

Denton Campus (Hybrid Course)

MKTG 3660.002

Advertising Management

Fall 2026
Thur. 3:55pm to 5:15pm

Room: BLB 140

Instructor: Kim L. Benton
E-Mail: kim.benton@unt.edu
Office Hours: Virtual by Appt.

Course Introduction

Three (3) credit hours: Advertising for business executives; creation of primary demand, stimuli, promotional programs, media selection, appropriation, and evaluation.

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.
7. **This course is 51% On-line and 49% Face to Face**

How to Succeed in this Course

My main objective as your professor is to help you reach your full potential. I am here as a resource to and for you. Successful students approach learning in the following ways:

1. Keep an open and learner's mindset. You will learn new concepts that can only be retained if you apply them in class discussions and other class work.
2. Challenge yourself to do better every class and if you're struggling with any material, come talk to me. My office hours are dedicated to you and your professional growth.
3. Arrive to each class meeting **on time and hungry to learn**. Be prepared for that day's scheduled activities, just as you will need to be in your career.
4. Take an active, participatory role in class-related activities and discussions - demonstrating motivation and dedication to the Program. Class discussions and group activities are a great learning tool.

Email Communication

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.

Textbook

Foundations of Selling & Communication

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 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.

Technology Requirements:

This course has online components and is built on digital competence in order to complete the course work. Information on how to be successful in a digital learning environment can be found at (<https://online.unt.edu/learn>) and especially useful are these 8 Tips https://online.unt.edu/succeeding_in_your_online_classes

To maximize the value and learning of this class, students will need:

- Computer with a reliable internet connection
- Canvas Learning Management System
- UNT Email
- Microsoft Office 365: <https://outlook.office.com/>
- Google Docs: <https://docs.google.com/>
- Zoom App: <https://zoom.us/>
- Adobe Reader: <https://get.adobe.com/reader/>
- Web-camera and/or ability to videoconference and record videos

Technical Assistance

Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other tech issues.

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

Email: helpdesk@unt.edu **Phone:** 940-565-2324 **In Person:** Sage Hall, Room 130 For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Course Policies

Academic Integrity Policy

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.

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.

Attendance & Participation

Class attendance is required, for this course. We meet F2F every 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. Attendance/Participation will receive extra credit points. Finally, please respect your fellow students and guest speakers by arriving on time and keeping noise and other distractions to a minimum.

Requests for Special Consideration

When any student requests special consideration for missing a quiz, missing an assignment due date, or any other reason, written documentation to the Professor, must be provided in support of the request. Providing special consideration to a student without documentation discriminates to the favor of the requesting student and to the detriment of all other students.

Grading Challenge Policy

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'. Should you believe there is a grading error for a particular activity, you may make a grade "challenge". This grade "challenge" must be made in writing to your instructor no more than 48 hours (two days) after the grade is posted and should specify why you believe the grade is incorrect. Challenges made after this time will not be accepted and your grade will stand as recorded.

Late Submissions

You are expected to turn in assignments on time. Please pay attention to the deadlines.

Americans with Disabilities Act

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of 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 accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

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.

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.

Emergency Notification and 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 Canvas for contingency plans for covering course materials.

Course Grading & Main Components

There are several components described below that make up your total grade. Final grades in this course are based on a 1,000-point system:

- A: 900+ points
- B: 800-899 points
- C: 700-799 points
- D: 600-699 points
- F: Below 600 points

NOTE: Tracking your performance during the semester should always be based on the total number of grade points you accumulate after every assignment or activity. DO NOT look at the grade percentage.

Quizzes (20%):

You will complete two quizzes during the semester, each worth 100 points. Quizzes are administered after every four chapters and will cover:

- **Quiz 1:** Chapters 1–4
- **Quiz 3:** Chapters 8-11

These quizzes are designed to assess your understanding of key concepts and help prepare you for the midterm and final exams

Midterm & Final Exam (25%):

The course includes two major exams, each worth 250 points.

- **Midterm Exam:** Covers Chapters 1–7

- **Final Exam:** Covers Chapters 8–14

Each exam consists of 50 questions worth 5 points each. Exams are completed through Canvas, and one attempt is permitted per exam.

Final Project (20%): Advertising Plan

In this project, you will apply course concepts to create a complete advertising campaign for a brand, product, or service of your choice. The goal is to demonstrate your ability to design a persuasive, goal-driven campaign that uses strategic thinking and creative execution.

You will create a three-month, multi-media campaign that will deliver both high frequency and engagement with the target market for a fictitious company. Although the campaign will include some combination of television advertising, online advertising, and print advertising, the company needs to prioritize one of these options.

High Level Activities:

1. Choose a Brand, Product or Service
2. Develop Your Campaign (includes: objectives, tactics, success measures, etc.)
3. Design Expectations
4. Presentation

SONA Research Participation (10%)

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 fulfil 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) Don't wait! Create your account ASAP! Get first access to available studies.
- 2) Assign your credits to the proper course. This course is: _____.
- 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 December 8th 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 Nov. 28th.

Important Deadlines!

November 28th, 5:00 PM – Last day to participate in SONA for Fall semester. You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On December 5th, final scores will be distributed to instructors and cannot be changed after that point.

Late Work Policy

All assignments must be submitted by the posted deadlines. Late submissions are not accepted unless prior approval is granted by the instructor or the student provides documentation of a university-approved absence or emergency. Requests for extensions must be made in advance of the deadline whenever possible. Technical difficulties, internet issues, or failure to manage time effectively are not considered valid reasons for late submission. Assignments submitted after the deadline without approved documentation will receive a score of zero.

Make-Up Exam Policy

Exams are scheduled in advance and only one attempt is permitted for each exam. Make-up exams are not guaranteed and will be granted only in cases of documented, university-approved absences (e.g., medical emergencies, official university activities).

Students must notify the instructor as soon as possible if they anticipate missing an exam. Failure to communicate in advance or provide appropriate documentation may result in a score of zero for the missed exam.

Professional Conduct and Classroom Behavior

Students are expected to conduct themselves in a professional, respectful, and courteous manner at all times. This includes respectful participation in discussions, attentiveness during lectures, and consideration for classmates and the instructor.

Disruptive behaviors—such as talking during lectures, interrupting others, arriving late or leaving early without notice, or engaging in activities unrelated to the course—are not acceptable and may result in being asked to leave the classroom.

Maintaining a respectful learning environment is a shared responsibility, and failure to adhere to these expectations may negatively impact a student's standing in the course.

Course Schedule *(Subject to Revisions)*

Week	Dates	Course Material
1	Thur. Aug. 20	Introductions, Course Objectives Syllabus Review and Q&A Read Chapter 1: IMC Foundation Module
	Hybrid – Due 8/24	Video Posting: Introduce Yourself (25 pts)
2	Thur. Aug. 27	REMOTE ONLY
	Hybrid – Due 8/27	Read Chapter 2: Brand Management Critical Thinking Exercise: 2-19 (15pts)
3	Thur. Sept. 3	Read Chapter 3: Buyer Behaviors
	Hybrid – Due 9/6	Critical Thinking Exercise: 3-15 (15 pts)
4	Thur. Sept. 10	Read Chapter 4: The IMC Planning Process
	Hybrid – Due 9/13	Critical Thinking Exercise: 4-21 (15 pts)

5	Thur. Sept. 17	REMOTE ONLY
	Hybrid – Due 9/17	Quiz: Chapters 1 – 4 (On-line with Lockdown Browser) (100 pts)
6	Thur. Sept. 24	Read Chapter 5: Advertising Campaign Management
	Hybrid – Due 9/27	Project
7	Thur. Oct. 1	Read Chapter 6: Advertising Design
	Hybrid – Due 10/4	Project
8	Thur. Oct 8	Read Chapter 7: Traditional Media Channels
	Hybrid – Due 10/11	Study for Exam
9	Thur. Oct. 15	Exam: Chapters 1-7 (In Class) (250 pts)
	Hybrid – Due 10/18	Project
10	Thur. Oct. 22	Read Chapter 8: Digital and Mobile Marketing

	Hybrid – Due 10/25	Critical Thinking Exercise 8-28 (Pick 4 Tactics) 15 pts
11	Thur. Oct 29	Read Chapter 9: Social Media
	Hybrid – Due 11/1	Project
12	Thur. Nov 5	Read Chapter 10: Alternative Marketing
	Hybrid – Due 11/8	Project
13	Thur. Nov 12	Read Chapter 11: Database and Direct Response Marketing and Personal Selling
	Hybrid – Due 11/15	Study for Quiz
14	Thur. Nov 19	REMOTE ONLY
	Hybrid – Due 11/19	Quiz Chapter 8 – 11 (Lockdown Browser) (100 pts) Read Chapter 12: Sales Promotions
15	Nov 23 – 27	Thanksgiving Break
16	Nov 28	Last day to participate in SONA

17	Dec 3	Read Chapters 13 & 14: Public Relations and Sponsorship; Regulations and Ethical Concerns
	Hybrid – Due 12/6	Critical Thinking Exercise 13-32 (15 pts)
18	Dec 7	Course Project Due (200 pts)
19	Dec 10	Final Exam – Chapter 8 – 14 (250 pts)