

**University of Florida**  
**ADV 3502, Section 1B21**  
**Advertising Sales**  
**Fall 2013**

Instructor: Robert Padovano,  
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Office Hours: To be scheduled by Skype or  
by in-person appointment  
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**Course Description:**

There you are, cold calling, hitting the pavement or presenting to speak with yet another sales prospect. Your sales pitch is spot on and your prospect is attentive, interested and *seems* ready to buy ad space.

Now what?

Thus, the purpose of this online course is to introduce students to advertising sales as a possible career opportunity.

**Course Objectives:**

This course consists of three parts:

Part I: Introduces the attitudes, attributes, skills and tools required to be successful in selling advertising. In addition, we will focus on the ethics, the “AESKOPP” system of selling and emotional intelligence (EI).

Part 2: Examines the various types of media where advertising is placed: television, radio, magazines, newspaper and the Internet. Furthermore, we will take a look at the financial aspects attributed to selling: paperwork (sales proposals and travel and expense reports), rate calculations and understanding the basics of financial reports.

Part 3: Provides the skills and tools necessary to make an effective sales presentation to a potential client by creating the framework to selling advertising: problem solving, solutions, presenting, negotiating and closing.

Each part is intended to provide the core components of advertising sales: 1) Mindset for building relationships with clients and prospects: Attitude, Ethics and Emotional Intelligence, 2) Knowledge of Media and awareness of “disruptive” changes in technology and trends, 3) Presentation Skills: Negotiating, Problem Solving, Providing Solutions and Closing the Deal

## **Required Text:**

1. Warner, Charles (2009), *Media Selling: Television, Print, Internet, Radio* (4th edition). Wiley-Blackwell (the text is also available digitally as an e-book).

## **Course Schedule**

New modules will generally open on Sunday of the week and end on Sunday of the following week. This schedule may vary during weeks when holidays and breaks are at issue. Please consult the semester schedule on a regular basis, as it is subject to changes. Students will be notified of any scheduling adjustments by Sakai Announcement posts and via Sakai email if necessary.

**\*\*Weekly module questions are usually due each week by Thursday at 9:00 PM unless otherwise specified. 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>Quiz/Assignments</u>
Module 1	Course Introduction	8/21 8/27	Group Discussion
Module 2	Selling Assumptions And Approaches	8/28-9/3	Group Discussion Activity
Module 3	Ethics and AESKOPP	9/4-9/10	Group Discussion Activity
Module 4	Attitude and Goals	9/11-9/17	Activity Quiz #1 (Modules 1-4)
Module 5	Communicating Influencing & Finding Solutions	9/18-9/24	Group Discussion
Module 6	Emotional Intelligence	9/25-10/1	Group Discussion Activity
Module 7	Business and Finance	10/2-10/8	Group Discussion
Module 8	Television	10/9-10/15	Activity
Module 9	Magazines and Radio	10/16-10/22	Group Discussion Activity
Module 10	Newspapers & Internet	10/23-10/29	Activity Quiz #2 (Modules 8-10)
Module 11	Influencing & Creating Value	10/30 -11/7	Group Discussion
Module 12	Solutions, Proposals & Presentations	11/12-11/20	Quiz #3 (Modules 11 & 12)

Module 13      The Presentation &      11/20-12/4      Final Assignment  
Closing the Deal

**Grading**

Group Discussions	80 points
Quizzes	75 points
Activities	70 points
Mid-Term assignment	100 points
Final Assignment	<u>175 points</u>
Total	500 points

**Grading Scale**

A	465-500 points
A-	450-464 points
B+	415-434 points
B	400-414 points
B-	385-399 points
C+	375-384 points
C	355-374 points
D+	341-354 points
D	326-340 points
F	0-325 points

**Certification Opportunity:**

Students will also have the opportunity to receive online certificate(s) from the Radio Advertising Bureau (RAB).

The following link will take you to additional details regarding all of RAB's online training and accreditation courses including a demo class for each course:

[http://www.rab.com/public/academy/classofferings\\_online.cfm](http://www.rab.com/public/academy/classofferings_online.cfm)

The following two courses are being offered to college students.

- 1) Sales Foundations/Radio Marketing Professional (RMP) - \$95 per student
- 2) Digital Sales/Certified Digital Marketing Consultant 1.0 (CDMC 1.0) - \$119 per student

**IT Resources**

If you are having technical issues you can contact the Helpdesk at helpdesk@ufl.edu

**Policies for Late Work and Exams:** There will be no make-up examinations without proof of excused absence. All assignments are expected to be turned in on the due date. If

problems arise, let me know **immediately**, particularly if those problems might potentially hamper your class performance. Expect that late work will not be accepted.

**Support for Students with Challenges:** 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. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected. Expect requests for help after your performance has been negatively affected to be denied.

**Academic Honesty Guidelines:** The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity. Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017). You can review UF's academic honesty guidelines in detail at:<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

***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."***