

RETAILING/MKTG 4600-007/100% Online – FA2023 16 week

Ryan College of Business, AACSB accredited.
Department of Marketing

Instructor Information:

Dr. Tina C. Mims

Office Number 469-951-3200 feel free to text me

Office Location is VIRTUAL during the Spring 2024 semester (due to ADA Accommodation)

Office Hours – by Appointment during the Semester (please reach out via communication methods in CANVAS Syllabus anytime during the semester- I want you to be able to reach me).

Email address: 4699513200@tmomail.net preferred overusing t.mims@unt.edu

GroupMe – join the Course GroupMe under *How to Communicate* in our CANVAS Syllabus link.

Course Description:

MKTG 3660

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

Prerequisite(s): [MKTG 3650](#) or [MKTG 3651](#). If you do not have one of the prerequisites you will be dropped from the course. It is essential to understand marketing and marketing language.

Course Learning Objectives:

By the end of the course students will have achieved the following when performing at a high level of achievement:

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 integrate marketing communications programs.

Course Structure

This is an asynchronous course and will not have mandatory, scheduled class times. The course modules/weeks will run from Monday to Sunday with these two exceptions – the Syllabus exam and the Final Exam.

Navigating the Course

It is critical that students open and use every module in order.

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CANVAS has 2 menus, a Global Menu for all courses you are taking, and a course menu for just this course. Our course menu looks like this:

- [Home](#)
- [Syllabus](#)
- [Announcements](#)
- [Modules](#)
- [Pearson Revel](#)
- [Grades](#)
- [LockDown Browser](#)

Here is what each of the course menu items contains - students expected to 'know' this info for the Syllabus Exam:

HOME	Course welcome page.
SYLLABUS	Official Course Syllabus - every student must earn 100% accuracy on the content in the Syllabus Exam due to the importance of knowing course policies, due dates and performance expectations.
ANNOUNCEMENTS	Read these! Students expected to benefit from each announcement. You may be tested on announcement content. Most importantly- Bonus offers only appear in Announcements and under some 'COMPLETE' sections in any week to encourage reading and use announcements!
MODULES	REQUIRED to Use. Open each of these in their numerical order. Use links or instructions under COMPLETE inside each week. Students that jump around in the course may find any assignments difficult. Students that do not read, watch, or listen to all content selected by the instructor for your success will find understanding the material, taking a test, or completing an assignment frustrating.
PEARSON REVEL	A bulk of the course is completed using this feature created by the Publisher, Pearson, of our Textbook. You will have reading requirements followed by concept checks, and may be assigned Videos with quiz questions, Miniture Simulations (aka Mini Sims or Min Sim), or Chapter quizzes. About sixty two percent (~62%) of your Course Grade will take place using this feature inside Canvas.
GRADES	Quick link to access your grades AND any feedback given to students to support their success in the course.
LOCKDOWN BROWSER	If used in the course, this requirements locks students into a private browser during an exam to verify the student's authenticity. See Canvas Syllabus on Technical help to review answers. Very important to make use of any practice exams offered.

Here is what each 'Module' in this course can contain (students tested on this information), what to COMPLETE is always at the top inside each week! =):

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COMPLETE	REQUIRED! WHAT TO DO TO EARN POINTS! STUDENTS USE LINKS OR INSTRUCTIONS HERE TO FOR GRADES IN THE COURSE. Only this area provides the necessary instruction/expectations. Unscheduled Bonus Offers may appear under this section to encourage usage of this area because it is so very critical students use the links under COMPLETE. Our Official Course Schedule and this section should match, with the exception that bonuses may only appear here not in the schedule.
LEARNING OBJECTIVES	Each Module/week has Learning Objectives (LO's) and these objectives are a deeper dive to meet each Course Learning Objective (CLO) to achieve the Course catalog description. The Module/weekly Learning Objectives (LO's) relate to the content in the module provided for students to use to absorb new knowledge. Each Module builds upon the previous.
READ	REQUIRED! Any time there is something provided under 'READ' students are expected to read, make notes, study, and do what is necessary for them to absorb the material to apply the readings to the course tests/exams/assignments. Instructor specifically selected material to read for this course and student success.
REVIEW	REQUIRED! Any time material is given for review students are expected to open and review the material in such a way as to recall the content for review.
WATCH/LISTEN	REQUIRED! Any time a video or audio is provided the instructor has selected these materials to add value, so students are to make notes. Any video or audio may be included in any quiz/test/exam. Every effort to provide closed-caption or transcript is made. Not everyone learns by reading. Additional ADA support links are also provided where videos or audios appear.
<i>A note on how Pearson Revel helps the course- I personally reviewed this text and the Revel feature to deliver multiple methods for students to learn the course learning objectives. Revel is about 62% of the course grade. It may take students between 5 and 9 hours each week to complete the work for this course. While I have scheduled due dates about every 2 weeks, it is very important to try and complete the work inside the week it is listed to reduce stress and increase success.</i>	
Occasionally you may see included in a Module/week:	
RESEARCH/ INVESTIGATE	If this section appears - then students are expected to open the material and complete the research or investigation posted - even when a graded activity may not be required. Initiative to make use of these materials is expected for student success in absorbing and experiencing the course content.

BONUS offers are only found in ANNOUNCEMENTS and under COMPLETE (reason- students expected to read announcements and use the list under 'COMPLETE').

Materials:

Kenneth E. Clow
Donald Baack

Integrated
Advertising,
Promotion,
& Marketing
Communications



Pearson Revel: You are required to purchase the Pearson Revel version of Kenneth E, Clow and Donald Baack, Integrated Advertising, Promotion, & Marketing Communications, 9e, for this course. I will assign reading, writing, and other homework activities inside the Revel feature (available inside our CANVAS Course Menu – all Pearson Revel requirements are worth ~62% of your entire course grade.

When you purchase Pearson Revel for our text, it includes a copy of the etext.

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How to Succeed in this Course:

UNT strives to offer a high-quality education and a supportive environment, so students can learn and grow. As a faculty member, I am committed to your success in giving you the best coaching possible, providing you a means of improving your resume and skills during this semester with me.

SKILLS Required:

1st – Skills Students Need to Begin this Course (these are not taught, these are expected)

- The ability to read, write, communicate at 10th (sophomore in high school) grade level or higher with correct punctuation, spelling, grammar, and capitalization.
- The ability to add, subtract, multiply and divide.
- The ability to use MSWord, MSPowerPoint, MSEXcel and a PDF application.
- Personal commitment to use all videos, audio recordings, all required reading, investigate URL's provided in this course to learn the subject matter.
- The ability to use the University Library resources or contact a librarian for help.
- The ability to conduct secondary research *without relying on search engines alone*.
- Self-discipline to complete work before or by the due date and time.
- Time management skills to meet personal needs and course requirements during this course.
- Professional interaction skills with classmates and instructor.
- The ability to recognize that plagiarism is most likely a copyright infringement.
- **At all times avoid simply quoting material** – it is essential to demonstrate critical thinking and interpretation of credible sources. Use your own words but correctly cite your source.
- **Ability to use American Psychological Association (APA) in-text and reference section styles** or the time management and initiative to contact the UNT Writing Center for help.
- Ability to use Pearson Revel- or the initiative to use Revel helpdesk for assistance.

The instructor expects every student to have these skills therefore, this course does not teach these skills in this class. Look at course objectives for what is taught in this course.

Students need to know how to correctly use American Psychological Association (APA) citation style for both in-text citations and reference lists if the APA requirement is asked in any assignment.

This course grades APA in-text and reference citation use - therefore it is a skill needed for success. Students have the following resources:

[Purdue Owl APA](#)

[American Psychological Association](#)

And our [University Writing Center](#)

OFFICIAL COURSE SCHEDULE (includes complete list, by date, all tasks and task types required to earn points in this course) – the detailed schedule is located inside CANVAS.

Open CANVAS Navigation to find Syllabus. The 'OFFICIAL COURSE SCHEDULE' published in CANVAS under Syllabus is our focal point if we experience any problems with CANVAS due dates. Please give the instructor a courteous heads up if you find any discrepancies. Here is a copy as of January 10, 2024:

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OFFICIAL COURSE SCHEDULE AS OF JAN 10, 2024							
Course is organized in 'Modules'							
ALWAYS OPEN EACH MODULE, EACH WEEK IN NUMERICAL ORDER & ACCESS ALL TASKS TO DO UNDER 'COMPLETE' SECTION - do NOT try to find links to complete activities via Gradebook and please do not rely on Canvas 'To Do' list, do not rely on Canvas calendar. Read more under 'navigation' link in Syllabus menu in Canvas =). This is our 'Official Course Schedule'. Any changes will receive an announcement and new schedule. Please update your personal calendars with these dates by end of Module 1=).							
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 (add/drop possible 'til Jan 19)	Syllabus Exam in CANVAS - must earn 100% accuracy to enter course	Unlimited	100	Fri, Jan, 26	Sat, Jan, 27	6%
	WEEK 2	Ch. 1 Integrated Mktg Comm Part 1	Unlimited		Sun, Jan, 28	Mon, Jan, 29	
		Revel-Concept Checks + Chap quiz	Unlimited	36	Sun, Jan, 28	Mon, Jan, 29	2%
		Ch. 2 Brand Management	Unlimited		Sun, Jan, 28	Mon, Jan, 29	
		Revel-Concept Checks + Chap quiz	Unlimited	57	Sun, Jan, 28	Mon, Jan, 29	4%
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.							
MODULE 2	WEEK 3	Ch. 3 Buyer Behaviors	Unlimited	82	Sun, Feb, 11	Mon, Feb, 12	5%
		Revel-Concept Checks+Chap quiz+Mini Sim	Unlimited		Sun, Feb, 11	Mon, Feb, 12	
	WEEK 4	Ch. 4 IMC Planning Process	Unlimited	75	Sun, Feb, 11	Mon, Feb, 12	5%
		Revel-Concept Checks+Chap quiz+Mini Sim	Unlimited		Sun, Feb, 11	Mon, Feb, 12	
CANVAS Assignment: GOOGLE ANALYTICS for BEGINNERS Certificate Uploaded to CANVAS		Unlimited Uploads	100	Sun, Feb, 11	Mon, Feb, 12	6%	
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	66	Sun, Feb, 25	Mon, Feb, 26	4%
		Revel-Concept Checks+Chap quiz+Video Quiz	Unlimited		Sun, Feb, 25	Mon, Feb, 26	
	WEEK 6	Ch. 6 Advert Design	Unlimited	45	Sun, Feb, 25	Mon, Feb, 26	3%
		Revel-Concept Checks+Chap quiz+Video Quiz	Unlimited		Sun, Feb, 25	Mon, Feb, 26	
CANVAS Assignment: ADVANCED GOOGLE ANALYTICS Certificate Uploaded to CANVAS		Unlimited Uploads	100	Sun, Feb, 25	Mon, Feb, 26	6%	
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	51	Sun, Mar, 10	Mon, Mar, 11	3%
		Revel-Concept Checks+Video Quiz+Min Sim	Unlimited		Sun, Mar, 10	Mon, Mar, 11	
	WEEK 8	Ch. 8 Digital & Mobile Marketing	Unlimited	26	Sun, Mar, 10	Mon, Mar, 11	2%
		Revel-Concept Checks + Video quiz	Unlimited		Sun, Mar, 10	Mon, Mar, 11	
MID-TERM EXAM opens Thur. 12am Closes Sun. 11.59PM (Chap 7 +8 +specific items)		3 ATTEMPTS	150	Sun, Mar, 10	Unable to be late	9%	
SPRING BREAK MAR 11 - 17 instructor may be difficult to reach							
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	70	Sun, Mar, 24	Mon, Mar, 25	4%
		Revel-Concept Chks+Chap quiz+Video Quiz+Min Sim	Unlimited		Sun, Mar, 24	Mon, Mar, 25	
	WEEK 10	Ch. 10 Alternative Marketing	Unlimited	52	Sun, Mar, 24	Mon, Mar, 25	3%
		Revel-Concept Checks+Chap quiz+Video Quiz	Unlimited		Sun, Mar, 24	Mon, Mar, 25	
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	67	Sun, Apr, 07	Mon, Apr, 08	4%
		Revel-Concept Checks+Chap quiz+Mini Sim	Unlimited		Sun, Apr, 07	Mon, Apr, 08	
	WEEK 12	Ch. 12 Sales Promotions	Unlimited	35	Sun, Apr, 07	Mon, Apr, 08	2%
		Revel-Concept Checks + Chap quiz +Mini Sim	Unlimited		Sun, Apr, 07	Mon, Apr, 08	
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.& Sponshohip	Unlimited	74	Sun, Apr, 21	Mon, Apr, 22	5%
		Revel-Concept Checks+Chap quiz+Video Quiz	Unlimited		Sun, Apr, 21	Mon, Apr, 22	
	WEEK 14	Ch. 14 Regulations/Ethical Concerns	Unlimited	66	Sun, Apr, 21	Mon, Apr, 22	4%
		Revel-Concept Checks+Chap quiz+Video Quiz	Unlimited		Sun, Apr, 21	Mon, Apr, 22	
M18. To understand the nature of marketing in terms of brand management, buyer behaviors, and the elements involved in developing an integrated communications plan.							
MODULE 8	WEEK 15	Ch. 15 Evaluating Integrated Mktg Program	Unlimited	59	Sun, Apr, 28	Mon, Apr, 29	4%
		Revel-Concept Checks+Chap quiz+Video Quiz	Unlimited		Sun, Apr, 28	Mon, Apr, 29	
	WEEK 16	Revel -Case Study Assignment	Unlimited	124	Sun, Apr, 28	Mon, Apr, 29	8%
		FINAL EXAM opens Sat. 12am Closes Sun. 11.59PM	3 ATTEMPTS	150	Sun, May, 05	Unable to be late	9%
Total Points				1585			

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F-1 Visa:

For this 100% online course, be aware of F-1 Visa regulations:

Federal regulations state that students may apply only 3 fully-online semester credit hours (SCH) to the hours required for full-time status for [F-1 Visa \(PDF\)](#) holders. Full-time status for F-1 Visa students is 12 hours for undergraduates and 9 hours for graduate students.

HOW Performance is Evaluated

Every test/quiz/exam may contain a mix of short answers or essay questions- however students must write complete sentences with correct punctuation and capitalization to be considered for points. Incomplete answers that do not meet this criterion, even if correct, will not earn points. Also, a simple copy/paste of textbook content word for word, or 3rd party sources word for word is prohibited on any essay questions. Other types of test/quiz/exam questions used includes formulas, categorization, matching, multiple answer, multiple choice and true/false. Multiple answer type challenges can be tricky to understand how performance is evaluated so please make use of the Syllabus Exam and practice how multiple answer questions earn all points possible.

Mid-term and Final Exam requires Respondus Lockdown Browser with webcam – students may use their personal written or typed notes but may not have a cell /smart phone. Any student that covers their webcam will receive a failing grade on the exam attempt. Any student that does not have a webcam needs to plan to take these types of exams at a university proctored location.

Google Analytics Certificate requirements ask students to complete a mini-course to earn a Certificate of Completion. The certificate is uploaded to CANVAS with the student's name is the only way to earn points associated with these tasks, if asked. The certificates help add value to a student's resume and may also earn Continuing Education (CE's) for national certifications.

Written assignments, either issued for individual, partners, or teams will have rubrics. These rubrics are used to give students a description of performance expectations and point value associated with meeting expectations. Students are expected to open the details of a grading rubric used the details before submitting their work. Grading rubrics 'expand' so please be sure and open each area to read the details. **Students are prohibited from quoting material-** you must use your own words but correctly cite a credible 3rd party source.

Pearson Revel is required in this course. About 62% of the entire course grade depends on your performance inside Pearson Revel. Log into Revel frequently and check the Official Course Schedule to ensure you are keeping up with the assignments. You are required to complete all Revel assignments before the due date.

HOW YOU ARE EVALUATED.

Details are covered in CANVAS, click on SYLLABUS, and click on How your performance is Evaluated. The page in CANVAS provides illustrations and videos to help you succeed. How your performance is evaluated is also included in the Syllabus Exam.

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Course level grading scheme (end of course):

1426 > = A
1268 to 1425 = B
1109 to 1267=C
951 to 1108 =D
</= 950 = F

Grades are based on mastery of the content. I do not grade on a “curve” because that is a comparison of your outcomes to others. I do, however, encourage you to find opportunities to learn with and through others. Explore UNT’s Navigate Study Buddy (<https://navigate.unt.edu>) tool to join study groups. Maximize your learning with our coaching staff at the Learning Center. Focus on areas where you are struggling in this course by reading, watching, reviewing, or listening more than once. Taking notes is essential. I am happy to coach a study group before any major exam or assignment.

ADA accommodation statement:

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodation at any time; however, ODA notices of reasonable 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 reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access](http://www.unt.edu/oda) website (<http://www.unt.edu/oda>). You may also contact ODA by phone at (940) 565-4323.

Summary of Course Activities

	Type	Points	% of Course
3	EXAMS	400	25%
2	ASSIGNMENTS	200	13%
Many	REVEL TASKS*	985	62%
	Total Points	1585	

*Pearson Revel tasks include graded concept checks, chapter quizzes, video assignments with quizzes after the video, and miniature simulations (aka mini sims or min-sim). Please read more inside CANVAS, see Syllabus link, click on How you are Evaluated.

EAGLE ALERT FOR CAMPUS CLOSURE NOTICES

Students are notified by Eagle Alert system if there is a campus closing that will impact a class and describe that the calendar is subject to change, citing the [Emergency Notifications and Procedures Policy](https://policy.unt.edu/policy/06-049) (<https://policy.unt.edu/policy/06-049>).

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In addition to standards for success in courses, there are UNT policies and procedures found at the [Student Support Services & Policies](https://clear.unt.edu/student-support-services-policies) page (<https://clear.unt.edu/student-support-services-policies>). I encourage students to read and absorb these important processes or policies as there may be questions on the Syllabus Exam covering this important institutional content. Pay close attention to Academic Integrity and Honesty.

Absence Policy

Instructor's statement on absences: I have great respect for students who are balancing the demands of their coursework with the responsibilities of caring for family members, work, 2nd jobs, therefore I try to afford students a minimum of two weeks of material to manage these responsibilities throughout the semester. If you are missing a deadline (any due date) I consider you absent. After two absences I will reach out to the Dean of Students to inquire about your attendance. **Please contact the Dean of Students if you will be absent for illness, death, or other life challenges. This office manages your privacy while also contacting all your faculty about your absence.**

Late Policy

Due dates missed are not the end of the world. Students can submit some late work; however, every day late is a **50% penalty** to respect those students submitting work on-time. I have an example of how this policy works inside our CANVAS Syllabus. Plan now using the Official Course Schedule to reduce your stress and surprises.

EXCEPTION to Late Policy –

Midterm/Final Exams are not eligible for late points. If you are late, a zero is issued. The Official Course Schedule is available the 1st day of the course so that students can plan for these important exam dates.

Reiterating a critical point, if you are going to be absent, if you are ill, if you are hospitalized – contact the Dean of Students office and inform them of your personal (private) circumstances. Dean of Students is reached by DeanofStudents@unt.edu or by calling 940-565-2648 during business hours.

When Grades are Posted

Recognizing how important it is to know your grade, remember you can, at any time, calculate your status in the course by taking the points earned and dividing by points possible.

If we have any of the following tasks, this is when you can expect grades to post:

- Pearson Revel - grades are posted in about 2 or 3 days **after the due date**.
- Any Exam without short answer questions - grades are posted immediately within CANVAS.
- Quiz/Test/Exam with short answer questions - grades are posted within about 1 to 2 weeks **after the due date**. Reason, there are 168 students in this course!
- Written Assignments, if assigned, (any individual, group/team, or pairs of students) -grades are posted within about 10 days **after the due date**. Sometimes these may take up to 2 weeks because of the number of students in this section. This time also applies to any certificates.

If any of these posting expectations cannot be met - I promise to inform you. This is a large class, no teaching assistants nor graders, therefore, **look for an Announcement when grades are updated.**

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This is the end of the syllabus.

This information is covered using the Syllabus menu item in CANVAS.

The CANVAS Syllabus feature permits me the ability to give each of these details in bite sizes along with illustrations, videos, and audios. I encourage you to open the Syllabus in CANVAS to access any videos (for example PACKBACK) or audios (for example my explanation of Navigating the course) to support your success!

Please clear up questions about this Syllabus with me personally **before the end of Module 1**.

Best wishes, Dr. Mims

p.s. Typo's are not intentional, therefore I appreciate a quick message from you if you find a typo, a broken link or something that just doesn't make sense!