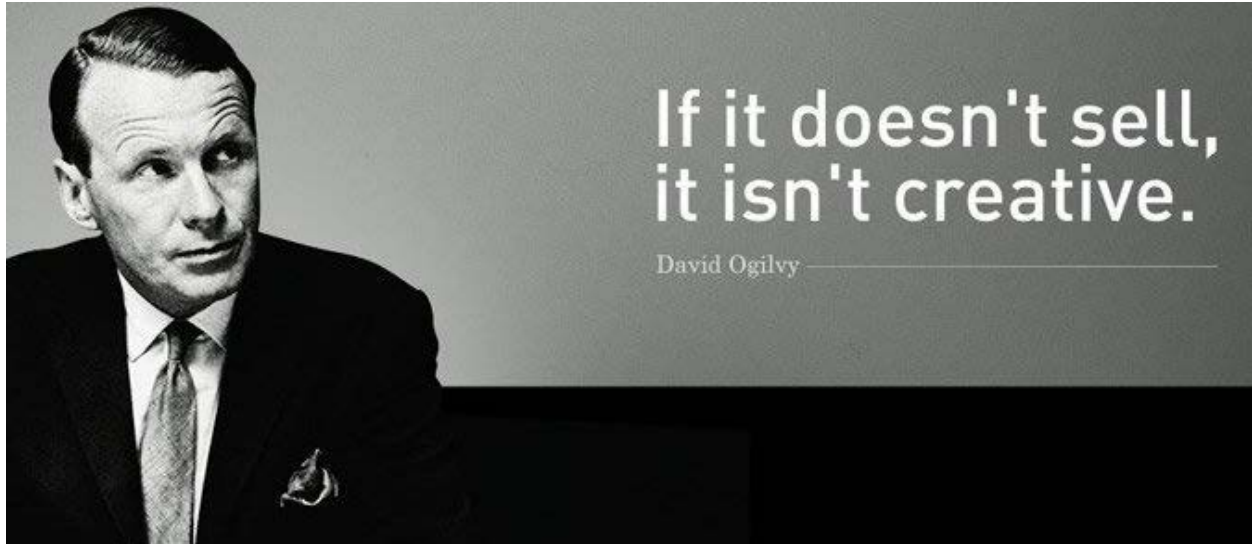

MKTG 3660.007

Advertising Management

Fall 2018
Online

Instructor: Joy Houser
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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, 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 online course is segmented into five units that cover the key principles described in IAPMC. Each unit includes:

- **Weekly presentations.** Each presentation section 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 300 points. The quiz questions are multiple choice and/or true-false. 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 300 points. The assignments will relate to assigned chapter and will require you to use critical thinking, creativity, and/or communication skills. There are no make-up assignments without a university accepted documented excuse.
- **Discussion.** Students will be assigned to a discussion groups. There will be a topic posted to the select **Group Discussion Boards** on Canvas. Students are expected to contribute at least two substantial comments during each discussion. Such responses can be directed at the original postings or those postings from your classmates. Although they can include personal anecdotes, postings should be directly related to marketing communications and the content presented in *IAPMC* or other unit materials.

When responding, please refer to the Course Code of Conduct and Professional Communication Guidelines included in this syllabus and posted on Canvas.

Note: Though course discussions do not take place in “real-time” (i.e., they comprise postings made to Canvas’ electronic bulletin board), students should make themselves available to contribute to the conversations throughout the discussion period to respond to questions/comments. Guidelines for discussions are posted in the Discussion Introduction on the Course’s Canvas homepage.

- **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 25 points during each challenge for a total of 100 points. The winner in each challenge period will receive 10 extra credit points. More specific instructions will 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 sign up to participate in research studies, you must create an account on the COB SONA page—a web application that allows you to browse available studies and schedule a time to complete studies either online or in the COB Behavioral Lab (BLB 279). Credit is assigned based on the duration of the study and whether you participate online or in the COB Behavioral Lab:

- Short online studies (5-15 minutes) earn 1 credit
- Long online studies (20-30 minutes) earn 2 credits
- On-campus, lab studies (30-60 minutes) earn 4 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. Step-by-step instructions will be provided in a separate PDF document once you create your account.

****Note:** Don't delay in creating your account! This is very important. Do it as soon as possible. Students complete studies on a first come-first serve basis. It is highly encouraged to access the studies early and often to make sure you have first access to available studies. Once you have signed up for a study, the lab manager will update you periodically about new studies that have been posted.

- **Final exam.** Students will also complete a final comprehensive exam at the end of the semester.

Course Timing:

Please note the start and finish times of the course activities (see also Course Structure) described below. All times listed here – and all scheduling in Canvas – are **U.S. Central Standard Time**.

- **Course Units:** A new course unit opens on Canvas every Tuesday so update your calendar to remind you to review the updated course content that day.
- **Quizzes:** Unless notified otherwise, quizzes open on Canvas on select Wednesdays and will be open for one week (7 days). Each quiz closes at **10:00 p.m. the following Tuesday**. Please make a note of the opening and closing date and time, particularly that the closing time is 10:00 p.m. **Quizzes will NOT be open until midnight but close at 10:00 p.m.** Students will not be able to take the quiz once it has closed.
- **Assignments:** Please refer to assignment descriptions for specifics. Assignments will also open on Canvas on select Wednesdays and will be open for one week (7 days). Each assignment is due at **10:00 p.m. the following Tuesday**. Please make a note of the opening and 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 on select Wednesdays and will be open for one week (7 days). Each Ad Challenge is due at **10:00 p.m. the following Tuesday**. Please make a note of the opening and 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.

Grading

Points per Course Component

Quizzes	300 points
Assignments	300 points
Discussion Boards	100 points
Ad Challenge Submissions	100 points
Ad Challenge Voting	50 points
SONA	50 points
Final Exam	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'.

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 are required to participate in online discussion forums, accessible via Canvas, which have been created for course-related professional debate and 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 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 what you know and to interact with your peers. You are encouraged to actively participate in debate, 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 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).

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. 27	
Course Content	Chapters
Introduction to IMC	Chapter 1
Corporate and Brand image	Chapter 2
WEEK 2:SEP. 3	
Course Content	Chapters
Buyer Behavior: Consumer/B2B	Chapter 3
Quiz 1	Chapters 1-3
WEEK 3: SEP. 10	
Course Content	Chapters
IMC Planning Process: Market Segmentation	Chapter 4
Assignment 1	Deliverable
WEEK 4: SEP. 17	
Course Content	Chapters
Product Positioning and Communication Objectives	Chapter 4
Ad Challenge Submissions	Deliverable
WEEK 5: SEP. 24	
Course Content	Chapters
Choosing An Agency/Personnel and Research	Chapter 5
Quiz 2	Chapters 4-5
WEEK 6: OCT. 1	
Course Content	Chapters
Ad Goals and Budget/The Creative Brief	Chapter 6
Assignment 2	Deliverable
WEEK 7: OCT. 8	
Course Content	Chapters
Ad Theory/Types of Appeals/Strategies and Executions	Chapter 6
Ad Challenge Submissions	Deliverable

WEEK 8: OCT. 15	
Course Content	Chapters
Traditional Media/Media Selections	Chapter 7
Quiz 3	Chapters 6-7
WEEK 9: OCT. 22	
Course Content	Chapters
Digital Marketing/Online and E-Commerce	Chapter 8
Social Media	Chapter 9
Assignment 3	Deliverable
WEEK 10: OCT. 29	
Course Content	Chapters
Database and Direct Response Marketing/Personal Selling	Chapter 11
Sales Promotions	Chapter 12
Ad Challenge Submissions	Deliverable
WEEK 11: NOV. 5	
Course Content	Chapters
Alternative Marketing	Chapter 10
Quiz 4	Chapter 8-12
WEEK 12: NOV. 12	
Course Content	Chapters
Public Relations and Sponsorship Programs	Chapter 13
Assignment 4	Deliverable
WEEK 13: NOV. 19	
Course Content	Chapters
Regulations and Ethical Concerns	Chapter 14
Evaluating an IMC Program	Chapter 15
Ad Challenge Submissions	Deliverable
WEEK 14: NOV. 26	
Course Content	Chapters
The Client Perspective	Outside Content
Ad Challenge Finals	Final Vote
WEEK 15: DEC. 3	
Final Exam	Comprehensive Exam

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.