.00

C 75.00 - 77.50

C - 72.50 - 75.00

D + 67.50 - 70.00

D 65.00 - 67.50

D - 62.50 - 60.00

E Failure

I Incomplete

WF Withdrew Failing

## General policies

*Assignments.* Late work is only accepted after showing valid proof of absence excuse, at the discretion of the instructor. Faulty computer equipment does not constitute a valid reason for late work. No credit will be given for unexcused late work.

*Contacting your instructor via email.* If you can't make it to my office hours, I will be happy to answer your questions via email, within 24 hours during the week and 48 hours on the weekend. I usually check my email frequently during the day. However, I usually do *not* check my email after 9:00 PM. Please do not expect an immediate response to your emails, especially late in the evening.

## **Tentative schedule**

The tentative course outline is listed below. If changes in the schedule are necessary, they will be announced in class and you will be held responsible for such changes.

### **Week 1 – Wednesday, Aug. 21 to Sunday, Aug. 25**

1. Post to Introductions Discussion Board by 5 PM ET on August 25 (1 pt)

### **Week 2 – Monday, Aug. 26 to Sunday, Sept. 1**

1. Readings posted in Course Materials > Module 1
2. Graded Discussion 1- Post to the Discussions tool to submit - Due Sept. 1 by 5 PM (1 pt)
3. Project 1 begins – Go to the Assignments tool to submit - Due Sept. 29 by 11:59 PM (20 points)
4. An optional Project Discussion Board will be posted. I will answer about Project 1 there.

### **Week 3 – Tuesday, Sept. 3 to Sunday, Sept. 8 (Labor Day Monday Sept. 2)**

1. Readings posted in Course Materials > Module 2
2. Graded Discussion 2—Post to the Discussions tool to submit – Due Sept. 8 by 5 PM (1 pt)
3. Graded Reaction 1 – See Assignments to submit (2 pts)

### **Week 4 – Monday, Sept. 9 to Sunday, Sept. 15**

1. Readings posted in Course Materials > Module 3
2. Graded Discussion 3—Post to the Discussions tool to submit – Due Sept. 15 by 5 PM (1 pt)

### **Week 5 – Monday, Sept. 16 to Sunday, Sept. 22**

1. Readings posted in Course Materials > Module 4
2. Graded Discussion 4—Post to the Discussions tool to submit – Due Sept. 22 by 5 PM (1 pt)

### **Week 6 – Monday, Sept. 23 to Sunday, Sept. 29**

1. Readings posted in Course Materials > Module 5
2. Graded Discussion 5—Post to the Discussions tool to submit – Due Sept. 29 by 5 PM (1 pt)
3. Graded Reaction 2 – See Assignments to submit (2 pts)
4. **Assessment 1 will be available from Sept. 23 to Sept. 29 (20 pts). You will have 3 hours to complete the assessment once you begin.**

### **Week 7 – Monday, Sept. 30 to Sunday, Oct. 6**

1. Assessment 1 Available Sept. 30. Due no later than 11:59pm ET on Oct. 6. Students will have 3 hours to complete the exam once they begin, so time should be budgeted accordingly.
2. An optional Assessment Review Discussion Board will be posted 1 week prior to Sept. 30. Please feel free to ask any questions about the upcoming exam there. I will answer questions up until the exam period begins. After that, I will only be able to answer questions specific to the exam privately, via email.
3. Readings posted in Course Materials > Module 6
4. Graded Discussion 6—Post to the Discussions tool to submit – Due Oct. 6 by 5 PM (1 pt)

**Week 8 – Monday, Oct. 7 to Sunday, Oct. 13**

1. Readings posted in Course Materials > Module 7
2. Graded Discussion 7—Post to the Discussions tool to submit – Due Oct. 13 by 5 PM (1 pt)
3. Graded Reaction 3 – See Assignments to submit (2 pts)
4. Project 2 begins – Go to the Assignments tool to submit - Due Nov. 12 by 11:59 PM (20 points)

**Week 9 – Monday, Oct. 14 to Sunday, Oct. 20**

1. Readings posted in Course Materials > Module 8
2. Graded Discussion 8- Post to the Discussions tool to submit - Due Oct. 20 by 5 PM (1 pt)

**Week 10 – Monday, Oct. 21 to Sunday, Oct. 27**

1. Readings posted in Course Materials > Module 9
2. Graded Discussion 9—Post to the Discussions tool to submit – Due Oct. 27 by 5 PM (1 pt)
3. Graded Reaction 4 – See Assignments to submit (2 pts)

**Week 11 – Monday, Oct. 28 to Sunday, Nov. 3**

1. Readings posted in Course Materials > Module 10
2. Graded Discussion 10—Post to the Discussions tool to submit – Due Nov. 3 by 5 PM (1 pt)
3. Graded Reaction 5 – See Assignments to submit (2 pts)

**Week 12 – Monday, Nov. 4 to Sunday, Nov. 12**

1. Readings posted in Course Materials > Module 11
2. Graded Discussion 11—Post to the Discussions tool to submit – Due Nov. 10 by 5 PM (1 pt)
3. Assessment 2 Available Nov. 4. Due no later than 11:59 ET on Nov 12. Students will have 3 hours to complete the exam once they begin, so time should be budgeted accordingly.
4. An optional Assessment Review Discussion Board will be posted 1 week prior to Nov. 4. Please feel free to ask any questions about the upcoming exam there. I will answer questions up until the exam period begins. After that, I will only be able to answer questions specific to the exam privately, via email.

**End of course – Nov. 12**

1. Last day to turn in Assessment 2
2. Last day to turn in Project 2

## Tips for taking classes online

It is worth mentioning upfront that taking an online class is not a piece of cake. Taking an online class can be seen as if you were taking a course in a foreign nation. Although technology can be fascinating not all of us would have learned the norms and expectations of online environments equally. Some of the key advantages in taking a class online include eliminating the need for being present in a physical location at a specific time, allowing you to work at your own pace while staying in tune with the course deadlines, and many other factors. Also it must be noted that not having to be present in a physical class does not minimize the amount of work that needs to be undertaken to successfully complete the class. Taking an online class can require almost the same or more effort on your part as it would for a face-to-face class.

### Some Pointers:

- **Reading is important and inevitable** - Taking a class online does not give you the opportunity to sit quietly in a classroom and listen to the lecture and pay attention to the non-verbal cues provided by the instructor. An instructor in online classes acts more or less like a distributor of information and guides you towards exploring an area of knowledge you wish to gain. Most information is presented as text. I will attempt to provide a fair amount of graphical content. However, a vast amount of material will be present in text. So reading is inevitable.
- **Communication is critical** - My purpose of being an instructor for this course is to help you. However in online environments I cannot see your dissatisfaction or hear your questions/concerns. In order to be heard you will be responsible for initiating the contact and communicate effectively. Please be as vocal and elaborate in your question and please ask all your questions in a logical pattern. Also I strongly discourage use of SMS vocabulary in course related communication. Regular messages will be answered within 48 hours, urgent matters will be assessed for its urgency and will be addressed promptly. We will only use the ELS email tool for exchanging emails, private email addresses will **NOT** be considered.
- **Review the help files and tutorials** - Review the help files and tutorials posted on the e-Learning Support Services site located at [https://lss.at.ufl.edu/help/Student\\_Faq](https://lss.at.ufl.edu/help/Student_Faq). Make sure you go over the Student Introduction to ELS. You may also want to download all the required plug-ins and configure your computer to work with ELS. If you need assistance with the above please contact the UF Computing HelpDesk at 352-392-4357 or visit them at <http://helpdesk.ufl.edu>.
- **Attempting the Modules** - During the first week of class you will want to familiarize all the tools we will be using the e-Learning system. An introductory discussion will be available for you to practice. Always make sure you have a reliable computer and Internet connection. Personal issues with computers, Internet and other issues will not be entertained and cannot be considered for extension.
- **Access to the Library** – You should access UF Library by first signing into <https://vpn.ufl.edu> with your gatorlink username and then access the Library from <http://uflib.ufl.edu/> not doing so **WILL NOT** allow you to access UF resources used in the course.
- **Manage your time effectively** - Time management is a critical component to successfully completing an online class. It is strongly recommended that you set designated blocks of time for each module in the course. This will help you stay on

top of class assignments and other critical components that you will be assessed upon.

- **Share, tips and help fellow classmates** - For many of us, taking online courses is a new frontier. There are no dumb questions, and even if you think your solution is obvious, please share it! Someone in the class will appreciate it. Obviously, please **REFRAIN** from sharing answers pertaining to assignments and other evaluative components.
- **Re-read before you post anything** - Remember that sometimes you may not have the opportunity to edit some items in online environments. For example if you sent an email to someone you did not intend to you may not be able to recall that. Before you send something to anyone make sure you re-read what you have said. Pause and think how the person at the other end will perceive the message. Although you cannot fathom all the reactions but it will be a good practice to re-read your messages before you post them.
- **Consult discussion board before asking a question** - I will post all questions that are relevant to each module to benefit all of you. Before you send a question my way please visit the bulletin board to see if someone else has asked this question already. It will be a good practice to post your question in the bulletin board.
- **Assignments, Quizzes and Discussions**
  - **Assignments** You can submit an assignment paper as many times you wish as long as the deadline has not past.
  - **Discussions/Reactions** in this class will normally have a 5.00 PM Friday or 11:59 PM Sunday deadline. 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 must be posted clearly.
  - **Graded Assignment and Discussion Format**
  - Assignments and discussions have to be submitted on the specified due date. All reactions should be word-processed, configured at 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. All 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-type-and-number\_SP13.doc or .docx**  
(Only .doc and .docx files will be considered, improperly formatted files will NOT be considered and will lead to 0 points for that submission). Late, missed, or revised assignments will be accepted after approval from the course instructor. A written petition provided by the instructor 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.  
\*\*This applies to only 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.

- **Personal Emergencies/ Excused Absences** It shall be the student responsibility to advise the instructor of any personal emergency that might affect his/her performance in the course. In the case of an emergency or an extenuating circumstance that causes the student to be unable to continue taking this class over an extended period of time, please notify the instructor as soon as possible via telephone, e-mail, or message in the department office. The student will be responsible to catch up with the rest of the class and makeup for the lost time. I am particularly interested in the well-being of the students enrolled in this course. Please let me know of any health problems or challenging personal situations if you think I can be of any assistance. Remember that UF has great resources designed to help you, such as the Counseling Center (Ph: (352) 392-1575, Web: <http://www.counseling.ufl.edu/cwc/>) and Student Mental Health Services (SMHS), a division of the Student Health Care Center, (Ph (352) 392-1171 : Web: <http://www.umatter.ufl.edu/>).
- **Academic Dishonesty** Academic dishonesty is an important issue of concern at the University of Florida. Students who violate University rules on scholastic integrity are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. Since dishonesty harms the individual, other students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. On all work submitted for credit by students at the University of Florida, the following pledge is implied:  
*"On my honor, I have neither given nor received unauthorized aid in doing this assignment."*  
I will be using anti-plagiarism software to examine all submissions. Please refer to the Office of Students Affairs website for additional information on academic honesty <http://www.dso.ufl.edu/students.php>

### **Students with 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 should provide me with an official statement from the Office of Student Services explaining his/her situation.

### **Final thoughts**

Please feel free to speak with me at any time during the semester about any questions or concerns you have about the course. I'll be happy to brainstorm with any group or individual at all stages of the research process.