UF|Advertising
COLLEGE OF JOURNALISM & COMMUNICATIONS

Advertising Campaigns

ADV 4800   Section: 1207
Class Periods: M Period 7-9 (1:55 PM - 4:55 PM)
Location: Matherly 0251
Academic Term: SPRING 2024

Instructor:
Santiago Kember
s.kember@ufl.edu
352-294-1670
Office & Office Hours: Thursday 11:00 AM to 1:00 PM; or by appointment, at the office or via Zoom conversation. Office location Weimer 3058.

Course Communication:

Please email me using the subject line "ADV4800" with any questions about assignments, and class content. Please include as much information as possible in your email so I can provide you with an accurate response. Contacting me through Canvas is the most efficient way to communicate. I will make every effort to respond to your email within 24 hours of you sending it.

About the course:
You've made it! Welcome to Advertising Campaigns, the capstone course of the Department of Advertising. If you've wanted to throw yourself into the excitement and challenge of "real-world" advertising, you're here!

What is campaigns? Our department thinks of campaigns as the culmination of your advertising apprenticeship. You've been trained in the art and science of research, strategy, copy, art, media, sales, etc. Each of these courses was designed to instill essential skills and knowledge of the business of advertising. However, your training has necessarily been compartmentalized. Each class only required examining advertising problems from a small, isolated, one-class perspective.

And your problems in these classes were purely hypothetical most times. Your research or strategy class may have assigned real brands, but you often had no real contact with the companies involved, except perhaps to solicit information. Your mistakes were of relevance only to yourself.

This class differs from all others in our department in at least two key respects: first, our client is real and is expecting results. The client fully expects to use your agency's work in a future advertising campaign. Second, you can no longer take a compartmentalized view of an advertising problem, and you will have to bring multiple perspectives together to formulate a winning campaign. You'll draw on all that you've learned and more.

In campaigns you function as a member of a polished, professional agency. You'll do it all, starting with a formal personal and agency mission statement, progressing to research and strategy development, creative and media development, evaluation, followed by the development of a plans book, and concluding with a formal presentation and Q&A session with your client. This isn't an easy class – it's time-consuming, tense, and demanding of your total input - but it's a wonderful class! It's real world, and that's what makes it so much fun! You'll be required to put what you know to work.

Canvas
http://elearning.ufl.edu/

Course Objectives

This course will integrate everything you have been learning about the development of advertising campaigns. You will develop an integrated marketing communications campaign for a real client. After completing this course, you will be able to:

- Gather and analyze secondary and primary data that provide information pertinent to our client's communication problem
- Analyze our client's advertising/marketing problems and opportunities based on a thorough situation analysis
- Develop and implement primary research that informs questions unanswered in the situation analysis
- Set realistic advertising and social media objectives
- Develop a sound, targeted and exciting communications strategy
- Develop creative executions aligned to the communications strategy and advertising objectives
- Make media planning and buying recommendations
- Make realistic budget and timing recommendations
- Sharpen the skills necessary to be an advertising professional. To do this, you will learn how to:
- Work collaboratively as part of a team
- Gain experience presenting to a real client
- Develop a campaign book that will showcase your work to future employers

Materials and Supply Fees

Please bring your laptop to the class. Some activities will require you to research online.

Required Textbooks and Software

No book required

Course outline							
Date	Week	Module	Module Name	Lecture	In-class activity	Student Assignment	Status Report
8-Jan	1	1	Course Intro & Analyzing Benchmarks. The Agency: forming a team	Intros & Syllabus / team building	Team development	Initial Survey, Individual Statement 1-1 meeting with Prof. Kember	
15-Jan			HOLIDAY				
22-Jan	3	3	Client brief & Situational Analysis	Agency team / Project brief / Briefing session / Debrief by teams. Share debriefing and answers to questions from team leader	Client brief. Debriefing of questions / start secondary research plan	Individual Benchmark report / Agency Team Statement	1
29-Jan	4	4	Research & Insights	Secondary research Plan	Sharing Primary Research Plan Internal brief		2
5-Feb	5	4	Research & Insights	Primary research fieldwork	Sharing Situation Analysis Report & Research plan fine-tuning &	Primary research Plan due	3
12-Feb	6	4	Research & Insights	Primary research fieldwork	Revised Situation Analysis	Situation Analysis Report	4
19-Feb	7	4	Research & Insights	Primary research fieldwork & Media analysis report	Media plan in-class	Media Analysis.	5
26-Feb	8	5	Strategy & Creative brief	Distilling insights & OIIC	Brainstorming	Primary research findings & Revised Media Analysis. IMC Exploration & Design approach	6
4-Mar	10	5	Strategy & Creative brief	CCI & proof of concept	Working session by team	CCI alternatives and 2 proofs of concept. IMC Exploration & Design approach 1st Peer Evaluation	7
11-Mar			SPRING BREAK				
18-Mar	11	6	Strategy & Creative brief	Revised CCI & proof of concept	Working session by team	IMC Initial ideas (promo, digital, retail, etc.)	8

25-Mar	11	6	IMC Campaign Plan	IMC development initial ideas	Working session by team	IMC Initial ideas (promo, digital, retail, etc.)	9
1-Apr	12	6	IMC Campaign Plan	IMC Final approach & Connections plan	Working session by team	IMC Final Plan & budget allocation 1st draft	10
8-Apr	13	7	Campaign Book	Campaign book 1st draft	Presentation development	Campaign Book 1st draft	11
15-Apr	14	7 - 8	Client Presentation	Dress rehearsal		Client Presentation - Final Campaigns book submission 2nd Peer Evaluation	12
22-Apr	15	8	Client Presentation	Final Presentation - Final Campaign Book		Final presentation	

Attendance
Class Attendance will be taken at each meeting time. Students are also expected to participate in class actively.

Each student is allowed two "free" missed classes without penalty to the final attendance point total. However, "free" absences do not automatically excuse the student from assignment due dates. For excused absences, make-ups, and additional clarification of UF's attendance policy, please see: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx
Please note that UF requires students to notify the instructor before the absence for religious absences.

Late Policy
Unless you have a documented reason for not completing an assignment by the due date (except for factors listed at the UF attendance policy link), late homework submissions, exams, and quizzes will not be accepted. Extra credit projects will not be assigned in lieu of late submissions.

UF Policies

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should read the UF Student Honor Code at https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/.

Netiquette: Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. See the course netiquette guidelines on Canvas.

Getting Help

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

helpdesk@ufl.edu
(352) 392-HELP - select option 2
https://elearning.ufl.edu/student-help-faqs/

Other resources are available at http://www.distance.ufl.edu/getting-help for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Class Expectations, and Make-Up Policy

- Students should attend all classes. Excused absences must be consistent with university policies in the Graduate Catalog and require appropriate documentation. Additional information can be found in Attendance Policies.
- Students should actively participate in class discussions. I understand that some of you may feel more comfortable than others speaking in front of your peers, and /or voicing your opinions. Being able to provide your opinion will be very important in your future as a professional, whether that is orally or in written format.
- Be respectful to the diverse range of opinions during class discussions or group activities. All opinions count.
- Use of laptops is allowed during class, for research and/or note taking. Cell phones are not allowed during class.
- Students are responsible for all material covered in class.
- Students are responsible for checking Canvas frequently for latest class information and updates.

Assignments

The quality of one's experience in this course can be attributed, in part, to the level of involvement in the learning process. Therefore, students are expected (and encouraged) to be part of the learning process through regular and consistent participation.

Written assignments will be submitted through Canvas and should adhere to the specifications detailed with each project summary. All assignments are expected to be submitted by the designated due date to avoid point forfeiture.

Individual Call Reports

These are short individual weekly updates that students need to submit to the instructor detailing what they have been working on, immediate deadlines, hurdles in the process, etc. A template will be provided on Canvas.

Group Campaign Project

Each Agency Group will have to deliver a formal presentation of their proposed campaign to the client close to the end of the semester. Each group will have to attend scheduled check-in meetings with the instructor to review the presentation based on the Campaign book. A grading rubric will be provided to clarify the instructor's expectations for the final deliverables and for specific milestones throughout the development of the group campaign project.

Peer Reviews

In this class, you will be working as a professional member of an agency. The nature of agency work relies heavily on group work and collaboration. Generating positive working relationships with peers in this class is paramount. You will be required to provide honest and constructive feedback on the performance of your Agency team members several times during the semester. I will consolidate input for each student so that the provider of it stays anonymous.

Grading & Make Up Policy:

We will follow UF Attendance Policies as it pertains to attending class and assigned work. Unless you notify me in advance and have a documented reason for why you cannot complete an assigned component of this class in a timely manner it will not be accepted.

Assignments not submitted by the posted due date and time will incur a 10% grade reduction for every 24 hours that it is late, up to five days. I will accept no late assignments after five days.

Missing an activity without permission results in zero points for such activity. Under special circumstances where the student misses such activity, due to unanticipated reasons, students will have 2 business days (i.e., 48 weekday hours) to inform the instructor and to negotiate a make-up opportunity. In either case, valid, verifiable documentation supporting the reason for the absence is required (doctor's note, accident report, etc.).

Excused absences must be consistent with university policies in the Graduate Catalog and require appropriate documentation. Additional information can be found in Attendance Policies.

Evaluation of Grades

Assignment	Percentage of Final Grade
Individual Assignments and Peer Evaluations	25%

Assignment	Percentage of Final Grade
Forming an Agency	5%
Situational Analysis	20%
IMC Strategy, Creative & Media Plan	20%
Agency Group Project Campaign Book	15%
Client Presentation	15%
TOTAL	100%

Grading Policy
The following is given as an example only.

Percent	Grade	Grade Points
95.0 - 100.0	A	4.00
90.0 – 94.9	A-	3.67
87.0 - 89.9	B+	3.33
83.0 – 86.9	B	3.00
80.0 - 82.9	B-	2.67
77.0 - 79.9	C+	2.33
73.0 – 76.9	C	2.00
70.0 - 72.9	C-	1.67
67.0 - 69.9	D+	1.33
63.0 - 66.9	D	1.00
60.0 - 62.9	D-	0.67
0 - 59.9	E	0.00

More information on UF grading policy may be found at:
UF Graduate Catalog
Grades and Grading Policies

Students Requiring Accommodations
Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Course Evaluation
Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Click here for guidance on how to give feedback in a professional and respectful manner. 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 ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here.

University Honesty Policy
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 specifies a number of behaviors

that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

UF Plagiarism Policy

Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether
- published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

For UF's Plagiarism Policy visit http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf

Software Use
All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Class Recording
Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book,

magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code."

Student Privacy
There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the Notification to Students of FERPA Rights.

Campus Resources:
Health and Wellness

U Matter, We Care:
If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu.

On-Line Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

Library Support, Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints Campus

Students Complaints