

## Cover Sheet: Request 12016

Change ADV 4931 from 2 credits to 3 and change prerequisite to MMC 3203

### Info

Process	Course Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Thomas Kelleher tkell@ufl.edu
Created	11/2/2017 12:23:42 PM
Updated	11/2/2017 4:50:37 PM
Description of request	Requesting that ADV 4931 "Seminar: Ethics and Problems in Advertising" be converted from a 2-credit course to a 3-credit course, and that prerequisites change from "Prereq: 3JM ADV; minimum grade of C in ADV 3001" to "Prereq: 3JM ADV; minimum grade of C in MMC 3203."

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 012302000	Thomas Kelleher		11/2/2017
No document changes					
College	Approved	JOU - College of Journalism and Communications	Thomas Kelleher		11/2/2017
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			11/2/2017
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

## Course|Modify for request 12016

### Info

**Request:** Change ADV 4931 from 2 credits to 3 and change prerequisite to MMC 3203

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**Submitter:** Thomas Kelleher tkell@ufl.edu

**Created:** 11/2/2017 12:02:20 PM

**Form version:** 1

### Responses

**Current Prefix**ADV

**Course Level**4

**Number** 931

**Lab Code** None

**Course Title** Seminar: Ethics and Problems in Advertising

**Effective Term** Earliest Available

**Effective Year** Earliest Available

**Requested Action** Other (selecting this option opens additional form fields below)

**Change Course Prefix?**No

**Change Course Level?**No

**Change Course Number?**No

**Change Lab Code?**No

**Change Course Title?**No

**Change Transcript Title?**No

**Change Credit Hours?**Yes

**Current Credit Hours**2

**Proposed Credit Hours**3

**Change Variable Credit?**No

**Change S/U Only?**No

**Change Contact Type?**No

**Change Rotating Topic Designation?**No

**Change Repeatable Credit?**No

**Maximum Repeatable Credits**0

**Change Course Description?**No

**Change Prerequisites?**Yes

**Current Prerequisites**3JM ADV; minimum grade of C in ADV 3001.

**Proposed Prerequisites**3JM ADV; minimum grade of C in MMC 3203.

**Change Co-requisites?**No

**Rationale**Changing this to a 3-credit class allows deeper inquiry into seminar topics during the course of an academic term. It also makes the course credits consistent with other options for professional electives in advertising.

We now offer (and require of all ADV majors) MMC 3203, Ethics and Problems in Mass Communications, which covers foundations of media ethics that will serve to prepare students for more advanced seminar-style exploration and discussion. Therefore, faculty believe that MMC 3203 is a more appropriate prerequisite than ADV 3001, Advertising Strategy, but we would retain the prerequisite of students reaching 3JM ADV status so they are prepared to engage ethical issues with a specific focus on the field of advertising.

## **SAMPLE SYLLABUS FOR 3-CREDIT COURSE**

### **ADV 4931**

### **Seminar: Ethics and Problems in Advertising**

Professor: Tom Kelleher, [tkell@jou.ufl.edu](mailto:tkell@jou.ufl.edu), Weimer Hall 2088, 392-4046

#### **Overview**

Catalog description: *Major concepts and issues in the effects of advertising on society, culture and the economy with emphasis on ethical systems and ethical decision making.*

#### **Prerequisites**

3JM ADV designation and MMC 3203 with minimum grade of C.

#### **Resources**

##### **Canvas**

<http://elearning.ufl.edu/>

##### **Required Textbook and Readings**

- Snyder, W. (2016). *Ethics in Advertising: Making the Case for Doing the Right Thing*. Taylor & Francis.
- Additional readings and research will be assigned from online resources and handouts throughout the semester, including student-selected cases and readings.

#### **Requisite Skills for this Course**

You should be prepared to 1) manage academic responsibilities and meet deadlines on the Canvas online course management system, 2) employ analytical skills in the evaluation of situations and content presented in course discussions and readings, 3) articulate these thoughts and ideas clearly orally and in writing, and 4) justify/defend your own perspectives, as well as argue on behalf of perspectives that potentially run counter to your position about ethics situations.

#### **Course Goals**

Successful completion of this course will require you to:

- Demonstrate understanding of key principles and concepts of advertising ethics.
- Identify and define pressing moral issues facing advertising professionals today.
- Critique cases involving ethical dilemmas in advertising.
- Apply analytical skills to resolve dilemmas through a systematic ethical reasoning process.

## Expectations and Assignments

This seminar is designed to explore advertising ethics through social, professional/business and moral lenses. The class will require weekly readings, quizzes on readings and cases, in-class writing, and discussions (including student-led discussions). Each student will develop his or her own advertising ethics case study designed to practice moral reasoning in advertising. Quizzes will all be weighted equally in grading and may include true-false, multiple-choice, and open-ended questions.

## Grading Weight

Quizzes on readings	30%
Discussion participation	30%
Discussion leading	20%
Case study assignment	20%

## Final grade requirements

A = 90-100

B = 80-89.9

C = 70-79.9

D = 60-69.9

F = 59.9 and below

## Tentative Course Timeline

	General Topics	Notes and Deadlines
Week 1	Introductions and syllabus  Ethics and moral reasoning	<ul style="list-style-type: none"><li>• Ensure access to course resources</li><li>• Discuss final case study assignment</li></ul>
Week 2	Advertising & marketing codes of ethics and justification models	<ul style="list-style-type: none"><li>• Read codes of ethics as assigned</li><li>• Review justification models</li><li>• Readings TBD</li><li>• Quiz 1</li></ul>
Week 3	The business case for ethics	<ul style="list-style-type: none"><li>• Snyder, Chapter 1</li><li>• Other readings TBD</li><li>• Quiz 2</li></ul>
Week 4	Advertising law and ethics	<ul style="list-style-type: none"><li>• Snyder, Chapter 2</li><li>• Other readings TBD</li><li>• Quiz 3</li></ul>
Week 5	Advertising to children	<ul style="list-style-type: none"><li>• Snyder, Chapter 3</li><li>• Other readings TBD</li><li>• Quiz 4</li></ul>

Week 6	Native advertising and transparency	<ul style="list-style-type: none"> <li>• Snyder, Chapter 4</li> <li>• Other readings TBD</li> <li>• Quiz 5</li> </ul>
Week 7	“Behavioral advertising” and privacy	<ul style="list-style-type: none"> <li>• Snyder, Chapter 5</li> <li>• Other readings TBD</li> <li>• Quiz 6</li> </ul>
Week 8	Multicultural advertising and diversity	<ul style="list-style-type: none"> <li>• Snyder, Chapter 6</li> <li>• Other readings TBD</li> <li>• Quiz 7</li> </ul>
Week 9	Business transactions and ethical dilemmas	<ul style="list-style-type: none"> <li>• Snyder, Chapter 7</li> <li>• Other readings TBD</li> <li>• Quiz 8</li> </ul>
Week 10	Finding inspiration in ethics	<ul style="list-style-type: none"> <li>• Snyder, Chapter 8</li> <li>• Other readings TBD</li> <li>• Quiz 9</li> </ul>
Week 11	Student-selected cases and topics	<ul style="list-style-type: none"> <li>• Student-assigned readings</li> <li>• Quiz 10</li> <li>• Case study topics due</li> </ul>
Week 12	Student-selected cases and topics	<ul style="list-style-type: none"> <li>• Student-assigned readings</li> <li>• Quiz 11</li> <li>• Case study outlines due</li> </ul>
Week 13	Student-selected cases and topics	<ul style="list-style-type: none"> <li>• Student-assigned readings</li> <li>• Quiz 12</li> <li>• Case study rough draft due</li> </ul>
Week 14	Peer feedback, editing, and final project	<ul style="list-style-type: none"> <li>• Peer review and feedback</li> <li>• Final case study project due</li> </ul>

More information on grades and grading policies is here:

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

## **Class Attendance and Make-Up Policy**

Class attendance is expected. Each unexcused absence will result in a 5-point reduction in the final grade and a zero on any missed quizzes during those days. Excused absences are consistent with university policies in the undergraduate catalog (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>) and require proper documentation.

## **Course Evaluation**

Students 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 students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

## **University Policy on Accommodating Students with Disabilities**

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

## **University Policy on Academic Misconduct**

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

## **Counseling and Wellness Center**

Contact information for the Counseling and Wellness Center:  
<http://www.counseling.ufl.edu/cwc/Default.aspx> 392-1575;  
and the University Police Department: 392-1111 or 9-1-1 for emergencies.