

## ADV3001: Advertising Strategy

Section 10062

Fall 2024 – Location: McCarty Hall B 2102

Mondays, 3:00pm-4:55pm and Wednesdays, 3:00pm-3:50pm

**Instructor:** Dr. Jiawei Liu

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**Office Hours:** Thursdays 1:00pm-3:00pm or by appointment

### Course Overview

This undergraduate course provides an overview of the theories, research, and practices related to advertising strategy. Topics include advertising goals and objectives, account planning, brand positioning, consumer insights, segmentation and targeting, communication strategy and messaging, media strategy and tactics, research methods, concept testing, and creative brief development.

### Course Objectives

By the end of this course, students should be able to:

- (1) Describe theories, concepts, and research related to advertising strategy and apply course content to advertising practice;
- (2) Understand the role of an account planner in advertising and successfully perform the duties related to account planning;
- (3) Formulate the goals and specific objectives for effective advertising campaigns;
- (4) Conduct research for an evidence-based advertising plan to achieve the intended outcomes;
- (5) Use communication theories and research to inform creative messaging design;
- (6) Measure and evaluate the effectiveness of the proposed advertising strategies;
- (7) Synthesize knowledge and skills in objectives above to develop creative briefs and proposals that guide the execution of specific advertising campaigns

### Format and Procedures

I will assign grades based on the activities below:

Attendance and participation	15%
Project assignments	24%
Project presentation	10%
Peer evaluation of presentation	5%
1-page creative brief	15%
Quizzes	15%
<u>Exam</u>	<u>16%</u>
	100%

**Attendance and participation.** In general, I expect you to attend class regularly. Please let me know if you are going to miss a particular class session. Also, an important component of the course involves your participation in discussions to share your thoughts with the class and your project group. Thus, I expect each member of the class to actively participate in the discussion.

**Project assignments.** You will work on developing effective strategies (with your group members) for an advertising project throughout the semester. To do so, you will be required to complete two group assignments based on your research related to the project during the semester. These assignments are about the analysis of company, market, brand, product, consumer, and media. They will help you better understand and apply course concepts and prepare you for the development of the 1-page creative brief. I will provide details on each assignment as the semester progresses.

**1-page creative brief.** You will be asked to develop a 1-page creative brief (i.e., the blueprint to guide the execution of an advertising campaign) as the final product for this course. It should reflect what you have learned throughout the semester and your ability to apply and customize course content to advertising practices related to account planning.

**Project presentation.** Near the end of the semester, you will present (with your group members) to the class the strategies you have developed for an advertising campaign based on your analysis and creative brief.

**Peer evaluation of presentation.** You will provide both oral feedback in class and written suggestions/comments on your classmates' project presentations to help them improve the creative brief they are developing and the strategies they plan to adopt.

**Quizzes.** There will be 4 quizzes during the semester. You will take the quizzes during the designated class time, and they are open book. Each quiz consists of only multiple-choice questions and is worth 5 points. As you can only get a maximum of 15 points from quizzes for your final grade, you can choose to skip 1 quiz if you prefer.

**Exam.** The exam will be held at the end of the semester, and it is an open-book exam. It consists of both multiple-choice questions and short answer questions.

**Extra credit opportunities.** There will be extra credit opportunities during the semester to earn a maximum of 3 points of extra credit that can be added to your final grade for the course. These opportunities will be announced during the semester.

Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. See [UF Academic Regulations and Policies for more information regarding the University Attendance Policies.](#)

**Recommended text.** There is no required textbook for this course. You will use course slides on Canvas to guide your assignments and prepare for quizzes and exams. Thus, you do not need to buy a textbook. However, if you would like to read a relevant book on the topic of advertising

strategy, you may consider: Kocek, C. (2013). *The practical pocket guide to account planning*. Austin, TX: Yellow Bird Press.

***Accommodation for students with disabilities.*** Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. See the “[Get Started With the DRC](#)” webpage on the Disability Resource Center site. It is important for students to share their accommodation letter with the 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. 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/>.

**Grading Scale** ([University grades and grading policies](#))

Points	Grade
93 – 100	A
90 – 92.99	A-
86 – 89.99	B+
83 – 85.99	B
80 – 82.99	B-
76 – 79.99	C+
73 – 75.99	C
70 – 72.99	C-
66 – 69.99	D+
63 – 65.99	D
60 – 62.99	D-
59.99 and below	F

### Tentative Course Schedule

Date	Topic	Note
Aug. 26	Course introduction and overview	
Aug. 28	Course introduction and overview	
Sept. 4	Account planning	
Sept. 9	Situation analysis	
Sept. 11	Situation analysis	
Sept. 16	Setting goals and objectives	
Sept. 18	Setting goals and objectives	Quiz #1 in class
Sept. 23	Brand positioning	
Sept. 25	Brand positioning	
Sept. 30	Consumer insights	
Oct. 2	Consumer insights	

Oct. 7	Consumer insights	Assignment #1 due
Oct. 9	Communication strategy and messaging	Quiz #2 in class
Oct. 14	Communication strategy and messaging	
Oct. 16	Communication strategy and messaging	
Oct. 21	Media strategy and tactics	
Oct. 23	Media strategy and tactics	
Oct. 28	Creative brief development	
Oct. 30	Creative brief development	Quiz #3 in class
Nov. 4	Concept testing and campaign evaluation	Assignment #2 due
Nov. 6	Concept testing and campaign evaluation	
Nov. 13	Project discussion	Quiz #4 in class
Nov. 18	Project presentation	
Nov. 20	Project presentation	
Dec. 2	Exam	Exam
Dec. 4	Course conclusion	Creative brief due