

**ADV 4800
Advertising Campaigns
UF Italy study abroad 2018**

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IMPORTANT MANDATORY REQUIREMENT:

ADV 4800 will require course assignments from February through early June. Following study abroad in Italy, students must immediately return to Gainesville to produce the final plans book. You must attend all group meetings (no online virtual meetings) and be a proactive contributor to the project. If you do not comply with these requirements, do not expect to earn a passing grade for the course.

Course Materials

Readings and documents that are required will be provided or emailed to you directly. You are responsible for preparation and study of assigned readings and supplemental material as preparation for deliverables and deadlines in the course.

Course Introduction

Advertising Campaigns is a “capstone” experience as part of your UF advertising degree. It represents practical application of your course work in a final, cumulative project. ADV 4800 will allow you to become part of the excitement and challenge of “real-world” advertising, with all the essential steps that are needed to be successful.

This year, the ADV 4800 campaigns will be extraordinary and an integral part of your study abroad experience. Our client will be the Tuscan Trails tour company, located in Florence. The company owner, Todd Bolton, will be working with us while we prepare and develop our ad campaigns while in Italy:

“Tuscan Trails specializes in liberating travelers from typical tourist experiences. We offer single-day Tuscan wine tours in the heart of Tuscany, giving our guests the chance to savor the true warmth and beauty of Tuscany. Our tours take travelers beyond Italy’s crowded cities, away from lines around churches and museums, and into the heart of the Tuscan countryside.”

You can learn more about our client at: <http://www.tuscantrails.com/index.html>

Course Objectives

- Identify primary and secondary research sources for due diligence assessment
- Competition analysis for client business (price, product, promotion, geographic “place”)

- Identify demographic and psychographic target consumer
- Define unique selling proposition, call to action
- Use research findings to create defensible objectives, strategies and tactics
- Generate targeted messaging for specific media platforms
- Deliver a professional sales proposal with recommendations for the client
- Integrate client feedback and required revisions
- Create summary plans book for project

Course Format

The first phase of ADV 4800 will be a “pre-Italy” due diligence period, with client engagement and research. Assignments will be announced well ahead of deadlines. Pre-trip assignments will be assigned on an individual basis, or as group work. Expect to be engaged in one or more video conferences. The client will be periodically reviewing your submissions and assessing quality of work.

To do well in this course, you are expected to be fully prepared prior to each assignment, engage completely and thoroughly, then produce thoughtful written reports and other essential executions. In this exploratory research phase, “I think, I feel” are not acceptable. Every point you make, every assessment presented, must be supported through research sources. We must make sure our work is defensible, and in ADV 4800, that means professionally sourced and cited. Assignments must be submitted prior to deadline to receive credit and allotted points.

When we arrive in Italy, we will judiciously use our class time to complete our assessment, then agree with the client on measurable goals and objectives. Campaign messaging and media planning will be driven by goals and objectives.

Course Expectations

You will be performing work that is agency-specific and demands professionalism. During study abroad, there are many events and activities that will be available. Plan your time strategically. I would suggest you enter class assignment dates and deadlines in your electronic calendar and opt in for reminder emails to assure you are planning for success.

ADV 4800 essentials:

- Stay attentive to email. Check for class updates and information.
- Participate in both virtual/online and in our seated class discussion. Be thoughtful and speak without having to be called on. Be prepared to present a source when you make your point.
- Our seated class time in Italy is devoted to specifics of this course. This will not be smart phone or personal computer time.
- Formal writing and professional language should be used when communicating.
- You will be required to deliver a team proposal. This will require personal selling techniques and a professional visual presentation. We will discuss infographics and other essential tools that will be required.

Call Reports

We will form agency teams after arriving in Italy. Teams will be determined based on the number of students enrolled. Expect teams to be 3-4 students. As in actual agency work, positive team dynamics are essential. At different points in our creative process, each student will be responsible to submit a call report. Call reports are an individual activity and are not to be done as a group. These reports serve as a valuable tool for evaluating what each student is contributing to her/his team. Specific prompting questions will be presented. Be detailed in your descriptions. For example, if you worked on a specific aspect of an assignment, describe and report on your findings or accomplishments. You will also be asked to report on what other team members are contributing to your agency's success.

Peer Evaluations

A peer evaluation will be conducted after the conclusion of ADV 4800. You will receive a special link for your evaluations. Each agency member will complete the evaluation for other team members, but not for themselves. Evaluations are anonymous, to both the instructor and your classmates. Peer evaluation is a key component of performance. It gives each student the opportunity to rank a team member with high assessment when they are top performers, while it also allows for students to indicate if a team member has been a poor performer. Before you evaluate someone, get a good sense what his or her contribution throughout the project was. Remember that people can contribute in different ways. Give your peer evaluations the time and consideration that you hope your teammates will give to your evaluation.

Final Plans Book

In addition to the agency quality sales presentation, ADV 4800 will include a final deliverable to the client, the campaign plans book. This will be a summary document, well designed with graphic enhancements, design, etc. It will be produced in digital format. You will also craft a team letter/email that will introduce your plans book. This letter is used to address client comments made during your presentation. That is, how did you rectify issues the client had during your presentation?

Course Evaluation

Your final grade in the course will be determined based on the following:

Situation analysis = 50 points

Goals and objectives proposal = 50 points

Creative and media plan = 50 points

Presentation to client Tuscan Trails tour company = 100 points

Final submission campaigns plans book = 100 points

Grade Scale:

329 – 350	A	270 – 279	C+	210 – 223	D-
315 – 328	A-	259 – 269	C	Below 210	F
305 – 314	B+	245 – 258	C-		
296 – 304	B	235 – 244	D+		
280 – 295	B-	224 – 234	D		

General Policies

All assignments are expected to be turned in on the due date. Personal or technical issues can for the most part be avoided if students plan well ahead each week. Extra credit points are rarely offered in my courses, so please do not expect them.

You are expected to be at every class, on time, and prepared to engage. There is a strict attendance policy for UF study abroad. Late arrival to a scheduled class results in reduction ½ letter grade for the course. An unexcused absence results in 1 full letter grade reduction. **Please understand that also applies to required course meetings in Gainesville following your return from Italy.**

As a community of learners, we must create an atmosphere of honesty, fairness, and responsibility, without which we cannot earn the trust and respect of each other. Furthermore, we recognize that academic dishonesty detracts from the value of a UF degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form and will oppose any instance of academic dishonesty.

We will make reasonable accommodations for individuals with documented qualifying disabilities in accordance with the Americans with Disabilities Act of 1990, and Section 504 of the Rehabilitation Act of 1973. Those seeking accommodations based on a substantially limiting disability should contact our program administrators. We will discuss eligibility and appropriate accommodations.

Tentative schedule

March 12, 2018	At noon. Zoom intro video session. Discuss research sources and situation analysis. Meet the client.
March 21, 2018	Situation analysis due
April 4, 2018	Revised situation analysis due
April 18, 2018	Media assessment and analysis due
Week of 5/7/18	Italy!
Week of 5/14/18	Define objectives, strategies, and tactics
Week of 5/21/18	Discuss alternative media, i.e. promotions, PR and events
Week of 5/28/18	Team presentations to client

Week of June 4	Return to UF
June 14	Plans books due