

# Course Syllabus

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## Syllabus ADV 3008 Weigold

*Principles of Advertising* Spring 2024 Online, Asynchronous

Office Hrs: Shoot me an email and we'll zoom within 48 hours [Canvas Email](#)

### Course Learning Objectives:

- Students can identify, define and explain key concepts in advertising and marketing communications.
- Students can describe jobs in advertising, social and ethical issues that surround the practice of advertising, and the steps and processes involved in creating an advertising campaign.
- Students understand and can create plans for media, creative, strategy, research, and campaigns.
- Students can describe the diverse people and jobs in advertising and related professions.
- Students can recount the history and role of professionals and institutions in shaping modern advertising.

### Course Text:

Weigold & Arens, 17e (2023). *Contemporary Advertising and IMC*. Burr Ridge, IL: McGrawHill/Irwin. The book is digital, and purchasing will also give you access to SmartBook.

### Course Description:

This is a foundations course about advertising. As such, it relies less on critical thinking and application than some advanced courses. Instead, its purpose is to provide a broad overview of important advertising concepts, processes, people, organizations, and trends. This knowledge will then be the foundation for critical thinking and activities in subsequent courses.

Success in the course involves understanding these concepts. None of them are terribly difficult, but there are a lot of them! The challenge is the breadth rather than the depth of the knowledge.

Advertising is a pervasive force in modern society. Each year advertisers spend upwards of a thousand dollars for each person living in the U.S. What is the purpose of such expenditures, and what are the effects? Those are some of the issues this course will deal with.

We also examine advertising from the inside, from the perspective of the advertiser (the client) and the specialists who create advertising, the ad agency. You will learn about the different people within each of these types of organizations. You will also find out about how they do their job, what life is like inside the business, and what role you might someday play should you choose an advertising career.

## Grades

Your grade is based on the number of points that you earn out of 350 possible.

A = 322 or higher, A- = 315, B+ = 308, B = 287, B- = 280, C+ = 273, C = 245, C- = 232, D = 210, E = <210

Points come from two sources: exams (worth 150 points total, 3 exams worth 50 points each) and homework (300 points total). The homework is based on both the **text** (Smartbook exercises) and the **lectures** (Canvas quizzes). Exam questions come from both text and lectures.

Information on current UF grading policies for assigning grade points can be found here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> Links to an external site.

## Assessments

Assessing your understanding of the text: **SMARTBOOK**: Found in McGraw Hill Connect

**18 assignments**, 5 points each, 90 points total. The dates the SmartBook assignments open and close can be found in Connect and in this syllabus. You will typically have one to two weeks to complete.

Assessing your understanding of the lectures: **QUIZZES**. Found in Canvas

**11 quizzes**, 10 points each, for 110 points total. Quizzes: available every Weds until 11:59 pm. They time out at eight minutes and include five multiple choice questions selected from a bank in Honorlock. Canvas quizzes allow for printed notes. To use printed notes, turn sideways in front of your camera so I can see both the paper and your face.. Digital aids of any kind are not allowed. 5 questions, 2 pts each.

**3 exams** @ 50 points each, 150 points total. The exams are online and require Honorlock. Exams are 50 questions, multiple choice, 1 point each). Exam questions come from both lectures and the text. NO aids of any kind are allowed on exams.

## Exam Schedule

Exam 1: **Feb 14**; Exam in Canvas, 50 minutes, opens at 12:01am and closes at 11:59 pm. Covers Modules 1-4 and material from chapters 1-6. Exam is taken at home, not in class.

Exam 2: **March 20**; Exam in Canvas, 50 minutes, opens at 12:01am and closes at 11:59 pm. Covers Modules 5-7 and material from chapters 7-9, 12, 13. Exam is taken at home, not in class.

Exam 3: **April 24**, Exam in Canvas, 50 minutes, opens at 12:01am and closes at 11:59 pm. Modules 8 to finish and material from chapters 14-17, 10, 11

### **Extra Credit**

Interview an advertising executive (10 points total possible)

You can earn up to 10 points if you identify, contact, and record and post a zoom interview with an executive working in advertising. They may work for an agency or an advertiser (client) but they must have responsibility for leading and/or executing marketing communication efforts.

The interview should last about 20 minutes and should (at a minimum) cover these topics:

1. Your first statement (captured on the video) is sharing that you are recording the interview for a class and that it will be posted for students to view and making sure you have their permission to do so. Then, Who is the person? What do they do? What is their company and what does it do?
2. How did they get started in advertising? What did they do in college to make the leap to the profession?
3. What is a typical day like where they work?
4. How is the advertising industry changing and what do they see as the biggest changes happening right now
5. What advice would they share with someone looking to enter their field in the next few years?

Along with your video post a biographical sketch from the professional. Most pros can send you this in a separate email.

The points you earn will be based on:

- a) the quality of the interview
- b) the stature of the interviewee (senior v. junior exec, large agency v. small, etc.)

If you are unsure about the person you've chosen email me.

Must be posted by March 1.

### **Missed work**

It is expected that you will complete module work each week and be prepared for a quiz the following week. In general, you cannot make up assigned work (quizzes, exams) without advance permission and/or a documented excuse. If you are ill please get a doctor's note as documentation.

Requirements for class make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> [Links to an external site.](#)

### **Academic Integrity and Honesty**

Familiarize yourself with UF's honor code by following the link below. <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> [Links to an external site.](#)

### **Accommodations:**

Accommodations must be registered with the DSR (<https://drc.dso.ufl.edu/> [Links to an external site.](#) ). Once you have your letter, please arrange an office visit so I can provide the accommodation that you need. This should occur during the first two weeks of the semester.

### **Course Evaluations**

Students are expected to provide professional and respectful feedback on the quality of instruction in the course by completing course evaluations online via GatorEvals. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/> [Links to an external site.](#) . Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/> [Links to an external site.](#)

### **Student Honor Code:**

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel.

If you have any questions or concerns, please consult with me.

Should you find that your or another member of the UF community requires university counseling services and mental health services: call 392-1575,

[http:// www.counseling.ufl.edu/cwc/Default.aspx](http://www.counseling.ufl.edu/cwc/Default.aspx)[Links to an external site.](#) or the University Police Department: 392-1111 or 9-1-1 for emergencies. For any concern about well-being, either for yourself or another student you may contact: <http://www.umatter.ufl.edu/>[Links to an external site.](#)

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