MKTG 3660.001

**Advertising Management**

Dr. Thuy D. Nguyen, Spring 2022

# Course Orientation

Welcome to Advertising Management. This course will immerse you in the study and practice of advertising and promotion management within the context of the integrated marketing communications paradigm. This is an online course. There are no mandatory online meeting times or required face to face meetings.

First, you must shift your perceptual focus. No longer think as if you are part of the advertiser’s audience, but instead, as if you are the creators of communication strategy. And you must put aside your personal tastes. Since not all audience members (if any) are like you, advertising strategy and tactics must be assessed in terms of what a target audience might perceive, not in terms of what appeals to you. In business, people preparing advertising and sales promotion strategies are seldom members of the target audience and strategy desirability must be judged in terms of what a target audience might like, dislike or understand.

Also, we will be covering some topic areas and using examples that you might find offensive, such as sexual appeals, or media vehicles whose audiences are people whose lifestyles or values are not the same as yours. Again, think like a business executive and shift your focus to managing advertising strategy and communication.

Course Description (from UNT Catalog):

Three (3) credit hours: Advertising for business executives; creation of primary demand, stimuli, promotional programs, media selection, appropriation and evaluation. Prerequisite(s): MKTG 3650

# Instructor Information

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| **Instructor:** | Dr. Thuy D. Nguyen |
| **Email:** | thuy.nguyen@unt.edu |
| **Office:** | BLB 304J |
| **Zoom Office:**  | <https://unt.zoom.us/j/5630412416>  |
| **Telephone:** | (940) 369 - 7509 |
| **Office Hours:** | TR 10:00-11:00 and 2:00-3:00 or by appointment |

# Course Objectives

* Appreciation of how people and organizations think about, buy, and use products and the impact of marketing communications on their decisions.
* Appreciation of the role of integrated marketing communications (IMC) as part of a company’s marketing and branding efforts.
* Understanding of the IMC process and knowledge about marketing communications strategies and tactics, customer research, segmentation, execution, measurement, and evaluation.
* Awareness of media alternatives and channels (the promotional mix) for delivering IMC campaigns.

# Required Textbook

Integrated Advertising, Promotion and Marketing Communications, 8th Ed.

|Kenneth E. Clow and Donald Baack| Prentice Hall (ISBN: 978-0134484136)

Purchasing this book is critical in preparing yourself for the quizzes, case study and final exam. You can find this book online (e.g., ebooks, amazon) for much less than in the bookstore.

**Additional Materials:** Articles, podcasts, videos, etc., as assigned

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# Course Policies

**Academic Integrity Notice:** Students are expected to conduct themselves in a manner consistent with the University’s status as an institution of higher education. As a student-centered public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship. Academic dishonesty includes cheating and plagiarism. For more information on academic dishonesty and academic integrity, please visit vpaa.unt.edu/academicintegrity.htm.

**Student Evaluations of Teaching Effectiveness (**SPOT Evaluations**):** Evaluations of teaching effectiveness are required for all organized classes at UNT. The short survey will be made available to you at the end of the semester and gives you the opportunity to comment on how this class is taught. Though participation in the SPOT Evaluation is not required, if 80% of the class completes the anonymous survey, the entire class (100%) will be awarded 5% of the course points (5 points) as a reward.

**Communications:** Given that this is an online course, we do not have the benefit of traditional classroom interaction. Under these circumstances, accurate and timely communication between the instructor (me) and students (you) is vital. Therefore, please:

**Check Canvas on a regular basis.** For general communications, I will post announcements to the Course homepage on Canvas.

**Use email for all course-related correspondence.** Email is the appropriate media to utilize for essential communications between students and instructor in a closed environment. It is possible to forward your Canvas emails to an external email account, which allows you to receive course-related communications without logging into Canvas. Instructions for doing this are provided at the end of this syllabus. If you need to speak with me directly, please email me so that we can schedule a phone, video conference, or face-to- face appointment.

**Course Timing:** Please note the start and finish times of the course activities (*see also Course Structure*) described below. All times listed – and all scheduling in Canvas – are U.S. Central Standard Time.

**Course Modules:** Once opened, course modules will remain available throughout the duration of the course, so that students can study the materials at their own pace.

**Quizzes:** All quizzes are available at the beginning of the course; however, each closes at 11:59 p.m. on the Sunday of the week specified in the Course Schedule. The Final Exam closes at 11:59 p.m. on the Friday of finals week.

**Assignments and Other Deliverables:** Please refer to assignment descriptions for specifics. All deliverables are due by 11:59 p.m. on the date specified in the Course Schedule.

# Course Structure

This course is segmented into five modules that cover the key principles in advertising management.

**Lecture Materials.** Each module includes lectures for you to review. Each can be viewed online and the slides can be downloaded as PDFs if desired. To accompany the lectures, supplementary materials will also be provided to enhance your learning (and application) of the concepts. These include articles, audio and video files

**Case Study.** Students will complete a case study group discussion and individual summary paper. The topic will be provided via the Discussion Board on Canvas. For **discussion participation**, students are expected to contribute at least two substantial comments (at least four sentences). Such responses should include an original posting and at least one response to postings by your group members. Though postings may include personal anecdotes, they should be directly related to marketing communications, the content presented in the textbook, or other unit materials provided to you. When responding, please refer to the Course Code of Conduct and Professional Communication Guidelines included in this syllabus and posted on Canvas. Then, at the end of the semester, each student will submit an **8-10 page summary paper** of the material discussed.

**Module quizzes.** These quizzes aim to evaluate your mastery of the unit’s content. Quizzes close at 11:59 p.m. on the dates specified by the Course Timeline.

**Final exam.** At the end of the semester, students will also complete a comprehensive final assessment to test their mastery of the principles of the course and their mastery of the course objectives.

# Student Evaluation

1. **Module Quizzes (25 points - 5 x 5 points each).** There is a total of five online quizzes, one for each online unit 1-5. Each quiz has 10 multiple-choice questions, with each question worth a half a point each, for a maximum score of 5 points. There is a 20-minute time limit for each quiz. If you go past the allotted time, only those questions you answered in the time allowed will be graded. If you open the quiz, the **timer will automatically start** and you must complete it. If you close it, you cannot go back to it. Students are only allowed to take each quiz once, and I will not re-open quizzes for students who entered them before they intended to take the quiz, regardless of the reason. If you are taking a quiz and encounter **technical difficulties** related to Canvas, which result in your being unable to complete it in the allotted time, please contact UNT’s IT Helpdesk via it.unt.edu/helpdesk.

The quizzes are open-book; however with the time constraint, students may not have time to look up every answer. Therefore, you should prepare before attempting them. Quizzes can be completed on your own time. They will open at the beginning of the semester and close at 11.59 p.m. on the Sunday of the week specified in the Course Timeline. These quizzes are for your benefit and also provide me an indicator on how you are assimilating the course material. **Quizzes will not be re-opened after their close times**, so it is up to you complete them on- time.

1. **Case Study (35 points total).** Discussion points are comprised of:
	1. **Group Discussion Participation (5 points).** Points are based on your participation in discussing the case study that will be provided to you on Canvas. You will be evaluated on;
		1. quantity and timeliness, (2) spelling and mechanics, (3) knowledge and understanding of content and applicability to professional practice, and (4) generation of class learning. For more details, see the Discussion Forum Rubric in the appendix of this syllabus.
	2. **Individual Summary Paper (30 points).** At the conclusion the semester (see timeline), students will provide a summary of their overall conclusions based on course material learned throughout the semester. In this 8-10 page summary, you will be evaluated on the quality and depth of your submission. Final submissions should be double-spaced in 12- point Times New Roman font with 1” margins. Guidelines for completing this paper, along with a writing template, will be provided on Canvas.
2. **Final Exam (30 points).** A comprehensive final exam will be posted to Canvas. The final exam is 50 questions. You’ll have 2 hours to complete it. It will be open the entire finals week.
3. **Research Participation (10 points).** As part of your learning experience in this course, you will be required to participate in research studies conducted by faculty members of the Department of Marketing, Logistics and Operations Management. Your participation in this research will make up **10%** of your final class grade.
	1. To fulfil the requirement, you **must** create an account on the College of Business SONA page— [unt-cob.sona-systems.com](https://unt-cob.sona-systems.com/)—which is a web application that allows you to browse available studies. Credit will be assigned based on the length of time the study takes to complete and whether you participate online or in the COB behavioral Lab (BLB 279):
		1. Short online studies (5-15 minutes) earn 1 credit
		2. Medium online studies (15-30 minutes) earn 2 credits
		3. Long online studies (30-45 minutes) earn 3 credits
		4. On-campus, lab studies (30-45 minutes) earn 5 credits
		5. To fulfill the 10% course requirement, you must earn a total of **10 SONA 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.
	2. To sign up, please visit [unt-cob.sona-systems.com.](https://unt-cob.sona-systems.com/) If you have questions, DO NOT contact me. Contact the behavioral lab manager by email at COB.REP@unt.edu. Your questions will be addressed promptly. **Note**: Access the studies early and often to make sure you have first access to available studies. Once you sign up, the lab manager will update you periodically about new studies that have been posted. Thanks in advance for your participation! Have a great semester!

The final grade will be based on your performance in the following areas out of 100 points:

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| **Unit Quizzes:** 5 x 5 points = 25 points**Case Study****-Discussion Participation:** 5 points**-Summary Paper:** 30 points**Final Exam:** 30 points**Research Participation:** 10 points**Total Points Available:** 100 points | 255303010 100 | **Grading Scale\*:****A:** 90 points (90 percent)**B:** 80 points (80 percent)**C:** 70 points (70 percent)**D:** 60 points (60 percent)**F:** 50 points (50 percent) |

**\***These are the benchmarks for each letter grade. Points falling within these benchmarks will be allotted accordingly (e.g., 89 points is below 90 and therefore a B). Since there are no decimals (e.g., 89.5 points), rounding up is not needed.

**A Final Note on Grading:** All final grades are just that – FINAL. Any and all grade discrepancies should be raised prior to the end of the semester. Do not wait until the final grades have been posted to contact me. If you need help, or cannot complete work because of a personal difficulty, please contact me immediately so that your needs can be accommodated.

# Course Code of Conduct

* Students are required to participate in online discussion forums, accessible via Canvas, which have been created for course-related professional debate and discussion. This is a space to share thoughts, pose questions, and to help each other in relation to the course content.
* To ensure that forums are a positive online environment for all users, students are expected to adhere to the following Codes of Conduct:
	+ Do not post unauthorized personal information (names, address, phone number, email, etc.).
	+ Respect the confidentiality of others and do not disclose any non-public information or personal information without consent.
	+ You are responsible for the content you post. This includes information, text, photos, messages etc. If you didn’t create the content that you post, it is your responsibility to ensure you have the necessary consents.
	+ Respect other users. Be polite, open, and respectful in your online communications. It is not expected that you will agree with other users at all times, but it is expected that you write your comments in a respectful way. Any abusive, offensive or inflammatory posts, or any comments that personally attack any individual will not be tolerated, will be removed, and additional actions might be taken, including your removal from the Course and the seeking of further disciplinary action, as needed.
	+ Be responsive and participate. Make an effort to share what you know and to interact with your peers.
	+ You are encouraged to actively participate in debate, pose questions, and help each other with the Course material.
	+ Posts or other material deemed inappropriate by the Instructor will be deleted upon discovery, and additional actions might be taken, including the poster’s removal from the Course and the seeking of further disciplinary action, as needed.
* Guidelines for Professional Communication:
	+ Students are expected to treat any digital communications in the Course – including discussion posts and emails – as professional communication. Thus, it is expected that such communications:
	+ Will be written in complete sentences and utilize proper punctuation, spelling, grammar, capitalization, usage, etc.
	+ Words will be spelled out completely (i.e., no jargon/text messaging short-hand), will not be written in all capital letters
	+ Email messages should come from appropriate (i.e., not be from addresses such as hotmama@gmail.com) accounts, and it is suggested that students utilize their UNT email addresses. Due to the threat of viruses, etc., emails from questionable accounts will be deleted without being read. Emails should include a specific subject line.
	+ All communications should be courteous and respectful (see **Code of Conduct** above).

# Course Schedule

This schedule is an initial guideline and subject to change. I reserve the right to amend the dates herein to accommodate special and/or unforeseen circumstances. If changes to this schedule are made, you will receive notification via a Canvas announcement and an email.

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| WEEK | DATES | ACTIVITIES | Due |
| 1 | 1.17-1.23 | **Module 1**Chapter 1: Integrated Marketing Communications | Review chapter 1 materialsTake Syllabus Quiz |
| 2 | 1.24-1.30 | Chapter 2: Brand Management | Review chapter 2 materials |
| 3 | 1.31-2.6 | Chapter 3: Buyer Behaviors | Review chapter 3 materials |
| 4 | 2.7-2.13 | Chapter 4: The IMC Planning Process | Review chapter 4 materialsTake Quiz 1 |
| 5 | 2.14-2.20 | **Module 2**Chapter 5: Advertising Campaign Management | Review chapter 5 materials |
| 6 | 2.21-2.27 | Chapter 6: Advertising Design | Review chapter 6 materials |
| 7 | 2.28-3.6 | Chapter 7: Traditional Media Channels | Review chapter 7 materialsTake Quiz 2 |
| 8 | 3.7-3.13 | **Module 3**Chapter 8: Digital Marketing | Review chapter 8 materials |
| 9 | 3.14-3.20 | Spring Break | Enjoy! Be safe! |
| 10 | 3.21-3.27 | Chapter 9: Social Media | Review chapter 9 materials |
| 11 | 3.28-4.3 | Chapter 10: Alternative Marketing | Review chapter 10 materialsTake Quiz 3 |
| 12 | 4.4-4.10 | **Module 4**Chapter 11: Database | Review chapter 11 materials |
| 13 | 4.11-4.17 | Chapter 12: Sales Promotions | Review chapter 12 materialsComplete Discussion Participation |
| 14 | 4.18-4.24 | Chapter 13: Public Relations | Review chapter 13 materialsTake Quiz 4 |
| 15 | 4.25-5.1 | **Module 5**Chapter 14: Regulations & Ethical Concerns | Review chapter 14 materialsComplete Research Participation |
| 16 | 5.2-5.8 | Chapter 15: Evaluating an IntegratedMarketing Program | Review chapter 15 materialsTake Quiz 5Submit Summary Paper |
| 17 |  | Finals Week | Take Final Exam |

**\****Please note that assignments are due on Sunday’s to give students the full week to complete them, and in the event that your work schedule only accommodates weekend course activity. The only exception is finals week which ends on a Friday.*

**Rubric: Group Discussion Participation**

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| CRITERIA | UNSATISFACTORY(0 POINTS) | SATISFACTORY(1-4 POINT) | EXEMPLARY(5 POINTS) |
| QUANTITIY &TIMLINESS | Does not submit at least 2substantial responses by close of the session. | Submits one initialresponse early in the session and at least one instructor/peer response by the close of the session. | Submits one initialresponse early in the session and at least one thoughtful peer/instructor response early in the session. |
| SPELLING & MECHANICS | Posts do not follow guidelines for professional communications; contain several spelling and/or mechanical errors. | Posts generally follow guidelines for professional communications; few spelling and/or mechanical errors. | Posts are professional and free of spelling and mechanical errors. |
| KNOWLEDGE & UNDERSTANDING OF CONTENT & APPLICABILITY TO PROFESSIONAL PRACTICE | Posts show little evidence of knowledge and/or understanding of course content and/or its applicability to professional practice. | Posts show some evidence of knowledge and understanding of course content and its applicability to professional practice. | Posts show thorough knowledge and understanding of course content and its applicability to professional practice. |
| GENERATION OF LEARNING WITHIN THE COURSE COMMUNITY | Posts do not attempt to elicit responses and reflections from other students; responses do not build upon ideas generated by others. | Posts attempt to elicit responses and reflections from other students, and responses build upon ideas of others in attempt to generate deeper conversation. | Posts elicit responses and reflections from other students, and responses build upon and integrate multiple views from other students to generate deeper conversation. |

**Rubric: Individual Summary Paper:**

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| CRITERIA | UNSATISFACTORY(0-1 POINTS) | SATISFACTORY(2-4 POINTS) | ABOVEAVERAGE(5-9 POINTS) | EXEMPLARY(10-15 POINTS) |
| ORGANIZATION | Writing shows minimalcoherence; ideas lack unity. Serious errors. | Writing is coherentand logically organized. Some points are misplaced; transitions are evident but not used throughout essay. | Writing is coherentand logically organized with transitions between ideas to create coherence. | Writing shows ahigh degree of attention to logic and reasoning. Organization and transitions were used effectively. |
| DEVELOPMENT | Main points lack detailed development; ideas are vague with little evidence of critical thinking. | Main points are present with limited detail and development. Some critical thinking is present. | Main points are well developed with appropriate detail and supporting evidence. | Main points are very well developed with high-quality details and supporting evidence. |
| MECHANICS | Spelling, punctuation, grammar, and other errors create distraction for reader. Writing does not adhere to guidelines of professional communication. | Relatively few mechanical or grammatical errors; rules of professional communications are generally adhered to. | Writing contains very few mechanical errors and follows rules of professional communication. | Writing is free of mechanical errors, follows rules of professional communication, and is easy to read. |
| FORMATTING | Fails to follow format and assignment requirements. Essay is not neatly assembled. | Generally meets format and assignment requirements. Some issues with neatness/readability. | Meets format and assignment requirements; essay is neat and correctly assembled. | Meets all format and assignment requirements with evidence of attention to detail. Essay has professional appearance. |

**Additional Notes**

Emergency Evacuation Procedures for Business Leadership Building:

**Severe Weather** In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

**Bomb Threat/Fire** In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact on or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, wests of parking lot 24.