

Advertising Management MKTG 3660.407– FA26-Dr. Mims

It is mandatory that all students earn 100% accuracy on Syllabus Exam
Important Final Exam Participation offer this semester – see Attendance

Instructor Information Dr. Tina C. Mims (Virtual Office)

Phone: 469-951-3200

Email = 4699513200@vtext.com

Office number = 307b, BLB

Office hours = Mon & Wed on Denton campus, after the Foundations class, 11a – 12:30p, other times by appointment. This is just to make students aware of Dr. Mims' on campus availability.

Preferred method of Communication: Text 469-951-3200 (for students that do not want their cell phone # shared, simply email 4699513200@vtext.com)

Expect same day response when texting, but please avoid Sundays, Holidays and after 8pm

Course Description

Undergraduate Catalog Description:

Advertising for business executives; creation of primary demand, stimuli, promotional programs, media selection, appropriation and evaluation. Course Prerequisite: ***Must have already completed MKTG 3650 or MKTG 3651 or permission from department.***

Course Level Learning Objectives (CLO's)

By the end of this course, through individual effort applied to all course materials, students will be able to:

1. Explain the nature of marketing in terms of brand management, buyer behaviors, and the elements involved in developing an integrated communications plan.
2. Apply advertising and communication principles in the design of messages for an integrated program, noting the continuing role of traditional media.
3. Integrate marketing messages into the rapidly expanding world of digital, mobile, and social media programs along with an exploration of the value and role of alternative marketing programs.
4. Tie-in public relations, sponsorships, and sales promotions programs with the messages transmitted via other venues.
5. Incorporate personal and societal views of ethics and social responsibility into marketing programs and effectively evaluate the successes, failures, and opportunities to improve integration marketing communications programs.

Students: please expect to demonstrate each of the above learning outcomes through graded coursework, evaluated according to the assignment guidelines, grading scales, and rubrics provided throughout the semester while meeting the due dates indicated in the Official Course Schedule

Course Structure: *aka Course Format and Content Delivery*

This course is **16 weeks long** and never meets; it is 100% online. There are due dates that must be met. **See attendance policy.** Course content is taught via UNT's **Canvas**. Canvas is used for required course materials, study/reading tasks, assignments, grades, and announcements. To fully participate in this class, students will need internet access to content on the Canvas Learning Management System (LMS). This course does **not** teach students how to use Canvas, Respondus LockDown Browser with Monitor, any student browser settings, hardware or third-party supplements. Help for these systems is available

Advertising Management MKTG 3660.407– FA26-Dr. Mims

It is mandatory that all students earn 100% accuracy on Syllabus Exam Important Final Exam Participation offer this semester – see Attendance through **university technical support**. Students receive enough time and notice to get help from experts to complete course requirements on time. See **Where to Get Help**.

Where to Get Help

Reason this section is important to students is based upon recent reports from Indeed and Intelligent. "1 in 6 Companies Are Hesitant To Hire Recent College Graduates" (Intelligent, 2024) "Managers Don't Want To Hire Gen-Z Workers, Citing A Lack Of Soft Skills—Survey Says" (Elting, 2024)

Reach out to the following for problems/questions/of use of:

PEARSON REVEL IS NOT REQUIRED AND IS NOT USED IN THIS COURSE

For students using an e-text format of the text – please contact provider.

Reason: Please consider Dr. Mims cannot help students with e textbooks because it is not possible to be an expert on 20+ browsers, multiple operating systems, various hardware and a student's particular method of internet access.

Writing, APA in-text or APA reference

For help with writing (writing in formal, active, non-modal language, writing at a Freshmen college level, correctly using APA in-text citations or references to meet a citation style requirement), our University has a terrific group to help you:

[Contact the Writing Center](#). 940-565-2563 or WritingCenter@unt.edu

The Director of the Writing Center is fully aware of language expectations with any written work submitted for this course.

General Technology Help

Need help downloading a Certificate of Completion? For help with general technology (Hardware, Software, [VMWare](#), [ZOOM](#), Canvas, LinkedIn Learning, Respondus Lockdown Browser), our University has a terrific group for help: [Contact Student Tech](#). 940-565-2324. Watch carefully for Holiday Hours.

Mandatory Course Materials:

#1) Textbook: Integrated Advertising, Promotion, & Marketing Communications

Edition: 9e

Publisher: Pearson

Authors: Clow & Baack

This textbook is mandatory for the course. Any format. Dr. Mims uses the e-text. ISBN's vary by format (format = e-text, hard bound, spiral bound).

#2) Supplementary Materials: THIS COURSE DOES NOT REQUIRE PEARSON REVEL

Advertising Management MKTG 3660.407– FA26-Dr. Mims

It is mandatory that all students earn 100% accuracy on Syllabus Exam

Important Final Exam Participation offer this semester – see Attendance

#3) Additional Technology Requirements: This course has digital components. To participate, students must have a computer with a webcam and internet access to use Canvas, UNT Library Databases, UNT Library LinkedIn Learning and UNT Zoom account. For tips on digital learning, visit Learn Anywhere (<https://online.unt.edu/learn>). **Please note:** Not all browsers work well with Canvas nor with e-textbooks, therefore, it is necessary for students to reach out to appropriate experts (not the instructor) regarding technical issues such as images loading, pages not loading, tests not loading.

Course Graded Requirements Schedule:

Except for the Final Exam, all graded tasks (tasks = quiz, discussion, research, papers, reflections, assignment, reports, etc.) **are due Sundays** at 11:59 p.m. Central Time **to support consistency and ease of planning.**

Students with documented University supported absences have sufficient time to turn in their work ahead of the due date and time. **All students are encouraged to avoid last minute – date item is due – submissions or attempts. See special Final Exam Participation Offer under ATTENDANCE.**

IMAGE OF GRADED TASKS, VALUE AND DUE DATES

OFFICIAL COURSE SCHEDULE AS OF AUGUST 17, 2026- ADVERTISING MANAGEMENT MKTG 3660.407-DR. MIMS							
100% Online Course is organized in 'Modules'							
MODULE #		What to do:	How many attempts?	Points Possible	***Due Date***	Late Beginning this date:	% of Total Course Grade
M1. Course Learning Objectives (CLO's) To understand the nature of marketing in terms of brand management, buyer behaviors, and the elements involved in developing an integrated communications plan.							
MODULE 1	WEEK 1	Syllabus Exam in CANVAS - must earn 100% accuracy to enter course	Unlimited	100	Sun, Aug, 23	Mon, Aug, 24	10%
	WEEK 2	Ch. 1 Integrated Mktg Comm Part 1	Unlimited	20	Sun, Aug, 30	Mon, Aug, 31	2%
		Ch. 2 Brand Management	Unlimited	20	Sun, Aug, 30	Mon, Aug, 31	2%
		Voluntary Discussion Assignment	Voluntary		Sun, Aug, 30		
M2. Course Learning Objectives (CLO's) To understand the nature of marketing in terms of brand management, buyer behaviors, and the elements involved in developing an integrated communications plan.							
Labor Day Mon Sep 7th University is Close - Dr. Mims not available							
MODULE 2	WEEK 3	Ch. 3 Buyer Behaviors	Unlimited	20	Sun, Sep, 13	Mon, Sep, 14	2%
		Assignment #1 for Chap 3	Unlimited Uploads	50	Sun, Sep, 13	Mon, Sep, 14	5%
	WEEK 4	Ch. 4 IMC Planning Process	Unlimited	20	Sun, Sep, 13	Mon, Sep, 14	2%
		Assignment #2 for Chap 4	Unlimited Uploads	50	Sun, Sep, 13	Mon, Sep, 14	5%
M3. Course Learning Objectives (CLO's) To understand the nature of marketing in terms of brand management, buyer behaviors, and the elements involved in developing an integrated communications plan.							
MODULE 3	WEEK 5	Ch. 5 Advert. Campaign Mgmt Part 1	Unlimited	20	Sun, Sep, 27	Mon, Sep, 28	2%
	WEEK 6	Ch. 6 Advert Design	Unlimited	20	Sun, Sep, 27	Mon, Sep, 28	2%
		Assignment #3 for Chap 5 & 6	Unlimited Uploads	50	Sun, Sep, 27	Mon, Sep, 28	5%
M4. To apply advertising and communication principles in the design of messages for an integrated program, noting the continuing role of traditional media. To integrate marketing messages into the rapidly expanding world of digital, mobile, and social media programs along with an exploration of the value and role of alternative marketing programs.							
MODULE 4	WEEK 7	Ch. 7 Traditional Media Channels	Unlimited	20	Sun, Oct, 04	Mon, Oct, 05	2%
		Midterm prep guide provided					
		Ch. 8 Digital & Mobile Marketing	Unlimited	20	Sun, Oct, 04	Mon, Oct, 05	2%
	WEEK 8	MID-TERM EXAM opens Thur. @8am	3 ATTEMPTS	150	Sun, Oct, 11	NO LATE ACCEPTANCE	15%

Midterm exam: Opens online Thur @8a, Oct 8th, closes Sun Oct 11th, 3 attempts

Advertising Management MKTG 3660.407– FA26-Dr. Mims

It is mandatory that all students earn 100% accuracy on Syllabus Exam
Important Final Exam Participation offer this semester – see Attendance

OFFICIAL COURSE SCHEDULE AS OF AUGUST 17, 2026- ADVERTISING MANAGEMENT MKTG 3660.407-DR. MIMS							
100% Online Course is organized in 'Modules'							
MODULE #		What to do:	How many attempts?	Points Possible	***Due Date***	Late Beginning this date:	% of Total Course Grade
M5. To integrate marketing messages into the rapidly expanding world of digital, mobile, and social media programs along with an exploration of the value and role of alternative marketing programs.							
MODULE 5	WEEK 9	Ch. 9 Social Media	Unlimited	20	Sun, Oct, 25	Mon, Oct, 26	2%
		Assignment #4 for Chap 9	Unlimited Uploads	50	Sun, Oct, 25	Mon, Oct, 26	5%
	WEEK 10	Research Report - Assignment #5	Unlimited Edits	50	Sun, Oct, 25	NO LATE ACCEPTANCE	5%
		Ch. 10 Alternative Marketing	Unlimited Uploads	20	Sun, Oct, 25	Mon, Oct, 26	2%
M6. To tie-in public relations, sponsorships, and sales promotions programs with the messages transmitted via other venues.							
MODULE 6	WEEK 11	Ch. 11 Database & Direct Mktg & Pers. Selling	Unlimited	20	Sun, Nov, 08	Mon, Nov, 09	2%
		Assignment #6 for Chap 11	Unlimited Uploads	50	Sun, Nov, 08	Mon, Nov, 09	5%
	WEEK 12	Ch. 12 Sales Promotions	Unlimited	20	Sun, Nov, 08	Mon, Nov, 09	2%
M7. To tie-in public relations, sponsorships, and sales promotions programs with the messages transmitted via other venues. To incorporate personal and societal views of ethics and social responsibility into marketing programs and to effectively evaluate the successes, failures, and opportunities to improve integrate marketing communications programs.							
MODULE 7	WEEK 13	Ch. 13 Public Relat. & Sponsoship & Ch. 14 Regulations/Ethical Concerns	Unlimited	40	Sun, Nov, 22	Mon, Nov, 23	4%
		Assignment #7 for Chap 13, 14,15	Unlimited Uploads	50	Sun, Nov, 22	Mon, Nov, 23	5%
	WEEK 14	Ch. 15 Evaluating Integrated Mktg Program	Unlimited	20	Sun, Nov, 22	Mon, Nov, 23	2%
M8. To understand the nature of marketing in terms of brand management, buyer behaviors, and the elements involved in developing an integrated communications plan.							
Thanksgiving Holiday Nov 22 thru Nov 29- Dr. Mims not available							
MODULE 8	WEEK 16	Final Exam Study guide provided by Nov 22.					
		FINAL EXAM opens @8am Sun. Dec 6th	2 ATTEMPTS	100	Wed, Dec, 09	NO LATE ACCEPTANCE	10%
			Total Points	1000			

Final exam: ONLINE Opens Sun., Dec 6th @8am, closes Wed., Dec. 9th @11.59pm TWO ATTEMPTS ONLY AND NO RESETS.

How Your Work Is Graded

NOTE: This 100% online class integrates interactive, applied, and assessment-driven learning. It employs varied instructional methods to support learning and measure performance. Weekly activities may include research and writing assignments, quizzes, exams, discussions, labs, learning checks, obtaining micro-credentials and other individual tasks. All assignments receive individual grades, though students are encouraged to collaborate and study together, particularly for research and writing preparation. No group projects are assigned this semester.

Extensions and incompletes are not assumed; all deadlines and policies follow UNT guidelines. See Late Policy. See Absence Policy.

Advertising Management MKTG 3660.407– FA26-Dr. Mims

It is mandatory that all students earn 100% accuracy on Syllabus Exam
Important Final Exam Participation offer this semester – see Attendance

Each different graded task allows the instructor to measure progress towards both at the course-level (CLOs) and at module-level objectives (MLOs), outcomes, and competencies. A graded task is generally defined as any test, quiz, discussion, assignment, assessment, exam or graded task for submission that requires the learner to demonstrate understanding and mastery of the course material.

Students earn grades based on the accuracy of their work, achievement of learning objectives, contributions to the course, adherence to the syllabus, meeting rubric details, assignment requirements, and if used - results from peer assessments. Grades are not rounded up on individual tasks. However, final total course percentages are rounded up to the next whole percentage at the end of the semester (e.g., an 89.2% becomes 90%).

Grades are assigned as follows: A = 90–100%, B = 80–89%, C = 70–79%, D = 60–69%, F = below 60%.

All students are expected to track their own points throughout the semester. This is important because, as the instructor, Canvas is not a fully reliable indicator of your final grade, especially when bonus points are involved. To track your grade, simply add the points you've earned and divide by the total graded points possible. Detailed values are provided in the Canvas Syllabus feature under "Official Course Graded Task Schedule"

How your Performance is Evaluated

If any of the following tasks are used this semester, this is how performance is evaluated:

'Quiz/Test/Exam' Grading Expectations All tests, quizzes, and exams may include a mix of question types such as short answer, essay, formulas, categorization, matching, multiple answer, multiple choice, and true/false. For short answer and essay questions, students must write in complete sentences using correct punctuation and capitalization to be eligible for credit. Even if factually correct, incomplete or poorly formatted answers will receive no points. REASON: Practicing a professional marketing communication level in our written work is essential to success with an employer.

Midterm and Final Exams require the use of Respondus LockDown Browser with a functioning webcam. Students are allowed to use two (2) personal written or typed notes (size 8.5in x 11in) on both sides but may not use a cell or smartphone. Covering the webcam during the exam results in an automatic failing grade for that attempt. Students without webcam access must arrange to take exams at a university-approved proctored location. See Official Course Schedule to make plans for required equipment because Exam dates are provided for planning. Midterm Exam and Final Exam do not have multiple choice nor true/false question types. REASON: Matching, Multiple Answer, Short Answer, Categorization and Formula are better indications of cognitive (thinking) and application of absorbing new information (Canal & Child, 2025; Haataja et al., 2023).

Certificate assignments require students to complete mini-courses and upload a Certificate of Completion (with the student's name) to Canvas. The uploaded certificate is the only way to receive credit for certificate assignments. When or if assigned, detailed instructions provide the ability to view examples of what certificates may look like once all requirements are met. Instructions for these assignments are provided under COMPLETE inside the Module due. Please open and read every link under COMPLETE. The title of the course, the author, and year are provided, in addition to an exact image (image description meets ADA requirements). Help with 'finding' these assignments when using UNT sites - must be directed to the UNT Helpdesk.

Written assignments include detailed grading rubric. These details in a rubric give specific performance expectations and point allocations. Students are expected to expand and read all sections of the rubric before

Advertising Management MKTG 3660.407– FA26-Dr. Mims

It is mandatory that all students earn 100% accuracy on Syllabus Exam

Important Final Exam Participation offer this semester – see Attendance submitting their work to understand how points are awarded. Best practice is for students to 'grade themselves' using these rubrics before submitting or uploading their work. Students may be tasked with a graded quiz to check the academic accuracy of using the grading rubric.

Any student question on meeting formal, declarative, active writing and APA citation or reference style (not a paper style) must be directed to the UNT Writing Center. **See Where to Get Help.**

A few comments on when or if certificate courses are required in LinkedIn:

- Students are not required to have a LinkedIn account.
- Only use the links and information in the assignment to find the correct material to complete.
- There are multiple videos and short quizzes that require completion to obtain the certificate of completion.
- You can add the certificates of completion to your resume.
- Some Certificates include continuing education credits for Accounting, Project Management, Financial Services.
- Please inform Dr. Mims (an TAs, if any) if any link is not working

Completion certificates look like these images and **only a completion certificate earns the grade points:**

IMAGES OF DR. MIMS' CERTIFICATIONS EARNED



IMAGE SOURCE: UNT Library LinkedIn Learning from Dr. Mims' personal account

Where a grading rubric is used, rubrics provide details on how to earn points and students need to 'check their work' against this rubric before submitting for grading. Usually these are used for LinkedIn Certificates requirements, Students must take time to review their work before uploading - why? Because you want success!

Students must have zero expectation of bonus points - No bonus points exist in the Official Course Schedule. Bonus points, if given, are only found under Announcements, the COMPLETE area in a Module.

Generative AI: Course expectations regarding the use of Generative Artificial Intelligence (GenAI) tools are addressed in the Academic Integrity Policy section of the syllabus. Students are required to comply with University of North Texas Academic Integrity standards.

COURSE MANDATORY REQUIREMENT -100% ACCURACY REQUIRED ON SYLLABUS/POLICY EXAM

Advertising Management MKTG 3660.407– FA26-Dr. Mims

It is mandatory that all students earn 100% accuracy on Syllabus Exam

Important Final Exam Participation offer this semester – see Attendance

Students must earn 100% accuracy on the Syllabus/Policy Exam before starting the course chapter quizzes. 100% accuracy is required regardless of if you are late. 100% accuracy means answering questions perfectly to achieve this performance level, even if a late penalty is applied.

Students are provided with unlimited attempts on Syllabus/Policy Exam

If a Multiple Answer question is asked, **then students must select all correct answers** to earn maximum accuracy. The purpose of this 100% accuracy requirement on the Syllabus/Policy Exam is so each student demonstrates a clear understanding of the expectations of our syllabus, course schedule, evaluation criteria, absence policy, late policy, university policies, for success in the course. These course and university policies are essential to the success of any student, but, especially, for any online component.

Penalty for not earning 100% accuracy on the syllabus exam is a student is prevented from taking chapter quizzes or Midterm exam.

About three times each day the instructor or the TA (if any) will place the passcode inside the Syllabus Exam gradebook for students to use when asked during the course. This passcode is Not to be shared with any classmate. Patience is appreciated during the first week to manually issue passcodes to everyone.

Attendance and Participation

This is a 100% online course with required due dates on graded tasks. Attendance is not graded but is essential to success. Notice to students on this specific course absence policy: The instructor/professor for this course considers students 'absent' when missing the due date on required graded tasks. The reason for this course policy is to have students moving through the material consistently. While students are encouraged to move ahead, students are discouraged from getting behind to avoid low grades and to reduce student stress. SEE UNIVERSITY POLICY 06.039

Students that miss any due date may be asked to contact the DeanOfStudents@unt.edu to obtain a university excused absence. Given this course takes place over Holidays, students must pay close attention to the business days the university is open for support services.

Final Exam Participation Policy (Online Section)

- This course includes 7 scheduled assignments.
- Students who submit 6 of these assignments on time earn the option to waive the final exam and retain their earned course average.
- Course grade for those earning the Final Exam Option is calculated total points earned divided by 900.
- Assignments are numbered 1 through 7 in the Schedule.
- Students who do not meet on time threshold must complete the final exam scheduled in the Official Course Schedule.
- Students with approved university accommodations or required university travel receive an equivalent method to earn the same benefit.
- Academic integrity violation during the semester removes a student's eligibility for the special bonus option.

Time of Day

Advertising Management MKTG 3660.407– FA26-Dr. Mims

It is mandatory that all students earn 100% accuracy on Syllabus Exam

Important Final Exam Participation offer this semester – see Attendance

Any item due for submission is due by 11:59:00 pm central time for the day/date posted in the 'Official Course Schedule'. This means that midnight is officially late.

Canvas provides the official time stamp on all work submitted.

Read more about [the University Policy on Student Attendance and Absence 06.039](#)

Late Policy – Graded Tasks

Students must be on time and meet the due dates/times in the Official Course Schedule. However, if for any reason a student finds they need to submit late work, this is the late policy for this specific course. **Penalty:** Any submission after the due date earns 25% penalty per day late in this course.

Definition of Late

Any graded requirement submitted after its due date and time in the Official Course Schedule is late.

Canvas's time stamp is the official record.

Midnight is late; all scheduled activities are due at 11:59:00 p.m. Central Time.

General Rule

Late submissions are accepted **unless noted otherwise in the Official Course Schedule**.

Exceptions – No Late Submissions Accepted

Assignments marked "no late acceptance" in the Official Course Schedule.

Midterm Exam.

Final Exam.

These items receive a zero if late. Plan ahead.

Important Notes

Opening any quiz, test, or exam after the due date/time results in the late penalty.

Do not open closed activities to avoid unintentional penalties.

Detailed examples of this policy are available in Canvas under the Syllabus menu.

This policy balances personal needs with course requirements and reflects prior student feedback.

When Grades are Posted (aka updated)

If any of the following tasks are required in the schedule, this is when grades are expected to post:

Recognizing how important it is for students to know a grade, remember students can, at any time, calculate the grade status in the course by taking the points earned and dividing by possible points. Once the mandatory 100% accuracy is achieved on the Syllabus Exam students receive the Passcode to access course materials posted inside the exam's comments area in Canvas. Remember being one day late on the mandatory Syllabus Exam results in a 25% penalty, but students must still earn 100% accuracy.

Passcodes are placed, manually, in the Gradebook comments area three (3) times each day by either Dr. Mims or TA/GAs if any are provided to this course. There are over 400 students this semester.

Any student sharing the passcode is subject to investigation under UNT academic integrity.

Timing of Grade Postings:

- Certificate assignment grades post one to two weeks after the due date.

Reason: Review involves verification, accuracy checks, and multiple sections.

Advertising Management MKTG 3660.407– FA26-Dr. Mims

It is mandatory that all students earn 100% accuracy on Syllabus Exam

Important Final Exam Participation offer this semester – see Attendance

- Quiz/Test/Exam without short answer questions are posted immediately within Canvas. Recall course materials do NOT require the Pearson supplement!

- Quiz/Test/Exam with short answer questions - grades may take up to 3 weeks after the due date.

Reason: Review involves verification, accuracy checks.

- Written Assignments -includes discussions -grades are posted within about 21 days (3 weeks) after the due date.

Reason: Review involves verification, accuracy checks, and about 400 students. Dr. Mims provides written feedback on submissions, especially those that lose significant points.

If any of these posting expectations cannot be met - an announcement is made in Canvas. There are over 400 students in the combined semester courses, therefore, please expect an Announcement when grades are considered accurate inside Canvas for grade review.

UNT requires faculty to give reasonable notice to students when changes are made to a course syllabus. Any changes must also be reflected in the official online syllabus.

I am human and may occasionally make mistakes or typos. All mistakes are unintentional. If you notice something that does not look correct or add up properly, I welcome a kind, courteous text to let me know. Your heads-up benefits everyone. Never send images of test questions. If any changes are made to the **Official Course Schedule**, or syllabus, I will always:

- Post an **Announcement in Canvas**.
- Update the **Official Course Schedule page** with a new version date.
- If you alerted me by text, I will also text you back once the update has been posted.
- Share the update in **GroupMe**. **GroupMe is voluntary and not a UNT controlled app.**

Important: Until an official Announcement is posted and the Official Course Schedule is updated with a new version date, *we will continue to use the current version of the schedule as our guide. Please let Dr. Mims or TA/GAs (if any) aware of any typos in Canvas that do not match our published Official Course Schedule.*

University Requirements for inclusion in every Syllabus:

Eagle Alert: Eagle Alert if there is a campus closing that will impact a class the official course schedule and official class meeting schedule are subject to change, based upon the [Campus Closures Policy](https://policy.unt.edu/policy/15-006) (<https://policy.unt.edu/policy/15-006>).

ADA accommodation statement:

The University of North Texas makes reasonable accommodations for students with disabilities. To request accommodations, you must first register with the Office of Disability Access (ODA) by completing an application for services and providing documentation to verify your eligibility each semester. Once your eligibility is confirmed, you may request your letter of accommodation. ODA will then email your faculty a letter of reasonable accommodation, initiating a private discussion about your specific needs in the course. You can request accommodations at any time, but it's important to provide ODA notice to your faculty as early as possible in the semester to avoid delays in implementation. Keep in mind that you must obtain a new letter of accommodation for each semester and meet with each faculty member before accommodations can be implemented in each class. You are strongly encouraged to meet with faculty regarding your accommodations

Advertising Management MKTG 3660.407– FA26-Dr. Mims

It is mandatory that all students earn 100% accuracy on Syllabus Exam

Important Final Exam Participation offer this semester – see Attendance

during office hours or by appointment. Faculty have the authority to ask you to discuss your letter during their designated office hours to protect your privacy. For more information and to access resources that can support your needs, refer to the Office of Disability Access website (<https://studentaffairs.unt.edu/office-disability-access>).

Student Conduct and Academic Integrity

Students are expected to **read, understand, and follow** all applicable **UNT policies** related to student conduct, and academic integrity. Students may be tested on their knowledge of these policies in the Syllabus exam or throughout the semester. These policies support a professional learning environment and guide interactions with the instructor and others in the course. Key policies and resources include:

- **Code of Student Conduct (Policy 07.012)**
<https://policy.unt.edu/policy/07-012>
- **Student Academic Integrity (Policy 06.003)**
<https://policy.unt.edu/policy/06-003>
- **AI, Plagiarism, and Academic Integrity Guidance (Office of the Provost)**
<https://guides.library.unt.edu/plagiarism/at-unt>

Statement on the use of Generative Artificial Intelligence (AI)

- To meet Office of the Provost Guidance, Dr. Mims specifically defines the use of AI tools as follows for this course: students may use **artificial intelligence (AI) tools**, including **ChatGPT, Claude, Gemini and similar platforms**, to support learning activities such as brainstorming, clarification, and drafting. All work submitted in this course is the student's **own understanding and judgment. Bottom line:** Any errors, inaccuracies, or academic integrity violations resulting from the use of AI tools are **the responsibility of the student. All written work is checked for originality and accurate citation – marketing professional must have the skill to meet 'specifications', therefore this is a highly important 'soft skill'.**
- 42 CFR § 93.227 — “Plagiarism” defined – this is Federal Law
- Title 17 U.S.C. § 501 — Infringement of copyright – this is Federal Law

This is the end of this Syllabus.