

MKTG 3660-002
Advertising Management
Spring 2026

Course Information

Time: Tuesday/Thursday 12:30 p.m. – 1:50 p.m.

Room: BLB 070

Instructor Contact

Name: Karan Muns

Office Location: Ryan College of Business Building

Phone Number: 940-373-0032

Office Hours: Virtual by appointment

Email: karan.muns@unt.edu

Course Description

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

Course Objectives (note: each module contains the module learning objectives that align with these overall Course Objectives)

1. Understand the concept of advertising.
2. Discuss the basic economic impact of advertising.
3. Explain the role of marketing and advertising planning.
4. Explain the role and methods of media planning.
5. Explain some advantages and disadvantages of using various forms of media.
6. Apply marketing concepts to create/critique marketing communications plans.

Required Text(s) and Materials

Clow, K., & Baack, D. (2022). *Integrated Advertising, Promotion, and Marketing Communications*, 9th edition. Pearson. ISBN: 9780137344291.

The online supplement by the publisher, Pearson, called **Revel** is not required

Having and using MS PowerPoint, MS Excel, MS Word, a PDF creator/reader is required.

Students must have the skills to use these required materials.

Communication Expectations:

Students can contact the instructor via email at the address provided. Please be polite, professional, and detailed. Due to the volume of emails, please always include your name as it appears in the grade book and the course name/number. Students are required to utilize the UNT email account assigned to them by the University for email communication. It is the student's responsibility to activate the UNT email account and keep it current. Communication and appointment setting with students will occur via the UNT email system. Best practice by students is checking the UNT Eagle Mail on a daily basis.

COURSE POLICIES

Academic Integrity: The policies stated here are taken from the University of North Texas Student Guidebook (for more details please see - <http://vpaa.unt.edu/academic-integrity.htm>). You are responsible for information published by the university in its official publication/website.

Scholastic integrity must be exhibited in your academic work, conduct, and methods. Academic work for which you receive an individual grade must be your original, individual effort. Although you may discuss assignments with others, the work you submit for a grade must be solely your own. If, in the instructor's opinion, any evidence exists that all or part of the work you submit for grading is that of another person, you (and the other person) will be given a zero for the assignment. This is one form of scholastic dishonesty. A second incident of academic misconduct will result in a grade of F in this course. You (and anyone involved with you) will be given an F in this course if you are found to have cheated on an exam or collaborated on an assignment with another student. Further action on incidents of scholastic misconduct will be referred to the Dean of Students.

The term plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of another person's published or unpublished work without full or clear acknowledgment. It also includes the unacknowledged use of materials from another person or agency to sell term papers or other academic materials. (Source: Code of Conduct and Discipline at the University of North Texas.)

AI Policy: Original Work and AI Assistance

These guidelines guide how you might use AI ethically while ensuring the originality of your work. You may use AI tools (e.g., ChatGPT, Grammarly) as aids for:

- Brainstorming ideas or generating initial drafts.
- Refining grammar, syntax, or style for clarity and professionalism.
- Conducting exploratory research or summarizing non-proprietary data.

AI must supplement critical thinking, not replace it. All work submitted for evaluation must reflect your own insights, analysis, and creativity. When using AI contributions, you must appropriately cite, using a statement like *"The initial draft was generated using ChatGPT and later refined by the author."*

Academic Integrity and AI Detection

- All submissions will be screened using [ZeroGPT.com](https://zero.gpt.com) or similar AI detection tools.
- If a submission is flagged as AI-generated in its entirety, it may be subject to additional review.
- Submissions identified as primarily or entirely AI-generated without proper attribution will be treated as violations of academic integrity.
- Please keep drafts and notes demonstrating ideas and revisions' development.
- Please provide comments or footnotes about how AI tools were utilized.
- Avoid over-reliance on AI for content development.

Consequences for Policy Violations

The university's academic integrity guidelines will address violations of this policy and may include:

- Re-submit the assignment with significant grade deductions.
- Submission for formal UNT academic integrity review for severe violations.

Students with Disabilities: The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodations. Please let me know (privately) if you need any special accommodations. For assistance with ODA issues, please see <https://studentaffairs.unt.edu/office-disability-access>

Attendance: We meet F2F every Tuesday and Thursday in our assigned classroom. Each class session, there will be an Attendance Sheet. If you do not sign the Attendance Sheet, you will not be credited as attending the class session. For each attendance, you will receive 1.25 extra credit points. Regardless of the reason for an absence, you may only receive the extra credit points for those class sessions that you have attended and signed the Attendance Sheet (during the scheduled class time). If you forget to sign the Attendance Sheet, you will not be credited for attending the class session.

If you have special circumstances that compromise your regular attendance on Tuesdays or Thursdays, you should see the Office of the Dean of Students. I am not authorized to grant any university absence.

Grading:

This course is made up of three quizzes (45%), a final project (25%), presentation (20%), and SONA participation (10%). The modules and final project are completed in Pearson Revel. The midterm and exam are completed through Canvas.

If you have a question about your grade please use Canvas to message me. I can't discuss your grades in front of other students, but we can set up a time to chat.

Final grades:

A: 90-100

B: 80-89

C: 70-79

D: 60-69

F: <69

Assignments

Quizzes (45%): There are three quizzes worth 150 points each. Each quiz has 50 questions and consists of multiple choice, true/false, and short answer questions.

Final Project (25%): Your assignment is to create a three-month, multi-media campaign that will deliver both high frequency and engagement with the target market for a company of your

choosing. Although the campaign will include some combination of television advertising, online advertising, and print advertising, the company needs to prioritize one of these options.

In a PowerPoint (or other slide software):

1. Recommend an advertising medium (either television, online, or print) that you believe would be most effective and cost-efficient in reaching the target market for your brand. Explain the reasoning behind your choice.
2. Explain how you would use the medium you chose to help build awareness of and interest in your brand.

Research Participation (10%) : The Research Experience Program at the RCoB allows faculty and PhD researchers to collect data on consumer behavior, marketing, and other areas of study. Researchers apply their findings to current industry needs, and deepen our understanding of human behavior in business markets, organizations, and management.

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. Your participation in these research studies will make up 10% of your final class grade. Your participation in this program is critical to the furthering of UNT's research goals.

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 format and duration of the study.

Online Studies

Ø <15 minute studies = 1 credit

Ø 15-30 minute studies = 2 credits

Ø >30 minute studies = 3 credits

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

Ø <15 minute studies = 3 credit

Ø 15-30 minute studies = 4 credits

Ø >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 REP Admin Team via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours. Visit cob.unt.edu/research/research-experience-program for detailed sign-up instructions and more information.

Important Deadlines!

April 24th, 5:00 PM – Last day to participate in SONA for Spring semester.

You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On May 1st, final scores will be distributed to instructors and cannot be changed after that point.

Thanks in advance for your participation! Have a great semester!

Please Note:

- 1) Don't wait! Create your account ASAP! Get first access to available studies.
- 2) Assign your credits to the proper course. This course is: MKTG 3660-002.

3) If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific courses (of your choice). You have up to May 1st to adjust these credits!

4) 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. Critiques are due on or before April 24th. Article critiques will not be available until the last week before April 24th. Please note that study participation will require less of your time than article critiques.

Course Schedule

| Assignment | Date |
|---|-------------------------|
| 1 IMC Foundation Module | January 13 |
| 2 Brand Management | January 20 |
| 3 Buyer Behaviors | January 27 |
| 4 The IMC Planning Process | February 3 |
| 5 The IMC Planning Process | February 10; Quiz 1 due |
| 6 Advertising Design | February 17 |
| 7 Traditional Media Channels | February 24 |
| 8 Digital and Mobile Marketing | March 3; Quiz 2 due |
| Spring Break | March 9-15 |
| 9 Social Media | March 17 |
| 10 Alternative Marketing | March 24 |
| 11 Database and Direct Response Marketing and Personal Selling | March 31 |
| 12 Sales Promotions | April 7; Quiz 3 due |

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| 13 Public Relations and Sponsorship Programs | April 9 |
| 14 Regulations and Ethical Concerns | April 14 |
| 15 Evaluating an Integrated Marketing Program | April 16 |
| Last day to participate in SONA | April 24 |
| Guest Speaker Day | April 21 |
| Final Project due | April 22 11:59 p.m. |
| Course Project Presentations | April 23, 28, 30 |