

## Marketing 3660.002: Advertising Management Fall 2013

Monday/Wednesday/Friday 9:00 a.m. – 9:50 a.m., BLB 255

Instructor:	Joy Houser
Office:	Business Leadership Building, Room 319F
Email:	<a href="mailto:Joy.Houser@unt.edu">Joy.Houser@unt.edu</a>
Telephone:	(940) 565-3075
Office Hours:	<p>Mondays: 11:00 a.m. – 12:30 p.m.</p> <p>Wednesdays: 11:00 a.m. – 12:30 p.m. Or by appointment.</p>

### Course Description (from UNT Catalog)

Three (3) credit hours: Advertising for business executives; creation of primary demand, stimuli, promotional programs, media selection, appropriation and evaluation.

Prerequisite(s): MKTG 3650.

### Course Objectives (What I want you to learn for future career use)

- Comprehend how people and organizations think about, buy and use products and the impact of market communications on their decision making.
- Recognize the role of Integrated Marketing Communications (IMC) as part of a company's marketing and branding efforts.
- Understand the IMC process and learn about marketing communications strategies and tactics, customer research, segmentation, execution, measurement and evaluation.
- Evaluate and critique advertising and promotional campaigns from agency and client perspectives.
- Explore and evaluate alternative media and channels for delivering marketing communications.
- Gain practical experience by planning and producing a promotional campaign working within an advertising agency-like structure.

### Reading Materials

The required book for the course is:

*Integrated Advertising, Promotion and Marketing Communications*

Kenneth E. Clow and Donald Baack – **Sixth Edition**

Prentice Hall – ISBN 978-0-13-3131017

Individual exploration encouraged. Course slides, related articles etc. will be available on the Blackboard course pages.

### Academic Integrity Notice

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. As a student-focused public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual

trust necessary in an academic environment and undermines all scholarship. Academic dishonesty includes cheating and plagiarism. For more information on academic dishonesty and academic integrity please see the following link: <http://vpaa.unt.edu/academic-integrity.htm>.

### **Americans with Disabilities Act**

The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with a disability. If you have an established disability as defined in the Act and would like to request an accommodation, please see me as soon as possible. University policy requests that students notify their instructor **within the first week** of class that an accommodation will be needed. Please do not hesitate to contact me now or in the future if you have any questions or if I can be of assistance.

### **Student Evaluation of Teaching Effectiveness**

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students helps me to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

### **Blackboard**

The Blackboard Learning System is used to support the class administratively as well as deliver some course content. Some specific functions include:

- Syllabus
- Announcements and email
- Lecture slides
- Online quizzes and assessments
- Grade posting

**Note.** This Blackboard course site manages students from two sections, so, where necessary, make sure you access the correct information for your instructor, Joy Houser.

### **Course Communications**

**You should check Blackboard on a daily basis.** This course makes frequent use of the Announcement tool in Blackboard to disseminate critical information to the class. In this way, you are cognizant of current information and assignments.

You may contact me at any time via email, but remember that **all email communications should be treated as professional correspondence**. Please note these guidelines:

- Include a subject line that clearly indicates the reason for your email.
- Use an appropriate salutation for the recipient, e.g. "Dear Ms. Houser". All Teaching Assistants should be addressed as Mr. or Ms.
- Make the tone of your email professional. Ask yourself how you would interpret the tone and content of the email had you received it from someone else.
- Avoid slang and do not use email or text abbreviations. Remember that good grammar, spelling and punctuation can make the difference between comprehension and confusion. Carefully proof your email before hitting the 'send' button.

When sending a Blackboard email to me, address it **only to me**. Blackboard emails sent to "All Instructors" and/or "All Teaching Assistants" will be ignored.

To speak with me directly, the best method is to visit me during my office hours posted above, or suggest an appointment time via email. Alternatively, please leave a voicemail on my office number or send an email giving me a telephone number and the times when I can reach you. My goal is to respond within one business day of your message.

## How You Are Graded

There are several components described below that make up your total grade.

1. **Online Reading Quizzes.** There are a total of six (6) online reading quizzes. The quiz questions are multiple choice with a total for each quiz of 20 points. For your course grade, you need to complete a minimum of five (5) quizzes, but you are free to do as many as you wish, in which case your top five (5) scores make your final grade.  
  
Quizzes are completed on your own time. **Quizzes will open at 8.00 a.m. on the Monday of the week specified and close at 11.59 p.m. on the Sunday of the week specified** (as indicated in the Course Timetable). There is a time limit of 25 minutes for each quiz. These quizzes are both for your benefit and an indication to me how you are assimilating the course material. **Quizzes will not be re-opened after their close times**, so it is up to you to complete the quizzes in a timely fashion.
2. **Final Exam.** The Final Exam is online with a selection of multiple choice questions that are designed to evaluate your mastery of the market communications principles and disciplines taught during the semester. The material comes from lectures, text reading, articles, and slides – in short, anything covered during the semester. A practice test will be provided prior to the final exam.
3. **Participation Activities.** During the semester there are opportunities as a class for online discussions (that I will facilitate) and/or mini-assessments where I expect you to analyze and comment upon current advertising topics (to be determined). The timing of these activities is at my discretion and details of the activity are disclosed in class at that time. Only those students in class at the time of the activity are eligible for this participation grade.
4. **Presentation Project.** During the semester, you will work in groups to develop a promotional campaign. The project is designed to evaluate how you apply market communications principles and disciplines in a practical setting and to give you experience of working together as a client team – and to have some fun! More details on deadlines and deliverables will be provided during the course. The project is broken into sections with interim deadlines to keep you on track and provide feedback.

## Evaluation Breakdown

Online Quizzes – 5 @ 20 points each	100
Project	100
Participation and Discussion	100
Final Exam	100
<b>Total</b>	<b>400</b>

## Grading Scale

90% and above (360 points and over)	A
80%-89.9% (320 points and over)	B
70%-79.9% (280 points and over)	C
60%-69.9% (240 points and over)	D

All final grades are just that – **FINAL**. Do not wait until the end of the semester to see me if you have trouble. If you need help, or cannot complete work due to a personal difficulty, please see me immediately.

Please note that unless the student is confronted with a very serious and absolutely unavoidable situation that can be documented, missing any assessment will result in a zero.

## Class Participation

It is essential that you come to class prepared to participate in activities. The lectures are not a recitation of text material because it is my responsibility to provide information above and beyond what the book offers.

I will require 100% participation in the project assignment - it is unfair to your other team members should you fail to do this – and I will take immediate corrective action should there be evidence of non-participation on your part.

I recognize that there are occasions, e.g. illness, when you may miss a class, but it is up to you to make up the work. It is not a valid excuse for missing assignments.

## Schedule

A detailed course schedule is provided. This schedule is a guideline and I reserve the right to make revisions (dates of presentations and/or deliverables) to accommodate special or unforeseen events.

### MKTG 3660.002 Course Timetable – Fall 2013

Week	Week Beginning	Course Material	Chapters	Test Timing
1	8/26/2013	Objectives and Syllabus. Intro to IMC; Corporate Image; Brand Management	1, 2	Quiz 1 Open: 8/28 @ 8.00 a.m.
2	9/2/2013	<b>Mon 9/2: Labor Day: NO CLASS</b> Buyer Behavior	3	
3	9/9/2013	Teams; Segmentation and Positioning. Project Introduction. <b>Form Project Teams.</b>		Quiz 2 Open: 9/9 @ 8.00 a.m. Quiz 1 Close: 9/13 @ 11.59 p.m.
4	9/16/2013	Budgeting; Choosing an Agency; Personnel; Research	TBD	
5	9/23/2013	Ad Goals; Creative Brief	TBD	Quiz 3 Open: 9/23 @ 8.00 a.m. Quiz 2 Close: 9/27 @ 11.59 p.m.
6	9/30/2013	<b>Project Work Week</b>		<b>Situation Analysis Due</b>

**7/20/2016**

7	10/7/2013	Advertising Design	TBD	Quiz 4 Open: 10/7 @ 8.00 a.m. Quiz 3 Close: 10/11 @ 11.59 p.m.
8	10/14/2013	Traditional Media	TBD	<b>Target Audience Due</b>
9	10/21/2013	<b>Project Work Week</b>		Quiz 5 Open: 10/21 @ 8.00 a.m. Quiz 4 Close: 10/25 @ 11.59 p.m.
10	10/28/2013	Online; Social Media; Alternative Marketing		<b>Creative Brief Due</b>
11	11/4/2013	Direct Response; Sales Promotions		<b>Strategies and Tactics Due</b>
12	11/11/2013	<b>Project Work Week</b>	TBD	Quiz 6 Open: 11/4 @ 8.00 a.m. Quiz 5 Close: 11/8 @ 11.59 p.m.
13	11/18/2013	<b>Project Presentations</b>		Quiz 6 Close: 11/22 @ 11.59 p.m.
14	11/25/2013	<b>Fri 11/29: Thanksgiving: NO CLASS</b> Public Relations; Ethics		Final Practice: 11/25 @ 8.00 a.m.
15	12/2/2013	Final Review; Final Exam Open		Final Open: 12/7 @ 6.00 a.m. Final Close: 12/8 @ 11.59 p.m.
16	12/9/2013	<b>End of Semester.</b>		1
17	5/6/2013	Final Exam Close <b>End of Semester.</b>	Finals Week	Final Close: 5/6 @ 11.59 p.m. 5/10/2013