

ADV3330
****Artificial Intelligence and Advertising****
Spring 2025 Syllabus

Professor: Dr. Yuan Sun

Course Format: In-Person

Class Time: Tuesdays 4:05 PM - 6:00 PM; Thursdays 4:05 PM - 4:55 PM

Class Location: WEIM 1074

Office Hours/Location:

*Sign-up Required: <https://calendly.com/yuan-sun-cjc/office-hours>

Tuesdays & Thursdays from 10:30am – 11:30am, in-person @WEIM 3061 or via Zoom:

<https://ufl.zoom.us/j/6177649774>

Email: yuan.sun@ufl.edu

Course Description

This course provides a comprehensive understanding of AI and its impact on the advertising industry. Students will explore a range of AI-driven tools, techniques, and technologies while examining their practical applications in marketing and advertising campaigns. Additionally, the course will cover the ethical and societal implications of AI technology in human communication and marketing.

What you need to bring to class

Your laptop (either PC or MAC)

Student Learning Outcomes (SLO): What You'll Learn along the Way

SLO #1: Define and explain basic concepts regarding AI in human communication.

SLO #2: Analyze the impact of emerging AI technology on advertising industries.

SLO #3: Evaluate human-computer interaction in the context of advertising practices.

SLO #4: Demonstrate proficiency in using AI-sourced information and AI communication tools.

SLO #5: Apply AI-driven decisions for marketing and advertising campaigns.

SLO #6: Assess societal implications and ethical considerations regarding AI and relevant technologies.

Course Materials

Course materials are available on Canvas.

Textbook and Readings

There is no mandatory textbook for this course. Instead, weekly readings will be assigned, encompassing a variety of sources such as news articles, blogs, book chapters, and research articles. These readings are to be completed before each class session to facilitate meaningful class discussions and enhance your engagement with the course content.

Grading Policy: How I'll Determine Your Grade

The overall grading system in this course is:

A = 93-100

C = 73-76

A- = 90-92	C- = 70-72
B+ = 87-89	D+ = 67-69
B = 83-86	D = 63-66
B- = 80-82	D- = 60-62
C+ = 77-79	F = 59 and below

More information on UF grading policy may be found at:

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades>
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Course Assessment

Exams (40%): Exam 1 (10%); Exam 2(10%); Final Exam (20%)

Assignments (30%):

- Assignment 1: Case Study Presentations (20%)
- Assignment 2: Chatbot Development (10%)

Final essay (20%): AI-Driven Communication Campaign Proposal

Class participation (10%): Canvas discussions (5%) and in-class activities (5%)

Total: 100 points

General Class Policies

Cellphone: Silence your phone or turn it to airplane mode prior to entering the class.

Late Assignments –Unexcused late class assignments or projects will be penalized 10% of the assigned marks each day. However, a student who presents the instructor with a documented (i.e., written, and verifiable, not oral) reason for an absence normally within a week will be given an opportunity to make up for the missed work if this is feasible.

Incompletes – No incomplete grades will be issued except in extraordinary and well-documented circumstances.

Attendance Policy, Class Expectations, and Make-Up Policy

Excused absences must be consistent with university policies in the Undergraduate Catalog and Graduate Catalog and require appropriate documentation.

Formal Course Assessment: How You'll Know You're Learning

1. Exams (40%)

Three exams are designed to assess your understanding of the course materials and concepts. They will help you solidify your knowledge and identify areas where you may need to review or seek clarification.

The three exams cover the topics discussed in that week's lectures, readings, and other learning materials. There will be 30 multiple-choice and true/false questions (2 points each) and two short-answer questions (20 points each), which will consist of that will challenge you to recall key concepts, apply learned principles, and analyze case studies.

Exam 1 (10%) and Exam 2 (10%) will assess the content covered in their respective scheduled lectures. The final exam (20%) will be cumulative, encompassing all lectures from the first week to the last.

2. Assignments: (30%)

2.1 Assignment 1 - Chatbot Development (Group Project; 10%)

In this assignment, a group of 3-4 students will team up and apply the knowledge of AI and strategic communications by developing chatbots: a rule-based chatbot and/or an AI-based chatbot. The goal is to create functional chatbots that can effectively engage with users and provide valuable information or assistance in a given advertising scenario.

Assignment Guidelines:

1. Understand the basics of chatbots:

Research the concept of chatbots and their relevance in the advertising industry, and familiarize yourself with different types of chatbots, their functions, and benefits.

2. Choose an advertising scenario:

Pick a scenario where a chatbot can be used in the advertising industry, such as customer support, lead generation, or brand engagement. Clearly define the target audience and the objectives of the chatbot in your chosen scenario.

3. Select a chatbot development platform:

Based on what you have learned from the class, choose a platform that best fits your requirements and offers the necessary features for your advertising scenario.

4. Design and develop the two chatbots:

- Rule-based chatbot: Select a specific domain or topic for your rule-based chatbot (e.g., customer service, FAQ, product information).

- AI-based Chatbot: Choose a specific application or use case for your AI-based chatbot (e.g., personalized recommendations). Train your AI model using the preprocessed dataset and fine-tune it for your specific application.

5. Present your chatbot (10-15 minutes):

Prepare a presentation of the chatbots you developed, detailing the chosen advertising scenario, development process, design choices, and the chatbot's performance. Reflect on the challenges faced and lessons learned during the development process. Present to the class and collect feedback.

6. Peer review: Your chatbots will be peer reviewed by your classmates.

2.2 Assignment 2- Case Study Presentation (Group Project; 20%)

The goal of this assignment is to deepen your understanding of the concepts learned in the AI and Advertising class through practical application. Each group (3-4 students) will select a topic, introduce a relevant case, and conduct a case study presentation that integrates lecture content and readings.

Assignment Guidelines:

1. **Topic Selection:**

- Choose a specific topic within the realm of AI and advertising that interests you. It could be related to AI in targeting, personalized content, data analytics, or any other area covered in the course.
- Sign up for your chosen topic on the provided list

2. **Case Introduction:**

- Research and identify a real-world case that exemplifies the chosen topic. This case can be from recent industry developments, campaigns, or innovative uses of AI in advertising.
- Provide a brief introduction to the case, explaining its significance and relevance to the chosen topic.

3. **Case Study Presentation:**

- Prepare a **15-minute presentation** that delves into the selected case study.
- Apply concepts and knowledge acquired from lectures and readings to analyze the case.
- Clearly articulate how AI played a role in the advertising strategy and the impact it had on the overall campaign or initiative.

4. **Question and Answer Session:**

- Following the presentation, engage the class in a 10-minute Q&A session.
- Pose questions that you believe are crucial for aspiring advertising practitioners to consider in the context of the presented case.
- Be prepared to answer questions from your peers, fostering a dynamic discussion around the implications and lessons learned from the case study.

3. **AI-Driven Communication Campaign Proposal (20%)**

For this assignment, you will develop a comprehensive proposal for an AI-driven strategic communications campaign. The goal is to demonstrate your understanding of how AI can be effectively leveraged to address a specific problem or challenge faced by an organization or brand.

Your proposal should include the following components:

1. Background and Problem Statement (20%)

- Provide an overview of the organization or brand and the specific problem or challenge they are facing.
- Explain why this problem is significant and how it relates to the organization's overall communication goals and objectives.

2. Target Audience Analysis (15%)

- Identify and describe the target audience for the proposed campaign.

- Use relevant demographic, psychographic, and behavioral data to create a detailed profile of the target audience.
- Discuss how AI can be used to better understand and segment the target audience.
- 3. Campaign Strategy and Objectives (25%)
 - Outline the overall strategy and specific objectives for the AI-driven communication campaign.
 - Explain how the campaign will address the identified problem and engage the target audience.
 - Set measurable goals and key performance indicators (KPIs) for the campaign.
- 4. AI Tools and Techniques (25%)
 - Describe the specific AI tools and techniques that will be used in the campaign.
 - Justify your choices, explaining how each AI tool or technique will contribute to achieving the campaign objectives.
 - Discuss any potential limitations or challenges associated with the selected AI tools and techniques.
- 5. Implementation and Evaluation Plan (15%)
 - Develop a detailed plan for implementing the AI-driven campaign, including a timeline and budget.
 - Describe how the campaign will be monitored and evaluated, and how AI can be used to track and analyze campaign performance.
 - Discuss how the insights gained from AI-powered evaluation can be used to optimize and improve the campaign over time.

Your proposal should be 8-10 pages in length (excluding references and appendices), double-spaced, and should be well-organized, clearly written, and properly cited with references. You are encouraged to include relevant examples, visuals, and data to support your proposal.

4. Class participation: (10%)

In this course, engaging in discussions is crucial for your learning experience. You are advised to complete all in-class exercises during the session and come prepared to actively participate in class discussions.

Assessment of Participation:

The instructor will evaluate your involvement in class discussions during weeks with lectures on a scale of 0 to 10 (0 for no participation, 10 for the most active participation). This assessment will be based on the following criteria: 1) actively contributing to reading/exercise discussions and discussions on course topics; 2) addressing questions posed by the instructor or fellow students; 3) asking questions related to the readings and course topics during class sessions.

Course Topic & Schedule: What You'll Be Doing

The lecture topics and relevant readings for each class are listed in the table below. Students are expected to have completed the assigned readings for the day BEFORE coming to class.

***Topics and schedules are subject to change.**

Date	Topic	Readings/Tools (Examples)	Class Work and Assignments
Introduction to AI in Advertising			
01/14	Course Overview and Objectives		
01/16	AI in Advertising: Past, Present, and Future	Reading: Hsu & Lu (2023); Tulfo (2024); Harkness et al. (2023)	Class Activity (Case studies sign-up due by 1/20, 11:59pm)
Understanding Consumer Journey			
01/21	Consumer Journey with AI-Driven Advertising Lecture	Reading: Kietzmann et al. (2018); Book Chapter: Core Algorithms of Artificial Intelligence and Machine Learning Relevant for Marketing	Class Activity
01/23	Consumer Journey with AI-Driven Advertising Case Study		Case Study 1
Recommendation Algorithms			
01/28	Recommender Systems for Digital Advertising	Reading: Liao & Sundar (2022); Crossing Minds (2020); Tool: Amazon Personalize	Class Activity
01/30	Recommender Systems for Digital Advertising		Case Study 2
Online Behavioral Advertising (OBA)			
02/04	OBA and AI-driven targeted ads	Reading: Fondrie-Teitler & Jayanti (2023); Eslami et al. (2018)	Class Activity
02/06	Guest Lecture (TBD)		
Data-driven Consumer Insights			
02/11	Segmentation and Targeting Strategies	Reading: Ramakrishnan (2023); Book Chapter: Applications for Customer Segmentation Tool: Google Ads	Class Activity
02/13	Exam 1		
Application 1: Virtual Reality (VR), Augmented Reality (AR)-Powered Advertising			
02/18	VR and AR in Advertising	Reading: Forbes Blog (2021); De Ruyter et al. (2020)	Class Activity

		Tool: Sephora; IKEA apps	
02/20	VR and AR in Advertising		Case Study 3
Application 2: Virtual Influencer Advertising			
02/25	Virtual Influencer Advertising Overview	Reading: Sheena (2023); Lou et al. (2023)	Class Activity
02/27	Virtual Influencer Advertising		Case Study 4
Application 3: Conversational Advertising			
03/04	Introduction to Chatbot Advertising & Chatbot Development Demo	Reading: Sun et al.,(2024) Tool: Landbot; FlowXO; Chatbase; Facebook Messenger Ads	Class Activity
03/06	Chatbot Development Workshop		*Chatbot development assignment due on 03/11 at 11:59pm.
03/11	Chatbot Presentations		
03/13	Exam 2		
03/15-03/22	<i>No Class- Spring Break</i>		
GenAI and Creative Advertising 1			
03/25	GenAI and Creative Advertising	Reading: David (2023); Book Chapter: Can AI be Creative?; Garrett (2023) Tool: OpenAI ChatGPT; Claude	Class Activity
03/27	GenAI in Advertising		Case Study 5
GenAI and Creative Advertising 2			
04/01	GenAI-driven Image Creation	Reading: AIContentfy (2023) Wu and Wen (2021)	Class Activity
04/03	Guest Lecture- Jennifer Macha (Creative Director @ Covalent Logit)		
AI Transparency and Accountability for Advertising			
04/08	Transparency and accountability practices for advertisers and platforms	Google Transparency Report; Meta Transparency Center	
04/10	Transparency and accountability practices		Case Study 6
AI-Powered Social Listening			

04/15	Machine Learning and Consumer Sentiment Analysis	Reading: Feng & Huan (2022); Hayes et a. (2021)	Class Activity
04/17	Guest Lecture (TBD)		
04/22	Final Exam Review Session		
04/24-04/25	<i>Reading Days</i>		
04/29	Final Exam		AI-driven Campaign Proposal Due by 04/29 11:59pm

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 (<https://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. If you have any questions or concerns, please consult with the instructor or TAs in this class.

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.

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: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

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/>.

Accommodation

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started 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.

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: <http://www.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 <http://www.police.ufl.edu/>.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>.

Library Support, <http://cms.uflib.ufl.edu/ask>. 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. <https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>.

Student Complaints Campus:

https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.