ADV 3001: Advertising Strategy

Summer C 2024

Instructor

Dr. Shelton

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OFFICE HOURS Meetings are available upon request.

The best way to reach me is via email. You can expect a response within 24 hours, if not sooner. However, this may be delayed slightly over the weekend. Don't hesitate to reach out if you need me!

Course Info

3 credit hours

Course Prerequisites/ Corequisites

MAR 3023 and ADV 3008 with minimum grades of C and ADV major.

About the Course

Welcome to the Advertising Strategy course for summer 2024! I'm excited to have you! In this course, you'll learn how to conduct primary and secondary research, extract insights from that research to develop a deeper understanding of your audience, segment audiences, and develop an advertising strategy that guides your advertising executions and reaches a specified target audience. You'll also learn to critique strategies in current ad campaigns.

Course Objectives

At the end of the course, you should be able to:

- Develop strategic advertising plans, considering principles of consumer behavior, marketing, mass communication, and psychology

- Leverage primary and secondary research findings into powerful, relevant insights that inform strategy development

- Tailor advertising strategies for diverse markets, considering regulatory and ethical practices in the industry

- Develop rich and insightful descriptions of targets in the form of personas

- Generate a strategic analysis for a brand, product, or service

- Write a creative brief and a marketing communications plan

- Understand and effectively apply relevant creative strategies to solve advertising problems

- Creatively and critically evaluate advertising strategies

Required Materials/ Technology

There is no required textbook for this course. This does NOT mean that there are no required readings. I will post relevant industry and academic articles and publications that align with our weekly topics. Questions from these articles may (and likely will) be included in your weekly quiz.

Students must have access to the following technologies/programs. More information will be provided in Canvas as these are needed.
- UF VPN to access UF library databases and resources off-campus
- Microsoft Office tools such as Word, Excel, and Powerpoint
- Qualtrics survey development tool (available to all students through UF)

Grade Components

- Weekly Quizzes (1 intro quiz; 9 module quizzes - 10 pts. each) **100 points**
- Weekly Assignments (9 assignments - 50 points each) **450 points**
- Final Project (1 project - 100 points) **100 Points**

650 TOTAL

Final Course Grades

- A 89.5 – 100
- B 79.5 - 89.4
- C 69.5 - 79.4
- D 59.5 – 69.4
- E 0.00 – 59.4

Students need to earn a C or higher to pass the class. UF's grading policies are at:
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Course Structure

This course consists of 13 modules. In a "typical" weekly module, you should:

- Complete the required readings
- Watch the provided lecture/supplementary content
- Complete your weekly quiz
- Complete assignments

Early in the semester, you'll be provided with a brand you will be completing projects for throughout the semester. Nearing the conclusion of the course, you'll complete your final project for this same brand that will involve you putting all of the pieces of your project together to develop a comprehensive plansbook for this same brand. More details will be provided in Canvas.

Course Format & Policies

This is an asynchronous online course. This means it provides you with flexibility of when and where you "attend" the class. However, it is EXTREMELY IMPORTANT that you set aside a "class time" each week to study the course materials and complete the assignments. Modules in this class are released on Monday mornings while assignments are due by the end of the week (Sundays at 11:59PM).

LATE WORK POLICY: Assignments are not accepted after the deadline. However, should you choose to submit an assignment after its deadline, twenty percent of the assignment's points are deducted each day the assignment is turned in late, meaning after 5 days, you would receive a 0.

Personal travel schedules, conflicts with another course's deadlines, etc. are not excusable reasons for turning in an assignment late. Do not wait until the day before the assignment is due to contact me with questions. Keep up with the readings and lecture videos and start assignments early.

FORMATTING, SPELLING, AND GRAMMAR: All assignments must be prepared and presented professionally and proof-read thoroughly. Students must take special care to use proper words and spelling, grammatically correct sentences, and logically flowing content. Points will be deducted from assignments where the content has formatting, spelling, and grammar errors.

COMMUNICATION WITH THE INSTRUCTOR: All emails should contain a Subject Line pertaining to what you are emailing me about; they should contain a greeting (Hello, Dr. Shelton), a coherent message about your questions, needs, requests, and your name. All emails should be sent from your UF email address. Per university policy, I cannot respond to emails from a personal (i.e., gmail) email account.

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. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. 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/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Honor Code: Students are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of the student will result in a minimum academic sanction of a zero on the assignment. We take originality in writing and creative work very seriously, and expect students to fully understand what is considered plagiarism. We are always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/.

Recording of Class Lectures: 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.

Accommodations: Students with disabilities requesting accommodations should first register with the UF Disability Resource Center at (352) 392-8565 or https://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 accommodations. Students with disabilities should follow this procedure as early as possible in the semester.

Counseling and Wellness Center: Contact information for the Counseling and Wellness Center is available at (352) 392-1575 or http://www.counseling.ufl.edu/cwc/Default.aspx. Contact University Police at (352) 392-1111 or 911 for emergencies.

Weekly Topic Schedule

Week 1 (May 13 - May 19): Course Intro
- **Due Sunday, 5/19 - Assignment 1: Intro Video; Quiz 1**

Week 2 (May 20 - May 26): What is strategy/account planning?; Identifying Core Business Problems; Objectives
- **Due Sunday, 5/26 - Assignment 2: Case Analysis - The Core Business Problem; Quiz 2**

Week 3 (May 27 - June 2): Secondary Research/SWOT
- **Final Project Announced**
- **Due Sunday, June 2 - Quiz 3**

Week 4 (June 3 - June 9): Execution - Your Situation Analysis/SWOT
- **Due Sunday, June 9 - Assignment 3: Situation Analysis; Quiz 4**

Week 5 (June 10 - June 16): Primary Research
- **Due Sunday, June 16 - Assignment 4: Primary Research Tool; Quiz 5**

Week 6 (June 17 - June 23): Execution - Primary Research; Extracting Insights from Data
- **Due Sunday, June 23 - Assignment 5: Primary Research Results; Quiz 6**

Week 7 (June 24 - June 30): Summer Break - No class content

Week 8 (July 1 - July 7): Segmentation & Targeting; TMPs; Product Positioning
- **Due Sunday, July 7- Assignment 6: TMP; Quiz 7**

Week 9 (July 8 - July 14): Media Selection
- **Due Sunday, July 14 - Assignment 7: Media Selection; Quiz 8**

Week 10 (July 15 - July 21): Creative Briefs
- **Due Sunday, July 21 - Assignment 8: Creative Brief; Quiz 9**

Week 11 (July 22 - July 28): Creative Strategy/The Big Idea
- **Due Sunday, July 28 - Assignment 9: The Big Idea; Quiz 10**

Weeks 12 & 13 (July 29 - August 9): Putting it all together/Final Project Preparation
- **Due WEDNESDAY, August 7 - Assignment 10: Final Project**