

ADV3411 MULTICULTURAL ADVERTISING IN THE U.S.

SPRING 2025

CLASS LOCATION: Weil Hall 0234

CLASS MEETING TIMES: Mondays 4:05-4:55 pm & Wednesdays 3:00-4:55 pm

INSTRUCTOR: Lucy Rodriguez, M.S. /lucyrodriquez@ufl.edu/ Weimer Hall, G044

OFFICE HOURS: By Appointment with 48 hours notice. Via Zoom or in person.

COURSE WEBSITE: Class Materials are accessible via Canvas.

COURSE COMMUNICATIONS: Email lucyrodriquez@ufl.edu with any questions from your UF email. Include ADV3411 in the subject line. If I do not respond within 48 hours, please email me again. Do not use Canvas for messaging.

REQUIRED TEXTBOOK:

Mooij, M. K. d., & de Mooij, M. (2021). *Global Marketing & Advertising:*

Understanding Cultural Paradoxes (M. de Mooij, Ed.; 6th ed.). SAGE.

ADDITIONAL MATERIALS: Supplemental readings will be provided via Canvas.

COURSE DESCRIPTION *[from the course catalog]:* A study of multicultural communities and the process of developing advertising and promotional tactics. This course will explore the methods of utilizing research data for developing and evaluating campaign development while understanding the social, psychological, and cultural framework of diverse audiences.

PREREQUISITE KNOWLEDGE AND SKILLS: A minimum grade of C in ADV3008 is required as a prerequisite course.

COURSE GOALS & OBJECTIVES: By the end of this course, you will:

- Understand the key multicultural groups in the United States
- Gain an understanding of the importance of culture
- Understand culture's potential influence on consumer behavior
- Utilize research data and insights to curate original projects targeting multicultural audiences
- Understand and apply culturally relevant strategies to curate original projects targeting multicultural audiences

- Learn how to communicate effectively with multicultural audiences
- Develop presentation skills

INSTRUCTIONAL METHODS: Classes will be lecture and discussion-based. In-class activities, group projects, and presentations will be used to enhance learning.

COURSE POLICIES:

ATTENDANCE POLICY: Class attendance is mandatory. Attendance will be taken at each class meeting and will count for a portion of your final grade. If your absence is absolutely necessary, please email lucyrodriquez@ufl.edu before class. Appropriate documentation (i.e. doctor's note) is expected. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

LATE WORK & MAKE-UP POLICY: Late work will not be accepted. If I have approved an extension due to extenuating circumstances, you and I need to arrange a date before the assignment's due date to discuss another acceptable date. Make-up exams will not be offered.

ASSIGNMENT POLICY: Assignments must be submitted on time and be your original work. Spell checkers (like Grammarly) are valid so long as they do not curate any new material for you. Work that has any elements of Artificial Intelligence (i.e. Chat GPT) will be considered plagiarized. It is expected that all assignments are submitted in proper English grammar, using complete sentences. If not, there is the possibility of a point deduction for a lack of professionalism.

COURSE TECHNOLOGY: You should be able to access Canvas for supplemental course materials/ readings. Assignments and exams are to be submitted via Canvas in Eastern Standard Time. A working laptop is required on exam days.

ONLINE COURSE EVALUATION (GATOREVALS): At the end of the course, you are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but you will be given specific times when they are open.

UF POLICIES:

UNIVERSITY POLICY ON ACCESSIBILITY FOR ACCOMMODATING STUDENTS: If requesting accommodations, you should first register with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu/>) by providing appropriate documentation. Once registered, you will receive an accommodation

letter which must be presented to the instructor when requesting accommodation. You should follow this procedure as early as possible in the semester.

UNIVERSITY POLICY ON 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. If you have any questions or concerns, please consult with the instructor in this class.

CLASS DEMEANOR & NETIQUETTE: All members of the class are expected to follow rules of common courtesy both in class and in all email messages, threaded discussions, and chats, including communications on Canvas to fellow students or the instructor.

ELECTRONIC VIDEO & AUDIO 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.

Should all or part of this class be offered via an online mechanism during this semester, our class sessions may be audio-visually recorded for students in the class to refer back to and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who unmute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live.

GETTING HELP:

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

- <http://helpdesk.ufl.edu>
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for extensions due to technical issues MUST be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST email me within 24 hours of the technical difficulty if you wish to request an extension. Other resources are available that you may find helpful:

- Counseling and Wellness Resources; <https://counseling.ufl.edu/>
- Library Help Desk support; <https://uflib.ufl.edu/find/ask/>

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

GRADING POLICIES:

CURRENT UF GRADING POLICIES FOR ASSIGNING GRADE POINTS: For information regarding UF's regulations on grade points and the grading policy,

please visit:

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/#gradedext>

YOUR GRADE WILL BE DETERMINED BY:

Assignment	Breakdown	Total Possible Points
Prep Guides	8 chapters (@ 10 points each)	80
Reflections	4 (@ 20 points each)	80
Exams	5 (@ 100 points each)	500
Final Group Project	1 (@ 90 points each)	90
Attendance	25 Classes (@ 2 points each)	50
TOTAL		800

PREP GUIDES: To facilitate better in-class discussions, you will need to complete the prep guide for that week’s readings before class. Prep guides will be graded based on completion. The goal is to have you focus on certain aspects of the reading that will aid in your understanding of key concepts. This should take some of the “guesswork” out of the reading and help you focus on things that are really important in each chapter. Prep guides will help you get the most out of the chapters and will serve as a great “study guide”/ summary for exam preparation.

REFLECTIONS: Reflections are meant as a method for you to consider your perspective and connect what you have learned in class to the outside world. In a one-page, double-spaced reflection, you should find a commercial, video, meme, movie, newspaper article, magazine cover, etc. that ties to the multicultural group we are discussing in class. This is your opportunity to get creative and find a real example that you have witnessed. Your reflection should be concise, yet adequately explain how/ why this multicultural group is represented well or represented poorly.

EXAMS: Exams are meant to test your foundational understanding of key course material. These closed-book exams will be taken in class and cover material from the lecture slides and book chapters. You are, however, allowed to use paper notes. You may not use notes on your tablet or computer. No material on the exam should come as a surprise. I am not trying to play “gotcha,” but I want to make sure we are all on the same page with the important information. Remember, your prep guides and lecture notes are essential study tools.

FINAL GROUP PROJECT & PRESENTATION: Working in assigned teams, you will work together to create a set of two advertisements (display, print, social media, etc.) of your choosing for a multicultural group. You will be assigned a specific multicultural group and be expected to make strategic decisions to ensure that the advertisements you create will be successful in a real-world scenario. At the final class meetings, you will present your advertisements to the class as a group- just like if you were presenting to a client in the industry. It is expected that you will dress and present professionally. This should help you build your professional portfolio by giving you experience in creating and presenting.

GRADING SCALE: Grades will not be rounded.

93.0-100.0% → A → 4.0 GPA	73.0-76.9% → C → 2.0 GPA
90.0-92.9% → A- → 3.67 GPA	70.0-72.9% → C- → 1.67 GPA
87.0-89.9% → B+ → 3.33 GPA	67.0-69.9% → D+ → 1.33 GPA
83.0-86.9% → B → 3.00 GPA	63.0-66.9% → D → 1.00 GPA
80.0-82.9% → B- → 2.67 GPA	60.0-62.9% → D- → 0.67 GPA
77.0-79.9% → C+ → 2.33 GPA	00.0-59.9% → F → 0.00 GPA

COURSE SCHEDULE:

Class #	Date	Topic	Reading	Assignment
1 M	01/13/25	Syllabus Overview		
2 W	01/15/25	What is Multiculturalism?	Mooij Ch.3 Values & Culture	Prep Guide 1 Due 01/19
3 W	01/22/25	What is Multiculturalism?		
4 M	01/27/25	Main Advertising Audiences & Critical Differences	Mooij Ch. 4 Dimensions of Culture	Prep Guide 2 Due 01/26
5 W	01/29/25	Main Advertising Audiences & Critical Differences		Exam 1 on 01/29
6 M	02/03/25	U.S. Hispanics/ Latin Americans	Mooij Ch. 5 Culture & Consumer Behavior	Prep Guide 3 Due 02/02
7 W	02/05/25	U.S. Hispanics/ Latin Americans		
8 M	02/10/25	U.S. Hispanics/ Latin Americans		Reflection 1 Due 02/09
9 W	02/12/25	U.S. Hispanics/ Latin Americans		Exam 2 on 02/12
10 M	02/17/25	Black Americans	Mooij Ch. 6 Researching & Applying Cultural Values	Prep Guide 4 Due 02/16
11 W	02/19/25	Black Americans		
12 M	02/24/25	Black Americans		Reflection 2 Due 02/23
13 W	02/26/25	Black Americans		Exam 3 on 02/26
14 M	03/03/25	Asian Americans & Pacific Islanders	Mooij Ch. 7 Culture & Communication	Prep Guide 5 Due 03/02

15 W	03/05/25	Asian Americans & Pacific Islanders		Prep Guide 6 Due 03/05
16 M	03/10/25	Targeting Specific Segments & Other Minorities	Mooij Ch. 8 Culture & the Media	Reflection 3 Due 03/09
17 W	03/12/25	Targeting Specific Segments & Other Minorities		Exam 4 on 03/12
18 M	03/24/25	Culture Appropriation	Mooij Ch. 9 Culture & Advertising Appeals	Prep Guide 7 Due 03/23
19 W	03/26/25	Culture Appropriation	Mooij Ch. 10 Culture & Executional Style	Prep Guide 8 Due 03/25
20 M	03/31/25	Culture Appreciation		Reflection 4 Due 03/30
21 W	04/02/25	Culture Appreciation		Exam 5 on 04/02
22 M	04/07/25	Group Project Work Day		
23 W	04/09/25	Group Project Work Day		
24 M	04/14/25	Group Project Work Day		
25 W	04/16/25	Group Presentations		Final Group Projects due 04/15
26 M	04/21/25	Group Presentations		
27 W	04/23/25	Group Presentations (if needed)		
28 M	04/28/25	Finals Week		
29 W	04/30/25	Finals Week		