

Advertising Strategy | ADV 3001
Spring 2025
Weimer Hall, Room 2058
Wednesdays from 3:00 PM-6:00 PM

About Me

- Name: Olivia M. Bullock, PhD
- Where and when to find me: Weimer Hall, Room 3064 from 12:00-3:00 PM on Thursdays; flexible by appointment.
- How to contact me: olivia.bullock@ufl.edu. With very few exceptions, I respond to emails within 24 hours.

Our Teaching Assistant

- Name: Goodness Godwin-Uoro
- Where and when to find me: Weimer Hall, G035, from 1:00-4:00 PM on Tuesdays; flexible by appointment.
- How to contact me: ggodwinusoro@ufl.edu.

Course Description

Overview of the strategic planning process required to develop a successful strategic, persuasive communication plan such as an advertising, integrated marketing communications, or social marketing campaign. Case studies and projects teach the skills needed to address a variety of communications management issues and engage audiences in diverse marketplaces.

Required Texts

To promote inclusivity and accessibility, there are no required texts to purchase for this course. Materials will be posted to the course Canvas page and/or linked to in the syllabus. You are expected to have completed the readings prior to the start of class on the corresponding date listed in the schedule below.

Prerequisites

MAR 3023 and ADV 3008 with minimum grades of C; ADV major. Curiosity, a willingness to learn, and viewing your classmates as teammates will also all help you succeed.

Course Objectives

- Develop a strategic advertising plan, considering consumer behavior, marketing, mass communication, and psychological principles.
- Creatively and critically evaluate advertising strategies.
- Leverage research data to distill powerful, relevant insights.
- Understand different advertising formats and media strategies and learn how to incorporate multiple tactics into a comprehensive communication campaign.
- Distill insights and planning into a compelling creative brief and final pitch presentation.
- Develop teamwork and presentation skills.

Assignments

Name	Description	Points	Deadline
Ad analysis presentation	PRESENTATION: Throughout the semester, students will have an opportunity to identify and present an analysis of a real-world and current (within the last year) advertisement. We'll generally start class with these presentations, and you should pick a date that works for your schedule. Presentations should be approximately five minutes long, show the ad, and briefly discuss why the ad was effective or ineffective using course concepts.	50	Sign up for a date at the start of the semester
Participation and attendance	ACTIVE PRESENCE IN CLASS: You'll be working all semester in teams, and you'll be given time during every class to collaborate on group assignments. As a result, it's important that you are present and participating. Please notify me and your group mates if you are unable to be present. If you are in class, make sure you are actively listening, discussing, and working with your team.	50	Entire semester
Peer review	PEER FEEDBACK: At several points in the semester, you will be given the opportunity to provide feedback to your fellow teammates about their performance in your group. You'll see a summary of this feedback after each reporting period, and the average will be part of your grade at the end of the semester.	50	Entire semester
Market research report	MEMO: Work in teams to prepare a market research memo for your client. The memo should include a summary/abstract, insights from audience analysis, insights from competitive analysis, and implications/takeaways. The memo should be no more than five pages.	100	1/29
Creative brief	MEMO: Your creative brief ensures that everyone involved in the campaign is aligned and working towards the same goals. It should include information about the brand, the campaign's objectives, target audience and audience analysis, competitive landscape and SWOT analysis, key message, tone, and a summary of the calendar and metrics of success.	150	2/26
Media plan	CALENDAR + NARRATIVE: Next, you'll work in teams to create a media plan for your client. The media plan should include different types of advertising, plus wraparound communication strategies. Create a calendar showing how you'd map out and stagger these tactics, plus a description for each tactic.	100	3/12

Pitch presentation	PRESENTATION: The culmination! You'll pitch your proposed campaign to this semester's client.	150	4/16
Reflection/evaluation paper	PAPER: At the end of the semester, you'll reflect on what you learned and apply those lessons to experiences and applications beyond the classroom, such as future career goals, self-improvement, or team dynamics. Papers should describe what you learned, what surprised you, what challenged you, your favorite and least favorite parts, how you worked in a team, how you think your team performed and your pitch went, and how this course has set you up for the future. Papers should be 5-7 pages in length and can be written informally but should still be professional.	50	4/23
Quizzes	Quizzes will be administered electronically and will be objective in format (multiple choice, true/false). Quizzes will not be cumulative in nature.	100 x 3	2/19 3/26 4/23
Total		1000	

Grading Scale

93-100	A
90-92.9	A-
87-89.9	B+
83-86.9	B
80-82.9	B-
77-79.9	C+
73-76.9	C
70-72.9	C-
67-69.9	D+
63-66.9	D
60-62.9	D-
<60	F

*[Link to UF grades and grading policy.](#)

Course Schedule

Date	Description	Readings and Assignments
1/15	Get to know each other Advertising – how does it	Read: <ul style="list-style-type: none"> • How Advertising Works

	<p>work? And does it really work at all?</p> <p>Meet your client</p>	<ul style="list-style-type: none"> • Launch! Chapter 2.1, 2.3 • (skim) TV Advertising Is Not Usually Worth It • (skim) How Much Do Campaign Ads Matter? • How to Work in an Advertising Agency <p>Watch: Different Departments in an Ad Agency</p> <p>Do: What role do you see yourself acting as in an advertising agency? Discuss + reflect (in class)</p>
1/22	Knowing your audience and their information processing	<p>Read:</p> <ul style="list-style-type: none"> • Launch! Chapter 4 • Why Identifying your Target Audience is Important to Marketing Strategy • How to Find Your Target Audience • Understanding the Psychology of Advertising • Thinking vs Feeling: The Psychology of Advertising <p>Watch: To Find Your Audience. Ask Yourself This Question</p> <p>Do: Develop your audience profile</p>
1/29	Market research, part 1: Audience analysis and research methods	<p>Read:</p> <ul style="list-style-type: none"> • Launch! Chapter 5 • Research Methods Handbook <p>Watch:</p> <ul style="list-style-type: none"> • How Do Focus Groups Work? • Focus Groups with

		<ul style="list-style-type: none"> • Mad Men • How to Make a Whole Audience Listen <p>Do: Create plan and timeline for data collection. Begin data collection.</p>
2/5	Market research, part 2: Competitive analysis	<p>Read:</p> <ul style="list-style-type: none"> • Competitive Analysis Overview • How to Create a Competitive Analysis • Pepsi Competitor Analysis <p>Watch:</p> <ul style="list-style-type: none"> • How to Do A Competitive Analysis <p>Do: Conduct competitive analysis.</p>
2/12	<p>DUE: Market research report</p> <p>SWOT analysis and beginning of creative brief</p>	<p>Read:</p> <ul style="list-style-type: none"> • Launch! Chapter 8 • SWOT Analysis: How To Do One • LinkedIn Article on SWOT Analysis • The Creative Brief: Everything You Need to Know • How to Write a Creative Brief (Reddit) <p>Watch:</p> <ul style="list-style-type: none"> • Starbucks SWOT Analysis • Writing a Creative Brief that Inspires <p>Do: Conduct SWOT analysis, outline creative brief</p>
2/19	<p>DUE: Quiz 1</p> <p>Channels, part 1: Traditional advertising approaches</p>	<p>Read:</p> <ul style="list-style-type: none"> • Launch! Chapter 10.1 • How Can Traditional and Digital Marketing Work Together? • Why Marketers are

		<p>Returning to Traditional Advertising</p> <ul style="list-style-type: none"> • The 47 Seconds that Saved Kamala Harris' Political Career <p>Do: Continue work on creative brief</p>
2/26	<p>DUE: Creative brief</p> <p>Channels, part 2: Digital advertising approaches</p>	<p>Read:</p> <ul style="list-style-type: none"> • Launch! Chapter 10.2, 10.3 • Digital Marketing for Business Growth: Why It's Essential <p>Watch: Digital Marketing 101</p> <p>Do: Begin working on media plan</p>
3/5	<p>Extending the reach of a campaign – going beyond advertising</p> <p>Implement additional tactics into media plan</p>	<p>Read:</p> <ul style="list-style-type: none"> • Launch! Chapter 9 • Beyond Advertising: Creating Value Through All Customer Touch points • Reaching Beyond: A Quick Guide to Incremental Reach Ad Strategies <p>Watch: SNS x Heinz Influencer Marketing Case Study</p> <p>Do: Continue work on media plan, implementing additional tactics</p>
3/12	<p>DUE: Media plan</p> <p>Measuring success: Metrics and reporting</p>	<p>Read:</p> <ul style="list-style-type: none"> • Launch! Chapter 11 • Beyond sponsored ads: Combining advertising solutions to magnify your impact • 3 Creative Ways to Market Your Small

		<ul style="list-style-type: none"> • Business Beyond Ads • What is a KPI? <p>Watch:</p> <ul style="list-style-type: none"> • Marketing Campaign Metrics - Measuring the Success of Your Advertising Campaigns • Marketing Analytics: What Are Marketing Metrics KPIs?
3/19	Spring Break	Have fun and be safe!
3/26	<p>DUE: Quiz 2</p> <p>Messaging and positioning</p> <p>Generate tagline, category, elevator pitch</p>	<p>Read:</p> <ul style="list-style-type: none"> • Launch! Chapter 12 • Positioning vs Messaging: Understanding the Key Differences • How to Craft a Messaging and Positioning Strategy for Your Brand <p>Watch:</p> <ul style="list-style-type: none"> • What is Product Positioning? • The Secret Behind Coca-Cola Marketing Strategy
4/2	<p>Creative</p> <p>Brainstorm and build creative concepts</p>	<p>Read:</p> <ul style="list-style-type: none"> • Launch! Chapter 13 • The Creative Concept and its role in Advertising Design • What Is an Advertising Creative Concept? <p>Watch:</p> <ul style="list-style-type: none"> • What Steve Jobs Learnt from Nike's Marketing Campaign that Beat it's Rival Adidas • How Apple and Nike Have Branded your Brain Your Brain on Money • Why All Brands Should Study Stanley Cup CEO

		Terence Reilly's Marketing Masterclass
4/9	How to pitch + pitch presentation work day	Read: <ul style="list-style-type: none"> • 5 Tips for a Perfect Pitch Presentation Watch: Closing Deals: Perfect Pitch
4/16	DUE: Pitch presentations	
4/23	DUE: Quiz 3, reflection and evaluation paper Evaluating pitch and campaign effectiveness	Read: Launch! Chapter 14

NOTE: Schedule is tentative and subject to change with advance notice given in class and in writing.

Course Policies

Attendance. Please make an effort to be here – that’s how you will learn best. On assignments, you will be given class time in every session to work towards different projects and milestones. On quizzes, we will discuss concepts and examples in class that will not always be reflected in readings or slides. If you are here, you set yourself up for the best chance of success. If you can’t be here, please let me and your team members know as soon as you are able to do so.

Extensions and Make-Ups. In this class, you’ll work in a team and on assignments that mirror how you’d operate in a real-world advertising agency. In the real world, your team will depend on each other to deliver work on time, and clients will also expect deadlines to be met. Of course, there are extenuating circumstances that occur, and those may also occur for you in this class. Generally speaking, if you need an extension, please try to let me and your teammates, as needed, know as soon as possible. The sooner you ask, the more likely it is to be given. There are no make-ups or alternatives for assignments or quizzes that are not submitted after a revised deadline, or for extra credit opportunities that are missed.

Extra Credit. There will never be opportunities for individual students to get their own extra credit work. However, there will be opportunities for all students to earn extra credit throughout the semester. At the end of the semester, I do not round or curve individual grades.

Mental Health and Well-Being. Everyone has personal circumstances that come up at different times and may affect course performance. If you feel like your circumstances are interfering with your ability to succeed in this class, please don’t hesitate to let me know and we can work together to make sure you stay on track.

Technology. Be respectful with your electronic devices, including what you're doing on your laptop and how often you're using your phone.

Use of AI. If you are interested in a communication-based career, you should be aware of and familiar with the benefits of generative AI – it can be a great tool for creating first drafts and brainstorming. However, generative AI is not as “intelligent” as humans are, and you should always be able to extend and improve what AI helps you create. In this course, submitting work solely produced by generative AI, without any unique or meaningful contributions from you, will be noticed and penalized, including failing or resubmitting assignments for partial credit depending on the severity of the use case and at the discretion of the instructor.

Evaluations. Student evaluations of instruction are an important mechanism to collect your feedback and continually improve course design. They are also a significant metric by which the university evaluates its faculty. Please complete evaluations during the last few weeks of the semester at <https://evaluations.ufl.edu>. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

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 their instructor and discuss their access needs, as early as possible in the semester.

Academic Conduct. 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 honesty 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 obligated to report any condition that facilitates academic misconduct to appropriate personnel, like your instructor.

Technical Help. For issues with technical difficulties for Canvas, please contact the UF Help Desk at <http://helpdesk.ufl.edu> or call (352) 392-HELP.

Health and Wellness Help.

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu to refer or report a concern.

- Counseling and Wellness Center: Visit counseling.ufl.edu or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit shcc.ufl.edu.
- University Police Department: Visit police.ufl.edu or call 352-392-1111 (911 for emergencies).
- UF Health Shands Emergency Room/Trauma Center: For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.
- GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.