

**Florida Gulf Coast University**  
**Lutgert College of Business**  
**Marketing Department**  
**ADV3008 Principles of Advertising/CRN 11205**  
**Spring 2020**

<b>Time: T/TR 9-10:15 Meeting Room: 2208 LH</b>	Professor: Kira Lewis
Course Credit Hours: 3	Instructor's Office: Adjunct Office
Instructor's Office Hours: Tuesday 12:30– 3:30 and Thursday 12:30 -3:30 or By Appt.	
Instructor's Email: Canvas	Instructor's Office Phone: N/A

**Disclaimer:**

The syllabus may be modified at the instructor's discretion. The information contained in this course syllabus are subject to change in the event of extenuating circumstances or class progress. Any changes that take place will be announced.

**Course materials:**

**Required text:**

M: Advertising - 3rd Edition

By William Arens and Michael Weigold and Christian Arens and David Schaefer © 2018

Required: ISBN: 9781259900129 (Connect access code and eBook)

Optional: ISBN: TBD (Connect access code, eBook and loose-leaf book)

All students are **required** to purchase the Connect access code; both options above have the access code. The **Connect access code is necessary** to complete most assignments in this course. If you want a physical copy of the book, you should purchase the optional (ISBN: TBD) package. With this optional package, you can organize the loose-leaf book pages in a binder.

**LCOB Mission Statement**

The mission of the Lutgert College of Business can be found at <http://www.fgcu.edu/CoB/MissionVision.html>

**Catalog course description:**

Introduction to the role of advertising communication in society, business and economics. Topics include historical perspectives, ethics, research and evaluation, objective setting/strategies planning for creativity, and mass media, within marketing planning. (Junior standing required)

*Prerequisite(s) MAR 3023 for level Undergraduate with minimum grade of C*

**Office hours:**

My office hours are listed on the first page of this syllabus. Due to exam schedule conflicts, I do not have office hours during finals week. If you do not show up for a scheduled appointment outside of my regular office hours, I will not schedule any more appointments with you outside of my regular office hours. You will need to see me during regular office hours.

### **Course objectives:**

Upon completion of this course students should be able to:

1. Recognize the role of advertising in integrated brand promotion.
2. Identify the different stakeholders in the advertising industry.
3. Appreciate the importance of advertising from a historical perspective.
4. Discuss the ethical and legal issues in advertising.
5. Analyze consumers' behavior to develop advertising campaign.
6. Explain the process of segmentation, targeting and positioning.
7. Develop an advertising campaign.
8. Demonstrate an understanding of media planning terminology.

### **To be successful in this course:**

1. Read the course textbook and other assigned materials.
2. Attend all class meetings and come to class prepared. If you must miss a class meeting, it is your responsibility to contact classmates and get information.
3. Take notes.
4. Note all exam and class meeting dates in your planner. Check your planner daily. If you use a monthly and weekly planner, it is a good idea to mark all important dates on both the month and week pages.
5. Review and use study methods you may have encountered in other classes or preparatory college courses.
6. If you are not familiar with Canvas, it is your responsibility to practice using it and learn how to use the various functions and tools of Canvas.
7. If you are not familiar with Connect, it is your responsibility to practice using it and learn how to use the various functions and tools of Connect.
8. Check Canvas daily for updates.
9. Sign up for notifications from Canvas. When you sign up for this, you will receive notifications regarding updates for this course.

*Utilize office hours. I am here to help and support you. Don't wait until the end of the semester!*

### **Tentative schedule:**

We will attempt to stay as close to the following schedule as possible. However, it **may be adjusted** to accommodate class progress, university closures due to emergencies or to take advantage of guest speakers, if the opportunity should arise.

<b><u>Date</u></b>	<b><u>Due</u><sup>a</sup></b>	<b><u>Read</u></b>
Jan -7	NA	Syllabus
Jan - 9	Writing Services Presentation Chapter 1. The Evolution of Advertising (Begin Forming Groups for Project)	Chapter 1
Jan -14	Review Group Project/Finalize Groups and Product Verification of attendance quiz <sup>b</sup>	Chapter 2

Jan-16	Chapter 2. The Environment of Advertising	
<b>January 20th, MLK Holiday Observed-No class meetings</b>		
Jan - 21	Chapter 3.The Business of Advertising	Chapter 3
Jan -23	Chapter 6 Account Planning and Research	Chapter 6
Jan- 28	Catch-up Day (Turn in Assignment 1 – Situation Analysis)	
Jan-30	Review Assignment 1 in Class Group Project Work Time In Class	
Feb-4	Chapter 5. Communication and Consumer Behavior <i>Article: Understanding Product Benefits</i>	Chapter 5
Feb-6	Chapter 4. Targeting and The Marketing Mix (Turn in Assignment 2 – Brand Perception and SWOT Analysis) <i>Articles on Targeting</i>	Chapter 4
Feb - 11	Exam 1 Review	
<b>Feb -13</b>	<b>Exam 1</b>	<b>Study Chapters 1-6</b>
Feb -18	Review Project Assignment 2 In Class Group Project Work Time In Class	
Feb -20	Chapter 7 Marketing, Advertising and IMC Planning (Turn in Assignment 3 Target Consumer) <i>Articles on Positioning</i> and “The Big Idea”	Chapter 7
Feb -25	Chapter 8. Creating Ads: Strategy and Process	Chapter 8
Feb -27	Review Project Assignment 3 Group Project Work Time	
<b>Spring Break March 2-7 No Classes</b>		
Mar - 10	Chapter 9. Creative Execution: Art and Copy Chapter 10: Print Advertising (Turn in Assignment 4: Strat Map/Value Proposition/Positioning)	Chapter 9/10
Mar - 12	Review Project Assignment 4 Group Project Work Time	
Mar - 17	Chapter 11 Television and Radio	Chapter 11
Mar – 19	Chapter 12 Digital Interactive Media	Chapter 12
Mar - 24	Chapter 14. Media Planning and Buying (Turn in Assignment 5: Traditional Media Executions)	Chapter 14

Mar - 26	<b>Exam 2 Review</b>	
<b>Mar -31</b>	<b>Exam 2</b>	<b>Study Chapters 7,8, 9, 10,11, 12, 14</b>
Apr - 2	(Turn In Assignment 6: Digital Media Executions) Review Project Assignments 5& 6 Group Project Work Time	
Apr - 7	<i>PowerPoint Outlines Due In Class</i> What is An Advertising Pitch (Videos and Instructions)	
Apr -9	<i>Paper Drafts Due In Class</i> Presentation Practice	
Apr - 14	Colloboration Time and Group Consultation on Paper Drafts Groups 1-4	
Apr - 16	Colloboration Time and Group Consultation on Paper Drafts Groups 5-8	
Apr - 21	Presentations In Class: Groups 1-4	
Apr - 23	Presentations in Class: Groups 5-8 (Final Papers due for all groups)	
<b>There is NO FINAL EXAM In This Class</b>		

**Note: ALL group project assignments along with a copy of your final powerpoint presentation and final paper are due to me in PRINTED form on the day noted on the syllabus. If these items are late or there is a need for them to be emailed to me and I have to print them out, your group will receive a 10% deduction to your grade. NO EXCEPTIONS/NO EXCUSES.**

**Canvas:**

Course materials will be available within Canvas. You can access Canvas using the Internet at the website <https://fgcu.instructure.com/login/ldap>. The site is password protected. You can learn more about Canvas by reviewing the online material. Should you encounter any problems at any time on Canvas, it is your responsibility to contact the Help Desk at 239.590.7100 or [itsprt@fgcu.edu](mailto:itsprt@fgcu.edu).

**Course format:**

A combination of readings, online assignments, lectures and a group project will be used in this course. In-class lectures will cover material from the book, real-life examples and case studies to illustrate principles being learned in each text chapter. This is part of where the Connect assignments are helpful in reinforcing the text concepts and helping you prepare for class discussion and exams.

The group project is intended to help students apply all the concepts covered in class and from the text to gain a deeper understanding of how they all work together effectively to bring about business success. A critical portion of course learning is to build and maintain face-to-face relationships with fellow team members to fulfill the demands of the project. Coaching will be provided as needed to accomplish this and successful teamwork is part of the final project grade and class participation. *(please see group project document for other info)*

In addition to the course requirements, the Federal government and FGCU require verification of your enrollment through Canvas. You will need to complete the **Verification of Attendance quiz on Canvas by the due date**. You should read the syllabus before completing this. This is 1 point towards your total grade.

**Grading:**

Two Exams @15% each .....	30%
8 Team Project Deliverables .....	20%
One Final PowerPoint Presentation and Paper .....	30%
Connect Assignments.....	10%
Attendance & Class Participation.....	10%

**Connect Assignments :**

All students are **required to purchase the Connect access code to complete the assignments** in this course.

Two Connect assignments will be dropped from your final grade calculation. Use these two dropped assignment grades wisely. Potential reasons for dropped assignment grades include, but are not limited to:

- 1) you were not feeling well
- 2) you registered for the course late and neglected to complete the assignments
- 3) you had to work
- 4) you forgot
- 5) you experienced technology issues
- 6) you experienced personal issues

**Late work:**

Assignments turned in late will earn a failing grade of zero. You should be submitting assignments on time.

**Exams:**

Exams will cover assigned readings, lectures, and other material covered in class (including guest lectures, articles, videos, and discussions). **Exams are closed book and closed notes.** Doing well on Connect assignments does not equal high exam grades. Exam questions and original scantrons are the property of the instructor/university and are not returned to students.

Make-up exams will be administered **only** under extreme circumstances (meaning authorized and excused absences) and you will need to notify me **BEFORE** the exam starts to make alternative arrangements; documentation will be required. See <http://www.fgcu.edu/Catalog/regdetail.asp?FMID=Registration+and+Records&page=9> for more information on the appropriate documentation for authorized and excused absence. I

If class is cancelled on a scheduled exam day, the exam will be administered the next scheduled class day. If you are late to an exam, you may not be able to take the exam. You may be assigned or reassigned seats for exams. You may be asked to remove food, drinks, and other unnecessary items from the testing area. In addition, you may be asked to remove any hats, technologically-advanced devices etc. during exams.

On exam days, you are responsible for bringing:

- 1) a Pearson NCS Test Sheet 100/100 Form No. 95679 (NOT WRINKLED)
- 2) a #2 pencil.

If you plan to use Adaptive Services in this course, I highly recommend you provide me with the exam forms before the end of the second week of classes. You may provide the forms to me during office hours. You must also schedule rooms with Adaptive Services immediately for all exams. If you do not follow these instructions, accommodations may not be available for your exams.

### **Grading Scale:**

The grade distribution will be as follows:

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	0-59

\*Grades are not negotiable. The final course grade will be determined using the scale above, curving may be undertaken if necessary. **Final grades may be penalized for lack of class attendance or for mis-use of technology during class at the professor's discretion. Please note if either is excessive it will result in a "0" for participation. This will be non-negotiable at the end of the semester and you will not be given warnings.**

### **Technology issues:**

If you experience any **Canvas issues**, you need to contact the **Help Desk** at 239-590-1188, [itsprt@fgcu.edu](mailto:itsprt@fgcu.edu), or <http://www.fgcu.edu/technology.asp>. If the Help Desk is not available, you need to submit a ticket (click on "help" underneath the login information on the Canvas login site) and let them know about your technology issue.

If you experience any **Connect issues**, you need to contact **McGraw Hill's tech support team** at (800) 331-5094 or [www.mhhe.com/support](http://www.mhhe.com/support).

I highly recommend that you work ahead of time and submit assignments in a timely manner. Technology issues and procrastination are not a good combination.

Note: If you contact me with a technology-related question, you will be asked to provide a ticket (Canvas help desk) or case number (McGraw-Hill help desk) before your concern is escalated.

### **Grade appeals and incompletes:**

#### **Grade appeals:**

Any exam or assignment submitted for the regrading of one part (or one question) is subject to a complete regrade. As a result, the grade may increase, stay the same, or decrease. For all grades distributed in class and

posted on Canvas, you will have up to 2 weeks to meet with me regarding your grade. More than 2 weeks after the grade posting on Canvas, you will **not** be able to meet with me and **appeal** the grade for that particular exam or assignment.

### **Incompletes:**

An "I" grade indicates that you have not completed a limited portion of the required course work due to extenuating, unforeseen circumstances (e.g., one assignment or exam due to illness or personal emergency). For more information on incomplete grades, go to <http://www.fgcu.edu/CoB/grades.html>.

### **Attendance:**

*Attendance: You are expected to **attend all classes** and be prepared to discuss the readings during class. If you miss more than three classes, especially unexcused, it may result in you being dropped from the course. If you have excessive absences (even excused) or tardies, you may receive a "0" for the participation that is worth 10% of your grade. If you are going to miss class, please communicate with me ahead of time or soon after with a reason for the absence. If you can provide a doctor's note or other reasonable explanation for your absence it will be considered excused.*

If you miss class, you are responsible for obtaining all notes and announcements that occurred when you were absent from class. Attendance will be recorded for university records

*\*\*Signing the attendance sheet for another student is dishonest and may result in negative consequences. For information about absences, see*

*<http://www.fgcu.edu/Catalog/regdetail.asp?FMID=Registration+and+Records&page=9>.*

### **Student communications and conduct:**

You are expected to conduct yourself professionally in all interactions regarding this course. **Electronic communications need to start with a greeting, and include complete sentences with correct grammar, spelling, and punctuation.** Use the **conversation function in Canvas** to contact me. Avoid emailing me from your personal email accounts; Family Educational Rights and Privacy Act (FERPA) prohibits me from emailing information about grades to accounts other than your FGCU email account.

Discussions (including online discussions) require professional courtesy and language. You must demonstrate respect for others in the course – rude behavior and interruptions will not be tolerated. As a minimum, you need to be familiar with and adhere to all principles as described by the Student Code of Conduct

([http://www.fgcu.edu/generalcounsel/files/regulations/FGCU\\_PR4\\_002\\_Student%20Code%20of%20Conduct\\_06\\_17\\_14.pdf](http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf)). You are responsible for knowing and adhering to the provided guidelines.

### **Academic behavior standards and academic dishonesty:**

Students at Florida Gulf Coast University have the responsibility to practice academic integrity. Students who engage in activities such as cheating, plagiarism and knowingly furnishing false research data will subject themselves to violations of the Student Code of Conduct and could result in dismissal from the Marketing Program. Students are also expected to comply with all requirements and expectations for behavior as laid out in the course syllabus. Faculty reserve the right to use anti-plagiarism software to analyze papers and other written works. For more information on university behavioral and academic standards, the Conduct Process, and the Academic Integrity Process, see the [FGCU Student Code of Conduct](#).

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under **the Student Code of Conduct and Policies and Procedures** sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

All exams and assignments are to be your individual work. The work you submit should be from you, not from other sources, which include the Internet, former students, and other current students. Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Academic dishonesty includes cheating and plagiarism. For more details, please go to <http://studentservices.fgcu.edu/StudentConduct/> and [http://www.fgcu.edu/generalcounsel/files/regulations/FGCU\\_PR4\\_002\\_Student%20Code%20of%20Conduct\\_06\\_17\\_14.pdf](http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf). The policies outlined on this website and PDF file will be followed. This is from section E Prohibited Conduct, pages 5-6 of FGCU's Student Code of Conduct and Student Conduct Review Process:

### 1. Academic Dishonesty

a) Cheating, includes, but is not limited to:

- 1) Intentionally using or attempting to use any unauthorized assistance (including, but not limited to materials, communication of information during an academic exercise, notes, study aids or devices) in an academic exercise, including, but not limited to, quizzes, tests, or examinations;
- 2) Use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
- 3) The acquisition, without permission, of tests or other academic material belonging to a member of the University faculty or staff;
- 4) Engaging in any behavior specifically prohibited by a faculty member in the course syllabus or class discussion;
- 5) Submitting work that has been purchased or borrows generously from work submitted in a previous or concurrent class, except where expressly permitted by the instructor; or
- 6) Communication to another through written, visual, electronic, or oral means.

b) Selling notes, handouts, or other materials without authorization or using them for any commercial purpose without the express written permission of the University and the instructor.

c) Falsifying or misrepresenting your academic work.

d) Plagiarism: using work appropriated without any indication of the source.

e) Knowingly helping another student violate academic behavior standards.

The term "cheating" includes, but is **not** limited to, (1) use of any unauthorized assistance in completing quizzes, exams, or assignments; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university. The term "plagiarism" includes, but is **not** limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment.

It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Copying or using material from papers previously submitted by others (at FGCU or other learning institutions) or downloaded from the Internet is plagiarism. If you quote material, you must cite your sources. Large scale "copying and pasting" from other sources, even if properly noted, does **not** meet the criterion of submitting



your own work and will possibly result in a failing grade for the course. You are expected to demonstrate honesty in your academic pursuits.

It is your responsibility to **avoid sharing your work** with others. You are equally responsible for academic dishonesty if you choose to share any of your work with others. If you do share your work with others, this will be treated as academic dishonesty and you may earn a failing grade for the assignment, exam, or entire course.

**Not being honest about your online activities** is academic dishonesty and will be treated as such.

**Signing in for others or having others sign in for you** (on the attendance sheet) is academic dishonesty. Any incidences of students signing in for others or have others sign in for them will be treated as academic dishonesty.

If you engage in academic dishonesty, you may earn a **failing grade for the assignment/exam and possibly the entire course.**

### **Electronic devices:**

The use of technology for Non-academic purposes include texting, surfing the Internet and streaming TV and movies is **100% prohibited** in my classroom. Use of electronic devices during lecture has the same effect in class as their use during realworld management meetings or presentations – it is rude and diminishes chances for career advancement. Thus it will also diminish class participation perceptions and **your participation grade. I will NOT call you out in class or give warnings, the policy is clear and if you violate it, you will be given a “0” for your participation grade at the end of semester. There will be not appealing this grade or negotiation.**

Audio/video recordings of any part of the lectures or class activities is **NOT** permitted. Any student found to violate this policy will be administratively dropped from the course. The sole exception to this is a student who qualifies through the Office of Adaptive Services and this student must apply for permission through that office prior to any recording. No photographs may be taken of lectures or presentation materials.

You are allowed to use tablets, netbooks, and laptops during class meetings. You should be using these electronic devices for coursework. This is a privilege; I reserve the right to change this policy as necessary

### **Canvas learning management system and demonstration site:**

Information on Canvas is available online at <http://canvas.fgcu.edu/> and <https://fgcu.instructure.com/courses/7692>

### **Library resources:**

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Faculty Support: [http://library.fgcu.edu/faculty\\_index.html](http://library.fgcu.edu/faculty_index.html)

### **Lecture Capture Technology/FGCU Capture – Classroom recording:**

This course may employ technology that will allow for audio and/or video recording of live classroom sessions. This lecture capture technology is utilized for the sole purpose of enhancing student learning. It may provide for supplemental student instruction via secure links to recorded session(s,) the live stream of

courses, presentations of off-site guest speakers and/or the delivery of course instruction utilizing “flipped classroom” methodologies. Student questions and/or comments may be included as a part of any session being recorded. See FGCU-CAPTURE for additional details and training <http://aets.fgcu.edu/fgcucapture.asp>.

**Information on General Education program requirements:**

Available at [http://www.fgcu.edu/General\\_Education/index.html](http://www.fgcu.edu/General_Education/index.html).

**University nondiscrimination statement:**

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC’s phone number is (239)745-4366; the OIEC email address is [OIEC@fgcu.edu](mailto:OIEC@fgcu.edu).

**Disability accommodations services:**

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

**Counseling and Psychological Services:**

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at [www.fgcu.edu/caps](http://www.fgcu.edu/caps) for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).

**Student observance of religious holidays:**

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.