
MKTG 3660.001

Advertising Management

Fall 2019
Tue/Thu 12:30-1:50 pm BLB 245

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Office Hours: Mon. 1-3 pm and Thu.
2-4 pm (or by appointment)



Course Objective (What I hope you learn for your future career.)

- Comprehend how people and organizations think about, buy and use products and the impact of market communications on their decision making.
- Recognize the important role that Integrated Marketing Communications (IMC) serves 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.
- Critically evaluate 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.

Course Description

Advertising for business executives; creation of primary demand, stimuli, promotional programs, media selection, appropriation and evaluation.

Textbooks

Integrated Advertising, Promotion and Marketing Communications, 8th Ed. (IAPMC)

Kenneth E. Clow and Donald Baack| Prentice Hall (ISBN: 9780134485188)

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

Class Communications

Canvas supports the class administratively as well as delivers some course content including, but not limited to:

- Syllabus
- Announcements and email
- Lecture slides
- Supplementary material
- Quizzes
- Grade posting
- Assignments
- Class discussion

You should check Canvas on a daily basis. This course makes frequent use of the Announcement tool in Canvas 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 to treat all email communications 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 Professor Houser or Ms. Houser".
- 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.
- Good email practices are critical to professional advertising management since much of your correspondence with clients will take place via email. It is critical that you being to adopt proper email etiquette and persuasive writing skills before graduating.

To speak with me directly, the best method is to visit me during my posted office hours, or suggest an appointment time via email.

Course Format

The ordering of the topics and book chapters for the course is found on the calendar included with this syllabus. However, I want to remain flexible in responding to emerging circumstances throughout the semester. **It is likely** that modifications may be made to this course on an *as needed* basis. Changes will be announced in advance – sent via broadcast email, or posted as a message on Canvas. ***It is each student's responsibility to become aware of such modifications.***

Course Structure:

This course is segmented into five units that cover the key principles described in IAPMC. Each unit includes:

- **Lectures.** Each lecture can be viewed online, and the slides can be downloaded as PDFs.
- **Supplementary materials.** These might include articles, audio, or video files.
- **Quizzes.** There are a total of four (4) quizzes worth a combined total of 350 points. There are no make-up quizzes without a university accepted documented excuse (*UNT Policy 06.039 Student Attendance and Authorized Absences*).
- **Assignments.** There are a total of four (4) assignments worth a combined total of 350 points. The assignments will require you to use critical thinking, creativity, and/or communication skills. There are no make-up assignments without a university accepted documented excuse.
- **Ad Challenge Submissions.** Students will be assigned to an Ad Challenge groups. There are a total of four (4) Ad Challenge groups and each group will have four (4) different challenges. Submissions are worth up to 50 points during each challenge for a total of 200 points. The winner in each challenge period will receive 10 extra credit points. More specific instructions will be provided on Canvas during the Ad Challenge kick-off. There are no make-up Ad Challenge submissions without a university accepted documented excuse.
- **SONA Research Participation.** As part of your learning experience in this course, you will be required to participate in research studies conducted by faculty members of the Department of Marketing and Logistics. Your participation in this research will make up **5% of your final class grade**.

To fulfill the requirement, you must create an account on the College of Business SONA page—unt-cob.sona-systems.com—which is a web application that allows you to browse available studies. Credit will be assigned based on the length of time the study takes to complete and whether you participate online or in the COB behavioral Lab (BLB 279):

- Short online studies (5-15 minutes) earn 1 credit
- Medium online studies (15-30 minutes) earn 2 credits
- Long online studies (30-45 minutes) earn 3 credits
- On-campus, lab studies (30-45 minutes) earn 5 credits

To fulfill the 5% course requirement, you must earn 5 SONA credits throughout the semester (i.e., 1 credit = 1 percent of the final class grade). Up to two (2) additional SONA credits may be accepted as extra credit (5 points per credit). All credits earned will be added to your final course grade at the end of the semester.

To sign up, please visit unt-cob.sona-systems.com. If you have questions, DO NOT contact your professor. Contact the behavioral lab manager by email at COB.REP@unt.edu. Your questions will be addressed promptly.

Note: Access the studies early and often to make sure you have first access to available studies. Once you have signed up, the lab manager will update you periodically about new studies that have been posted.

Course Timing:

Please note the due date and times for all of the course activities. No late assignments or quizzes will be allowed without University-approved documented excuse. For a list of University-approved excused absences, please read UNT Policy 06.039 Student Attendance and Authorized Absences found online at <https://policy.unt.edu/policy/06-039>

- **Quizzes:** Quizzes will be given either in class or online. Ample notice will be provided as to the date and place to take the quiz. Students will not be able to take the quiz after the scheduled date without a documented University-approved excuse.
- **Assignments:** Assignments will be introduced on Canvas and discussed in class during a Tuesday class. Please refer to assignment descriptions for specifics. Assignments are due at **10:00 p.m. on the following Tuesday**. Please make a note of the closing date and time, particularly that the **closing time is 10:00 p.m.** Students will not be able to submit an assignment once it has closed.
- **Ad Challenge:** Please refer to Ad Challenge description for specifics. Ad Challenge submissions will also open on Canvas and be presented in class during the Tuesday class. Each Ad Challenge is due at **10:00 p.m. the following Thursday**. Please make a note of the closing date and time, particularly that the **closing time is 10:00 p.m.** Students will not be able to submit an Ad Challenge once it has closed. Ad Challenge Voting will close at 10:00 p.m. on the Thursday after the Ad Challenge submissions have been posted on Canvas.

Grading

Points per Course Component

Quizzes	350 points
Assignments	350 points
Ad Challenge Submissions	200 points
Ad Challenge Voting	50 points
SONA	50 points
Total	1000 points

Grading Scale

900-1000 points	A
800-899 points	B
700-799 points	C
600-699 points	D
Less than 600 points	F

Final Grade Appeals, Changes, and Awarding and Removal of an 'Incomplete'

This Instructor strictly follows the guidelines set forth in the current Undergraduate Catalog for grade appeals, changes, and the awarding and removal of an 'Incomplete'.

Academic Integrity Notice

Students should 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:

<https://policy.unt.edu/policy/06-003>

A Final Note on Grading:

All final grades are just that – FINAL. Please don't wait until the end of the semester to contact me if you are having difficulties with the course. If you need help, or cannot complete work because of a personal situation, please contact me or the Dean of Students immediately so that your needs can be documented and accommodated.

Course Code of Conduct:

Students may be asked to participate in online discussion forums or make comments on posted advertising. This option is accessible via Canvas and has been created for course-related professional discussion. This is a space to share thoughts, to pose questions, and to help each other in relation to the Course content.

To ensure that these discussion forums are a positive online environment for all users, students are expected to adhere to the following Codes of Conduct:

- **Do not post unauthorized personal information** (names, address, phone number, email, etc.).
- Respect the confidentiality of others and do not disclose any non-public information or personal information without consent.
- **You are responsible for the content you post.** This includes information, text, photos, messages etc. If you didn't create the content that you post, it is your responsibility to ensure you have the necessary consents.
- **Respect other users.** Be polite, open, and respectful in your online communications. It is not expected that you will agree with other users at all times, but it is expected that you write your comments in a respectful way. Any abusive, offensive or inflammatory posts, or any comments that personally attack any individual will not be tolerated, will be removed, and additional actions might be taken, including your removal from the Course and the seeking of further disciplinary action, as needed.
- **Be responsive and participate.** Make an effort to share and to interact with your peers. You are encouraged to actively participate, pose questions, and help each other with the Course material.
- Posts or other material deemed inappropriate by the Instructor will be deleted upon discovery, and additional actions might be taken, including the poster's removal from the Course and the seeking of further disciplinary action, as needed.

Guidelines for Professional Communication

Students are expected to treat any digital communications in the Course – including discussion posts and emails – as professional communication. Thus, it is expected that:

- Communications are written in complete sentences and utilize proper punctuation, spelling, grammar, capitalization, usage, etc.
- Words will be spelled out completely (i.e., no jargon/text messaging short-hand).
- Communications will not be written in all capital letters.
- Email messages should be sent from appropriate (i.e., should not be from addresses such as hotmama@gmail.com) email accounts, and it is suggested that students utilize their UNT email addresses. Because of the threat of viruses, etc., emails from questionable accounts to the Instructor will be deleted without being read.
- Emails should include a specific subject line.
- All communications should be courteous and respectful (see Code of Conduct above).

Emergency Evacuation Procedures for Business Leadership Building:

- **Severe Weather** - In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.
- **Bomb Threat/Fire** - In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

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 Perception of Teaching

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey is 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 to improve this course.

Course Calendar:

This schedule is a guideline, and I reserve the right to amend the dates herein to accommodate special and/or unforeseen circumstances. If changes to the calendar are made, you will receive notification via a Canvas announcement and an email.

WEEK 1:AUG. 26	
Course Content	Chapters
Introduction to IMC	Chapter 1
Corporate and Brand image	Chapter 2
WEEK 2:SEP. 2	
Course Content	Chapters
Buyer Behavior: Consumer/B2B	Chapter 3
Quiz 1	Chapters 1-3
WEEK 3: SEP. 9	
Course Content	Chapters
IMC Planning Process: Market Segmentation	Chapter 4
Assignment 1	Deliverable
WEEK 4: SEP. 16	
Course Content	Chapters
Product Positioning and Communication Objectives	Chapter 4
Ad Challenge Submissions	Deliverable
WEEK 5: SEP. 23	
Course Content	Chapters
Choosing An Agency/Personnel and Research	Chapter 5
Quiz 2	Chapters 4-5
WEEK 6: SEP. 30	
Course Content	Chapters
Ad Goals and Budget/The Creative Brief	Chapter 6
Assignment 2	Deliverable
WEEK 7: OCT. 7	
Course Content	Chapters
Ad Theory/Types of Appeals/Strategies and Executions	Chapter 6
Ad Challenge Submissions	Deliverable

WEEK 8: OCT. 14	
Course Content	Chapters
Traditional Media/Media Selections	Chapter 7
Quiz 3	Chapters 6-7
WEEK 9: OCT. 21	
Course Content	Chapters
Digital Marketing/Online and E-Commerce	Chapter 8
Social Media	Chapter 9
Assignment 3	Deliverable
WEEK 10: OCT. 28	
Course Content	Chapters
Database and Direct Response Marketing/Personal Selling	Chapter 11
Sales Promotions	Chapter 12
Ad Challenge Submissions	Deliverable
WEEK 11: NOV. 4	
Course Content	Chapters
Alternative Marketing	Chapter 10
Assignment 4	Deliverable
WEEK 12: NOV. 11	
Course Content	Chapters
Public Relations and Sponsorship Programs	Chapter 13
Ad Challenge Submissions	Deliverable
WEEK 13: NOV. 18	
Course Content	Chapters
Regulations and Ethical Concerns	Chapter 14
Evaluating an IMC Program	Chapter 15
Quiz 4	Deliverable
WEEK 14: NOV. 25 (THANKSGIVING WEEK)	
WEEK 15: DEC. 3	
Course Content	Chapters
The Client Perspective	Outside Content
Ad Challenge Finals	Final Vote
WEEK 16: DEC. 9	
Finals Week	