
MKTG 3660.002

MKTG 3660.002 Advertising Management

Spring 2022

Tue/Thu 2:00-3:20 pm BLB 270

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Office: BLB 319F

Office Hours: Mon. 2-4 pm and Tue.
4-5 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, 9th Ed. (IAPMC)

Kenneth E. Clow and Donald Baack| Prentice Hall (ISBN: 978-0-13-558980-9)

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
- Team collaborations
- 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.
- Email messages should be sent from appropriate 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.

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 four units that cover the key principles described in IAPMC with weekly focus on the individual concept/chapters. 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.
- **Discussions.** There are a total of four (4) discussion assignments worth up to a combined total of 200 points.

Discussions 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.** Try 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.
- **Assignments.** There are a total of four (4) team submissions and presentations worth up to a combined total of 600 points. The team submissions and presentations will require you to use collaboration, critical thinking, creativity, and/or communication skills. While this assignment is team based, the grading combines an individual grade and a team grade.

Course Structure - continued:

- **Super Bowl Advertising Assignment.** This assignment requires you to evaluate past and current advertising design effectiveness with respect to the brand profile, target audience, and creative execution. This assignment is worth up to 100 points.
- **SONA Research Participation.** As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process and learn about methods and scaling techniques. Your participation in these research studies will make up 10% of your final class grade.

To fulfill the requirement, you must create an account on the College of Business REP webpage—unt-cob.sona-systems.com—which allows you to browse and sign up for available studies. **DO NOT** sign up for the SONA in the Psychology Department! Use the [CoB SONA link](#) provided above.

The amount of credit assigned is based on the length of time the study takes to complete and whether you participate online or in-person in the COB behavioral Lab (BLB 279):

Online Studies

- <15-minute studies = 1 credit
- 15-30-minute studies = 2 credits
- >30-minute studies = 3 credits

In-Person Lab Studies (Behavioral Lab - BLB 279)

- <15-minute studies = 3 credit
- 15-30-minute studies = 4 credits
- >30-minute studies = 5 credits

To fulfill the 10% course requirement, you must earn a total of **10 REP credits** throughout the semester (i.e., 1 credit = 1 percent of your final grade). All credits earned will be added to your final course grade at the end of the semester. Additional extra credit points may be available at my discretion.

➔ To sign up, please visit unt-cob.sona-systems.com. If you have questions, **DO NOT** contact me. Instead, contact the SONA managers via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours.

Please Note:

- 1) Access the studies early and often to make sure you have first access to available studies. Once you sign up, the lab manager will update you periodically about newly posted studies.
- 2) Make sure you assign your credits to the correct course. This course is: MKTG 3660.002 Advertising Management.
- 3) If you do not want to participate in the posted studies, you can complete a 2-page research article critique for 2 points of REP credit each. To do so, please email RCoBRep@unt.edu and they will assign you an article to critique.

Deadlines for Participation

Last day to participate in SONA for Fall full semester: **April 22nd, 5:00 PM**. However, my recommendation is to complete your SONA requirements by April 15 as there are fewer studies available towards the end of the semester.

Course Timing:

Please note the due date and times for all of the course activities. No late assignments 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>

- **Discussion:** Discussions will be on Canvas. Ample notice will be provided as to the date and place to create a post and respond to posts by other students. Students will not be able to post or respond after the scheduled date without a documented University-approved excuse.
- **Assignments:** The team assignment due dates and presentation dates will be posted on Canvas and discussed in class during the first week of classes. Please refer to the assignment and presentation descriptions for specifics details. All team assignments are due on Canvas by 11:59 pm on the Thursday of the presentation week. Presentation dates are noted on Canvas with half of the student teams presenting on Tuesday and the other half on Thursday. Please make a note of the assignment due dates and the presentation dates for your team, Teams will not be able to submit an assignment once the due date time has passed.
- **Super Bowl Assignment:** Please refer to the Super Bowl assignment description for specifics. Please make a note of the due date and time as students will not be able to submit the Super Bowl assignment once the submission due date has passed.

Grading

Points per Course Component

Team Assignments/Presentations (4 total)	600 points
Super Bowl Assignment	100 points
Discussions (4 total)	200 points
SONA (see details in Course Structure)	100 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'.

Grade appeals should follow the proper rules of etiquette after your final grade has been posted at the end of the semester. Grade appeals should be filed with the Department of Marketing office.

If you do not agree with the decision of the Marketing Chairperson, you may file a secondary grade appeal that will go to the Dean of the College of Business.

Requests for Special Consideration:

When any student requests special consideration for missing a due date, or any other reason, **written documentation, fully acceptable to the instructor, must be provided in support of such a special request.** This will be required of all students. Without such documentation, the request will be denied. Providing special consideration to a student without such documentation discriminates to the favor of the requesting student and to the detriment of all other students who, for example, took the exam on time or turned in the assignment on the due date/time.

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.

Academic Integrity Notice

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable.

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale "cutting and pasting" from other sources, even if properly footnoted, is not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor will specify what materials, if any, may be used on the tests and exams. Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual's exam is academic dishonesty and will result in a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to a request to discuss suspected academic dishonesty when issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student's participation.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classrooms, labs, discussion groups, field trips, etc. Visit UNT's Code of Student Conduct (<https://deanofstudents.unt.edu/conduct>) to learn more.

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course. I consider SPOT to be an important part of your participation in this class. The survey will be made available during weeks 13, 14, and 15 [of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (<http://spot.unt.edu/>) or email spot@unt.edu.

Course Calendar:

This course is based on a flipped format. The flipped format provides you with an opportunity to practice the advertising management concepts as if you were in a professional role within an advertising agency or marketing department. This structure also increases engagement with other students that prepares you for the collaboration required in a team-based work environment.

- Students read the assigned content outside of class prior to attending class on Tuesday.
- Tuesday will include a brief presentation of the content and in-class discussions
- The second-class day of the week (Thursday) is reserved for application of the content within the assigned team with coaching from the instructor

WEEK 1: JAN. 17-21	
Course Content	Chapters
Course Overview; Introduction to IMC	Chapter 1
Team: Agency Development and Name	In-class collaboration
WEEK 2: JAN. 24-28	
Course Content	Chapters
Corporate and Brand image	Chapter 2
Team: Selection of Product	In-class collaboration
WEEK 3: JAN. 31-FEB. 2	
Course Content	Chapters
Buyer Behavior: Consumer/B2B	Chapter 2
Team: Brand and Buyer Personality	In-class collaboration
Assignment: Super Bowl Ads Part 1	Due: February 6
WEEK 4: FEB. 7-11	
Course Content	Chapters
Segmentation and Product Positioning	Chapter 4
Team: Target Audience and Positioning	In-class collaboration
WEEK 5: FEB. 14-18	
Team Assignment and Presentation	Chapters
Agency Organization, Product Positioning, Target Audience	Chapter 1-4
WEEK 6: FEB 21-25	
Course Content	Chapters
Ad Campaign Management: Creative Brief/Campaign Evaluation	Chapter 5
Team: Creative Brief and Evaluation Specifications	In-class collaboration
Assignment: Super Bowl Ads Part 2	Due: February 27
WEEK 7: FEB. 28-MAR. 4	
Course Content	Chapters
Ad Design: Types of Appeals/Strategies and Executions	Chapter 6
Team: Messaging Strategy and Execution Focus	In-class collaboration
WEEK 8: MAR. 7-11	
Team Assignment and Presentation	Chapters
Creative Brief, Ad Design, Evaluation Specifications	Chapter 5-6
WEEK 9: MAR. 14-18 (SPRING BREAK WEEK)	

WEEK 10: MAR. 21-25	
Course Content	Chapters
Traditional Media	Chapter 7
Team: Media Strategy and Media Selection	<i>In-class collaboration</i>
WEEK 11: MAR. 28-APR. 1	
Course Content	Chapters
Digital, Mobile and Social Media	Chapter 8/9
Team: Digital, Mobile and Social Strategy	<i>In-class collaboration</i>
WEEK 12: APR. 4-8	
Course Content	Chapters
Alternative Marketing	Chapter 10
Team: Alternative Marketing Strategy	<i>In-class collaboration</i>
WEEK 13: APR. 11-15	
Team Assignment and Presentation	Chapters
Media Strategy and Plan	Chapters 7-10
WEEK 14: APR. 18-22	
Course Content	Chapters
Direct Marketing and Sales Promotions	Chapter 11-12
Team: Database Marketing and Sales Promotions Plan	<i>In-class collaboration</i>
WEEK 15: APR. 25-29	
Course Content	Chapters
Public Relations and Sponsorships	Chapter 13
Team: Public Relations and Sponsorship Plan	<i>In-class collaboration</i>
WEEK 16: MAY 2-5	
Team Assignment/Presentation #4	
WEEK 17: MAY 9-13	
Finals Week	

(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.

Computer Skills & Digital Literacy

There are course-specific technical skills that you must have to succeed in the course, such as:

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

Technical Requirements & Skills

Minimum Technology Requirements. Since delivery of the course could switch to online at any time, please make plans now to ensure you can meet the technical requirements.

- Computer
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- Canvas Technical Requirements (<https://clear.unt.edu/supported-technologies/canvas/requirements>)

UIT Help Desk: UIT Student Help Desk site(<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In-Person: Sage Hall, Room 130

Walk-In Availability: 8 am-9 pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8 am-midnight
- Friday: 8 am-8 pm
- Saturday: 9 am-5 pm

Laptop Checkout: 8 am-7 pm

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

ADA Policy

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member before implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access website](http://www.unt.edu/oda) at <http://www.unt.edu/oda>. You may also contact ODA by phone at (940) 565-4323

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Retention of Student Records

Student records about this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination based on sex and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off-campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Use of Student Work

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class, and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

[Download the UNT System Permission, Waiver, and Release Form](#)

Transmission and Recording of Student Images in Electronically-Delivered Courses

1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
2. In the event an instructor records student presentation, he or she must obtain permission from the student using a signed release to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on the video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on the video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

UNIVERSITY SERVICES

Academic Support Services

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (<https://clear.unt.edu/canvas/student-resources>)
- [Academic Success Center](https://success.unt.edu/asc) (<https://success.unt.edu/asc>)
- [UNT Libraries](https://library.unt.edu/) (<https://library.unt.edu/>)
- [Writing Lab](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/>)
- [MathLab](https://math.unt.edu/mathlab) (<https://math.unt.edu/mathlab>)

Student Support Services

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)

- Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- UNT Care Team (<https://studentaffairs.unt.edu/care>)
- UNT Psychiatric Services (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- Individual Counseling (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

Other student support services offered by UNT include

- Registrar (<https://registrar.unt.edu/registration>)
- Financial Aid (<https://financialaid.unt.edu/>)
- Student Legal Services (<https://studentaffairs.unt.edu/student-legal-services>)
- Career Center (<https://studentaffairs.unt.edu/career-center>)
- Multicultural Center (<https://edo.unt.edu/multicultural-center>)
- Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- Pride Alliance (<https://edo.unt.edu/pridealliance>)
- UNT Food Pantry (<https://deanofstudents.unt.edu/resources/food-pantry>)