

Campaigns | ADV 4800
Spring 2025
Weimer Hall, Room 3215
Thursdays 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.

Course Description

Congratulations! You made it. This class is the capstone course for students who are graduating from the Department of Advertising at the University of Florida. This is the culmination of all your hard work!

Up until this point, you've taken individual classes across the College of Communication and Journalism, and even across the entire University of Florida, that have taught you pieces of your future career, including research, strategy, writing, creative, media, sales, and more.

This course is different from previous classes you've taken in several ways:

- Your previous classes have (necessarily) been compartmentalized, focusing on one area of advertising at a time. Here, you will use all of the skills you have gained in an integrated way, just like you will in the "real world."
- In this class, you will interface with and work on behalf of a real client. The client has paid for your work. You will have contact with the client; you will produce tangible products for them; and your successes and failures have significant implications on their satisfaction.
- This course is not lecture-based. Instead, you will spend time each class
- You will develop a complete campaign from start to finish. You will complete research, strategy, messaging/positioning, creative, and media planning.
- You will work in teams as a member of a polished, professional agency.

By the time you are finished, you will have a portfolio project to showcase for potential employers, and you will have the skills and experience you need to be successful as an entry-level advertising employee.

Required Texts

To promote inclusivity and accessibility, there are no required texts to purchase for this course. Any required materials will be posted to the course Canvas page and/or linked to in the syllabus.

Prerequisites

You should be a senior by the time you take this class.

Course Objectives

This course will integrate everything you have been learning about the development of advertising campaigns. You will develop an integrated marketing communications campaign for a real client.

After completing this course, you will be able to:

- Gather and analyze secondary and primary data that provide information pertinent to our client's communication problem
- Analyze our client's advertising/marketing problems and opportunities based on a thorough situation analysis
- Develop and implement primary research that informs questions unanswered in the situation analysis
- Set realistic advertising and social media objectives
- Develop a sound, targeted and exciting communications strategy
- Develop creative executions aligned to the communications strategy and advertising objectives
- Make media planning and buying recommendations
- Make realistic budget and timing recommendations
- Sharpen the skills necessary to be an advertising professional

To do this, you will learn how to:

- Work collaboratively as part of a team
- Gain experience presenting to a real client
- Develop a campaign book that will showcase your work to future employers

Assignments

Name	Description	Points	Deadline
Weekly reports	WEEKLY PROGRESS REPORT: At least ten times per semester, you will submit a weekly report through the form provided on Canvas. The report should include when your group has met, what you're working on, what you need to accomplish over the next two weeks, and any challenges you	10 x 10 = 100	Weekly before the start of class

	are facing.		
Peer feedback	<p>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.</p>	50	Throughout the semester
Participation and attendance	<p>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.</p>	50	Entire semester
Agency identity	<p>TEAM INFORMATION: Work with your team to name and brand your agency. Turn in a polished, written narrative that reads like an About Us page on the website,</p>	50	1/23

	including a logo, story/mission, and team members who are in each role (account management, strategy, media, creative)		
Past campaign book evaluation	REFLECTION PAPER: As a team, review and critique a previous ADV 4800's final campaign book. Please describe strengths and weaknesses that you see with their research, strategy, messaging, creative, and media planning, as well as their overall approach to the assignment.	50	2/6
Final group campaign book	PDF OR PRINTED BOOK: You will submit a final book describing your proposed campaign, following examples reviewed and discussed in class. These will be given to the client to memorialize your plans and rationale for each component of the campaign. You must have the substance of the book ready for instructor/peer-review two weeks before the final presentation.	200	4/3
Final group campaign presentation	PRESENTATION: The culmination! You'll pitch your proposed campaign	100	4/17

	to this semester's client. Each group member should participate, and each presentation should be at least 20 minutes, plus Q&A.		
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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	Due
1/16	Getting to know each other Review syllabus/course expectations Review roles in an agency Form agency teams	
1/23	Continue to discuss roles in an agency and agency/in-house careers Formalize team roles Reveal client	Agency identity assignment

	Collaborate and finalize agency identity assignment	
1/30	Review past campaign books Client Q&A Refresh primary and secondary research Establish plan for primary data collection Begin secondary research	
2/6	Refresh competitive and SWOT analyses Continue secondary research Conduct competitive landscape review Complete SWOT analysis	Past campaign book evaluation
2/13	Review all primary and secondary research Arrive at the insight – what makes your client unique and different? How will you capture this in campaign messaging? Brainstorm with team to arrive at category, differentiators, and unique selling proposition	
2/20	Media planning – review client budget Review and evaluate traditional channels	
2/27	Discuss and evaluate digital channels	
3/6	Finalize creative – how will you translate your key	

	messages into compelling, memorable creative?	
3/13	Extending the reach of a campaign – taking an integrated marketing approach Review IMC tactics	
3/20	Spring Break	Have fun and be safe!
3/27	Measuring success – how will you incorporate key performance indicators (KPIs) and monitor campaign performance?	
4/3	Review draft campaign books	Initial draft of campaign book
4/10	Pitch presentation dress rehearsal	
4/17	Final pitch presentations	Final pitch presentation Final campaign book

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. 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 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.