MKTG 3660-002
Advertising Management
Spring 2026

Course Information
Time: Monday/Wednesday 11:00 – 12:20 p.m.
Room: BLB 260

Instructor Contact
Name: Ritomaitree (Ritu) Sarkar
Office Location: Ryan College of Business Building
Phone Number: 940-843-3342
Office Hours: Virtual by appointment
Email: ritu.sarkar@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 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 aterials 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 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.

Classroom Technology Policy

To promote an engaged and respectful learning environment, the use of **electronic devices** is **not permitted during lectures**. This includes, but is not limited to, **cell phones, tablets, laptops, smartwatches, and other personal electronic devices**.

Students should silence and put away all devices before class begins. Electronic devices may only be used during class if **explicitly authorized by the instructor** for academic purposes.

Failure to comply with this policy may result in being asked to put the device away or, if disruptions persist, being asked to leave the classroom for the remainder of the class period.

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 Monday and Wednesday 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 Mondays or Wednesdays, you should see the Office of the Dean of Students. I am not authorized to grant any university absence.

Grading:

Final grades in this course are based on a **1,000-point system**:

Final grades:

- **A:** 900–1,000 points

- **B:** 800–899 points

- **C:** 700–799 points

- **D:** 600–699 points

- **F:** Below 600 points

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 2:** 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%): 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 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. In an essay:
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 Dinner's Done. Explain the reasoning behind your choice.
2. Explain how you would use the medium you chose to help build awareness of and interest in Dinner's Done.

To ensure immediate feedback, please submit a response between 100 and 1000 words. Essay length alone will not necessarily result in a high or low score.

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.

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

Online credits	Lab credits
<15 minute studies = 1 credit	<15 minute studies = 3 credit
15-30 minute studies = 2 credits	15-30 minute studies = 4 credits
>30 minute studies = 3 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: MKTG-3660
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

Assignment	Date
1 IMC Foundation Module	January 12
2 Brand Management	January 26
3 Buyer Behaviors	February 2
4 The IMC Planning Process	February 9
Chapter 1-4 Quiz	February 15 at 11:59 pm (online, lockdown browser)

5 The IMC Planning Process	February 16
6 Advertising Design	February 23
7 Traditional Media Channels	March 2
Midterm Exam (Chp 1-7)	March 4 (In class)
8 Digital and Mobile Marketing	March 16
9 Social Media	March 23
10 Alternative Marketing	March 25
11 Database and Direct Response Marketing and Personal Selling	March 30
Chapter 8-11 Quiz	Due April 5 at 11:59 pm
12 Sales Promotions	April 6
13 Public Relations and Sponsorship Programs	April 13th
14 Regulations and Ethical Concerns	April 20th
Final exam (Chp 8-14)	April 27th (in class)
Last day to participate in SONA	November 28
Course Project	May 6th at 11:59 pm