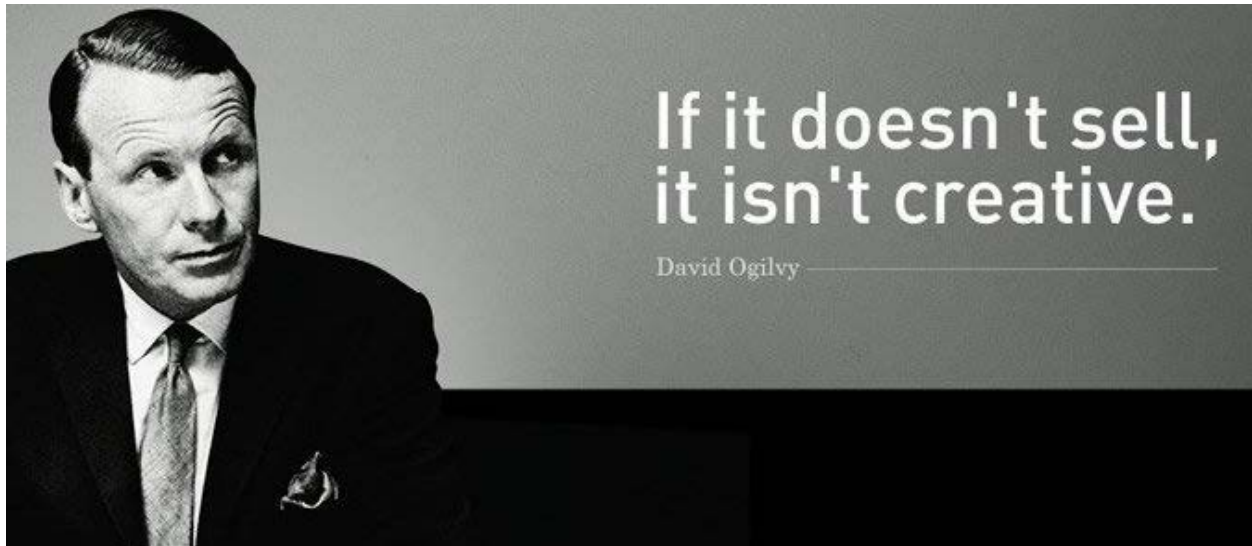

MKTG 3660.001

Advertising Management

Spring 2018
T 2:00-4:50
BLB 140

Instructor: Joy Houser
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Phone: (940) 565-3075
Office: BLB 319F
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, 7th Ed. (IAPMC)

Kenneth E. Clow and Donald Baack| Prentice Hall (ISBN: 978-0133866339)

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

Class Communications

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

- Syllabus
- Announcements and email
- Lecture slides
- Grade posting
- Assignments
- Project status reports
- Additional class discussion

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 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, in class, sent via broadcast email, **or** posted as a message on Blackboard. It is each student's responsibility to become aware of such modifications.

Course Components

There are several components described below that make up your total grade. There may be participation opportunities throughout the semester that will carry credit points toward each student's final semester grade.

Quizzes

There are a total of five (5) quizzes. The quiz questions are multiple choices with a total for each quiz of 20 points. There is a 20-minute time limit for each quiz and the quiz must be taken during the class period. There are no make-up quizzes without a university accepted documented excuse (*UNT Policy 06.039 Student Attendance and Authorized Absences*).

Team Ad Project

During the semester, you will work in advertising teams to develop an IMC campaign. The project is designed to evaluate how you apply marketing communications principles and disciplines in a practical setting and to give you experience of working together as an account team – and to replicate the agency team environment. 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 to allow for instructor feedback.

Nothing less than 100% participation is acceptable on the project assignment – failing to participate is unfair to your team members. There will be immediate corrective action as described below should there be evidence of non-participation on the part of any team member.

- Occasionally, a project team member may contribute significantly less than the work of other team members. When this occurs and the other project team members unanimously agree, ***the negligent student will receive either less or no credit for the associated group work.*** Team evaluation forms are provided as a reporting mechanism for these situations.
- In appropriate cases, a project team can request that I remove a negligent student from their team. When this occurs, ***the negligent student will be required to complete and submit all project components on their own.***
- Alternatively, in some instances one student may not be satisfied with the team dynamics. When this occurs, ***the dissatisfied student may request my permission to break off and complete the project independently.***

Participation Activities

During the semester there are opportunities as a class for discussions and activities that require you to analyze and comment upon current advertising topics. 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 participation points.

Attendance

Because the class period is almost three hours in length, a 10-minute break will occur halfway through the class period. Attendance will be tracked at the beginning of class and after the break.

Grading

Points per Course Component

Quizzes	100 points
Team Ad Project	300 points
Team Status Reviews/Reports	100 points
Participation Activities	100 points
Attendance	100 points
Total	700 points

Grading Scale

630-700 points	A
560-629 points	B
490-559 points	C
420-489 points	D
Less than 420 points	F

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.

Policies

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'.

Electronic Devices Policy

In many advertising environments, the use of electronic devices when in group meetings is considered a distraction and can be interpreted as lack of interest or motivation. This is especially true when you are participating in an important strategy session or in front of an important client. The only exception is if you are using an electronic device as an aid in pitch presentations or demonstrating a product or service you are promoting. In all other cases, the use of paper and pen is the most acceptable method of taking notes on the topics being discussed.

Therefore, in this class the use of all forms of electronic devices is prohibited in this class. Further, these devices should not be easily visible or accessible. This includes laptops, notepads, cell phones, MP3 players, earphones, cameras, etc.

If you receive an emergency message that you must respond to, then please get up and leave the classroom before using your cell phone or other electronic device. It is expected that these departures will be short in duration (5 minutes or less) and occur a minimal number of times during the semester. You will be able to return calls or answer text messages during the mid-class break.

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:
<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 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. I consider SPOT to be an important part of your participation in this class.

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 Blackboard announcement and an email. I will also announce changes in-class, when possible.

WEEK 1: JAN. 16	
Course Content	Chapters
Introduction to IMC	Chapter 1
Corporate and Brand image	Chapter 2
WEEK 2: JAN. 23	
Course Content	Chapters
Buyer Behavior: Consumer/B2B	Chapter 3
WEEK 3: JAN. 30	
Course Content	Chapters
IMC Planning Process: Market Segmentation	Chapter 4
Ad Team Project	Deliverable
Form Teams	Team Name/Roles
WEEK 4: FEB. 6	
Course Content	Chapters
Product Positioning and Communication Objectives	Chapter 4
Quiz 1	Chapters 1-3
WEEK 5: FEB. 13	
Course Content	Chapters
Choosing An Agency/Personnel and Research	Chapter 5
Ad Team Project	Deliverable
Situation Analysis	Team Review with Ms. Bennett
WEEK 6: FEB. 20	
Course Content	Chapters
Ad Goals and Budget/The Creative Brief	Chapter 6
Quiz 2	Chapters 4-5
WEEK 7: FEB. 27	
Course Content	Chapters
Ad Theory/Types of Appeals/Strategies and Executions	Chapter 6
Ad Team Project	Deliverable
Target Audience and Market Segmentation	Team Review with Ms. Bennett

WEEK 8: MAR. 6	
Course Content	Chapters
Traditional Media/Media Selections	Chapter 7
Quiz 3	Chapters 6
WEEK 9: MAR. 13: SPRING BREAK	
WEEK 10: MAR. 20	
Course Content	Chapters
Digital Marketing/Online and E-Commerce	Chapter 8
Social Media	Chapter 9
Ad Team Project	Deliverable
Creative Brief	Team Review with Ms. Bennett
WEEK 11: MAR. 27	
Course Content	Chapters
Database and Direct Response Marketing/Personal Selling	Chapter 11
Sales Promotions	Chapter 12
Quiz 4	Chapters 7-9
WEEK 12: APR. 3	
Course Content	Chapters
Alternative Marketing	Chapter 10
Ad Team Project	Deliverable
Strategies and Tactics Review	Team Review with Ms. Bennett
WEEK 13: APR. 10	
Course Content	Chapters
Public Relations and Sponsorship Programs	Chapter 13
Quiz 5	Chapters 10-12
WEEK 14: APR. 17	
Course Content	Chapters
Regulations and Ethical Concerns	Chapter 14
Evaluating an IMC Program	Chapter 15
Ad Team Project	Deliverable
Final Project Review	Team Review with Ms. Bennett
WEEK 15: APR. 24	
Course Content	Chapters
The Client Perspective	Outside Content
WEEK 16: MAY 1: PROJECT PRESENTATIONS	