

Course: ADV 3001 Section 9201
Advertising Strategy
Times: Mon., Wed. & Fri. 8:30 a.m. – 9:20 a.m.
Location: Weimer GO30

Instructor: Matt Ragas
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Office Hours: Thurs. 8:30 a.m. – 11:30 a.m. or by appt.
NOTE: Please e-mail first before calling, unless it's an emergency.

*"In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create."
--David Ogilvy*

Course Description:

The Advertising Strategy course is designed to provide students with an overview of the strategic planning process required to develop an integrated marketing communication (IMC) plan. This plan is a guide and aid for all subsequent activities needed to develop and maintain successful brands marketed by companies, organizations and individuals. These skills will be learned and practiced through reading of relevant material, analysis and discussion of cases, and "hands-on" experience in individual and team projects.

Prerequisite Classes:

3JM ADV; minimum grades of C in ADV 3000, MAR 3023 and MMC 2100.

Prerequisite Skills:

This course requires that students be prepared to use a basic set of prerequisite skills in the process toward refining their strategic thinking ability. In order to fully benefit from the Advertising Strategy course, the student must be able to: 1) read and comprehend written and verbal communication; 2) articulate ideas in verbal and written communication, 3) employ decision-making skills in the analysis and evaluation of strategic alternatives presented in the cases, and 4) justify/defend one's position on strategic solutions and recommendations.

Reading Materials

Reading Packet for ADV 3001 available at Orange and Blue Textbooks (<http://www.obtbooks.com/>) at 309 NW 13th St., Gainesville, FL 32601.

(Optional) Parente, Donald (2004), Advertising Campaign Strategy: A Guide to Marketing Communications Plans, (Fourth Edition) Mason, Ohio: Thomson South-Western.

Course Objectives

The goal of this course is to provide students with the fundamental skills needed to analyze, evaluate, develop, write and present an integrated marketing communications (IMC) plan. This goal will be accomplished by focusing on three key elements central to the strategic planning process: brands, consumers, and advertising.

Specific course learning objectives are as follows:

- 1) To expose students to a set of fundamental theories used to develop strategically sound advertising plans;
- 2) To provide students with an understanding of the systematic process involved in developing an advertising plan, including analyzing a market situation, formulating marketing and communication objectives, identifying potential target audiences, and developing an IMC plan; and
- 3) To give students regular opportunities to apply this knowledge by way of case discussions, class exercises, assignments, and a final team project.

Course Evaluation

The evaluation of coursework will be based on the student’s performance in four areas, each which constitutes a proportion of the final grade. These include: 1) two exams, 2) class attendance/participation, 3) several homework assignments, and 4) a team project (report/presentation). Extra credit opportunities may also be made available at the instructor’s discretion. The following provides a point allocation for each of these areas:

Exams	(2 exams worth 100 pts. each)	200
In-Class Attendance and Participation		50
Homework Assignments	(see next page)	50
Team Project	Presentation	50
	Written report	50
Extra Credit Opportunities		**

TOTAL 400 possible pts.

The grading scale for the course is as follows:

358 – 400 = A
342 – 357 = B+
318 – 341 = B
302 – 317 = C+
278 – 301 = C
262 – 277 = D+
238 – 261 = D
Below 237 = E

Letter grades are based on the total points accumulated over the term. Students who earn a “C” or better will fulfill the ADV 3001 requirement for graduating with a degree in advertising and will not be required to retake the course.

Exams

Exams will be held in class during the regularly scheduled class period. Exams are designed to test the student’s cumulative knowledge of the main ideas covered in the lectures, class discussions, and in-class exercises up to the exam date specified on the syllabus. The exams will be graded on a 100-point scale.

IMPORTANT: MAKE-UP EXAMS MUST BE APPROVED AND SCHEDULED IN ADVANCE. Any student who misses an exam is required to provide notification *prior* to missing the exam. Exam grades will be posted on the eLearning system.

Class Attendance/Participation

As this is a learner-centered course, your attendance and participation in class discussion is essential. You are expected to always arrive for class on time. Attendance will be taken each class by passing around a sign-in sheet. **Four unexcused absences will be allowed without penalty over the course of the semester.** Excused absences must have a doctor’s note. After that, your final grade may be lowered by as much as one letter grade. You can only earn full credit if you attend each class on time and you consistently contribute to the class. **IMPORTANT: It is your responsibility to sign-in each class. If your signature isn’t on the sheet for that day, you’ll be marked absent.**

Homework Assignments & In Class Exercises

Homework assignments must be turned in at the *start of class* on the specified due date. If you cannot attend class the day an assignment is due, you must make arrangements to have a classmate turn in the assignment. Unless otherwise specified, all assignments

should be word-processed and include your name, the course name, and the date. Failure to turn in an assignment will result in zero credit for that assignment.

Late work will be reduced one grade for each 24 hour period it is not turned in. Assignments turned in at the end of class are considered late. In a professional environment, the consequences for missing deadlines are much worse.

	Point Allocation
1. Bio sheet (individual)	5
2. Team name/client e-mail (team)	5
3. Shopping Analysis (individual)	5
4. Ad Analysis (individual)	5
5. Case 2 (Lotto) written analysis (team)	10
6. Case 3 (Jacobs) written analysis (team)	10
7. Case 4 (Carswell's) written analysis (team)	10
Total	50

Academic Honesty

Plagiarism (literary or artistic theft), copying someone else's work or other forms of dishonesty will not be tolerated. Any case of academic dishonesty will be considered grounds for an automatic failing grade in the course. University guidelines will be followed for any offenses.

- Having someone else do your work for you is also considered academic dishonesty.

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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."

For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261.

You can review UF's academic honesty guidelines in detail at:
<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

(University of Florida Honor Code, 2005)

Inclusiveness

Every attempt is made to make all courses non-sexist, diverse and multicultural in content. Should I ever fail to meet this goal, please let me know immediately.

Students with Special Needs

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

Final Notes

- The instructor reserves the right to make changes if necessary to the grading system and the schedule for this class.
- While laptop computers are welcome for taking notes during lectures, please do not use them to chat, IM, e-mail, etc. during class time.
- This class is challenging, but in the end it is rewarding and prepares you for the job market. If you notice yourself having trouble, please see me immediately. Also feel free to approach me about any concerns you might have in this class. You have my contact information. Don't hesitate to use it.
- Please turn your cell phones to vibrate when in class unless they are for emergency purposes. Also, please NO TEXTING during class.
- Again, the following dates and topics are a good faith attempt at providing you with a tentative schedule, but note that they are not etched in stone.

Tentative Class Schedule

- Week 1: 1/7: Course overview and introduction
1/9: Student introductions
Assignment #1 due: Bio sheet
- Week 2: 1/12: Introduction to Strategic Planning
Read Parente Ch. 1
1/14: Situation Analysis (SA)
Read Parente Ch. 2 & 3
1/16: Looking for Info. for SA & SWOT
Read Parente Ch. 4 (pp. 95-103)
- Week 3: **1/19: MLK Day - HOLIDAY - No Class**
1/21: Introduction to Case Solving
1/23: Case 1 Discussion (ATM)
*Read Case 1 (ATM) **
- Week 4: 1/26: Group project instructions/overview
Read Parente Ch. 11
1/28: Library resource tools presentation (Patrick R.)
Assignment #2 due: Team e-mail
1/30: Marketing and IMC Objectives
Read Parente Ch. 4 (pp. 103-115)
- Week 5: 2/2: Introduction to Persuasion
*Read Hoyer & MacInnis Ch. 6 **
2/4: High Consumer Effort Processing
*Read Hoyer & MacInnis Ch. 7 **
2/6: Low Consumer Effort Processing
- Week 6: 2/9: Shopping Analysis discussion
Assignment #3 due: Shopping Analysis
2/11: Exam 1 Review
2/13: **EXAM 1**
- Week 7: 2/16: Segmentation
2/18: Targeting
Read Parente Ch. 9
2/20: Positioning
Read Parente Ch. 5
- Week 8: 2/23: *Work day – Team work on Case 2 (Lotto) and Ad Analysis!*
2/25: Case 2 Discussion (Michigan Lotto)

Case 2 team assignment due (Michigan Lotto)

2/27: Ad Analysis discussion

Assignment #4 due: Ad Analysis

Week 9: 3/2: *Work day – Team work on Case 3 (Jacobs)!*

3/4: Case 3 Discussion (Jacobs Labs)

Case 3 team assignment due (Jacobs Labs)

3/6: Creative brief (CB)

*Read Parente Ch. 6 & Steel (1998)**

Week 10: 3/9: *Spring Break – HOLIDAY - No Class*

3/11: *Spring Break – HOLIDAY - No Class*

3/13: *Spring Break – HOLIDAY - No Class*

Week 11: 3/16: *Work day – Team work on Case 4 (Carswell's)*

3/18: Case 4 Discussion (Carswell's)

Case 4 team assignment due (Carswell's)

3/20: Exam 2 Review

Week 12: 3/23: **EXAM 2**

3/25: IMC Tools: Beyond Ads- Product Placement

Read Parente Ch. 9

3/27: IMC Tools: Public Relations

Week 13: 3/30: IMC Tools: Sales Promotions

4/1: IMC Tools: Direct marketing

*Read Plummer et al. (2007)**

4/3: *Work day – Assign final presentation dates for teams*

Week 14: 4/6: Campaign Budgeting

4/8: Campaign Measurement and Evaluation

4/10: Final project review

Week 15: 4/13: *No class – Work on final presentations and reports*

4/15: *No class – Work on final presentations and reports*

4/17: *No class – Work on final presentations and reports*

Week 16: 4/20: Team presentations (first day)

All team written reports due!

4/22: Team presentations (second day)

* Article/chapter/case is in the course pack.