

MKTG 3660.002 – Advertising Management

MW 11:00 a.m.-12:20 p.m.

College of Business, Room 330

Prerequisite: MKTG 3650 (non-business majors may complete MKTG 2650)

Instructor: Eric Van Steenburg

Dept. of Marketing & Logistics

College of Business, Room 233 #12,

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Office Hours

MW 9:30-10:30 a.m. and T 3-4 p.m.

or by Appointment

Required Texts

- ✓ Clow, Kenneth E. and Baack, Donald, *Integrated Advertising, Promotion and Marketing Communications*. Upper Saddle River, New Jersey: Prentice Press, 2010. ISBN: 978-0-13-607942-2

Course Description

This course introduces you to the basics of Marketing Communications including its components and how they work together to provide the blueprint for marcom strategies and tactics. Much of the theory will revolve around the concepts of IMC and its focus on customer-driven communications, database management and branding. In addition, you will investigate theory in an effort to understand the different ways humans perceive the myriad of messages that marketing professionals deliver to their audiences. Three (3) credit hours.

Learning Objectives

This course is an introduction to marketing communications. It is designed to help students:

- Appreciate how people and organizations think about, buy and use products and the impact of marketing communications on their decision making.
- Appreciate the role of IMC as part of a company's marketing and branding efforts.
- Understand the IMC process and learn about marketing communications strategies and tactics, research, segmentation, execution, and measurement and evaluation.
- Evaluate alternative media and channels for delivering marketing communications.
- Analyze and evaluate marketing communications in a critical way.
- Gain practical experience by planning and producing a marketing communications strategic plan within an agency-like structure.

Grading

Your final grade will be determined based on the following four (4) criteria:

Online Quizzes – There are six (6) online multiple choice quizzes with 20 questions each. **You must complete a minimum of five (5) quizzes**, but are free to complete all six (6) with just the top five (5) scores part of your final grade. Quizzes are open book, open notes, and can be completed on your own time. However, you have only 30 minutes to take each quiz in a three (3) week period, making it imperative that you are prepared for each quiz by completing your assigned readings and attending lectures. **Quizzes open at 8 a.m. on the Monday of the week specified in the course calendar and close at 11.59 p.m. on the following Sunday. Quizzes will not be reopened after the closing times**, so it is up to you to complete the quizzes in a timely fashion.

Discussions and Participation – There will be opportunities for course-specific online discussion in which I expect you to analyze and comment on current marketing communications topics (to be determined). The discussions take place “real time” online, so be aware that you must make yourself available to respond to new items. You will be graded on quality of your analysis and level of interaction with your colleagues both in class and online. More details TK.

Project and Presentation – You will work in groups to develop an IMC program in which you will be evaluated on how well you apply principles and disciplines of marketing communications in a practical setting. The projects should also give you experience working in an agency-like setting and let you have some fun. The project is broken into sections with interim deadlines that I will use to evaluate your progress and provide you feedback, and well as to help you stay on track. You will be evaluated on your final project and presentation. More details TK.

Final Exam – The final exam evaluates your mastery of IMC principles and disciplines taught throughout the semester. Material on the final exam is taken from assigned readings, lectures, guest lectures, presentations, online discussions, and class discussion. In other words, anything covered during the semester.

Evaluation

Quizzes – 5 @ 20 points each	100
Discussions and Participation	100
Project and Presentation	100
Final Exam	200
Total	500

Grades will be awarded based on the following:

90%-100% (450+ points)	A
80%-89.9% (400-449 points)	B
70%-79.9% (350-399 points)	C
60%-69.9% (300-349 points)	D
Less than 60% (299 points or less)	F

All final grades are just that – FINAL. Please don't wait until the end of the semester to see me if you are having trouble. If you need help, or cannot complete work due to personal difficulties, please see me right away. **Please note that unless a student is confronted with a serious and absolutely unavoidable situation, missing any assignment will result in a zero (0).** You may use my personal email for personal issues.

Blackboard

The Blackboard Learning System is used to support the class administratively as well as deliver some course content. Some specific functions include:

- Announcements and email (check Blackboard regularly, particularly before a class). **You MUST use Blackboard email to contact me for any COURSE-related issues.**
- Online quizzes
- Online discussions
- Lecture slides
- Grade posting

Participation

Because students have a responsibility to initiate and participate in discussions – in class and online – regarding the assigned materials and current events, it is essential that you come to class prepared to engage. Because I will provide material that is above and beyond what the textbook

offers, you must attend lectures in order to know all the material in which you will be evaluated. I also expect 100% participation in the projects and presentations, and will take immediate corrective action should there be evidence of non-participation on your part. **DO NOT shirk your responsibility and put all the onus of the project on your colleagues.**

Classroom Etiquette

Regular class attendance is required by the university and necessary to keep up with assigned readings, lectures and projects. Excessive class absences, tardiness and/or failure to keep up with assigned readings will inevitably result in lower grades. Anyone accumulating more than three (3) unexcused absences in this course will be administratively removed from this course.

I'm quite accommodating, but habitual or extensive tardiness is disruptive to the entire class. If you are late for class, see me immediately at the end of that class to explain why you did not arrive on time. If you do not, you will be counted as absent.

The use of cell phones, mobile devices, and laptops for non-course related purposes is prohibited during class. If your phone or mobile devices rings or buzzes, I will be happy to speak with the party attempting to contact you and let them know that you are unavailable each Monday and Wednesday at this time. If you are using your mobile device in silent mode or your laptop for social networking, I will be happy to join in the conversation at a moment's notice.

Classes **may not** be tape-recorded or videotaped without permission of the instructor.

Student Evaluation of Teaching Effectiveness

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students because I want to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

ADA Compliance

The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disabilities. If you have an established disability as defined in the ADA and would like to request accommodation, please see me right away.

Academic Integrity Policy

Academic dishonesty includes cheating and plagiarism.

The term "cheating" includes, but is not limited to (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty or staff of the university.

The term "plagiarism" includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other materials. (Source: Code of Conduct and Discipline at the University of North Texas)

For more information on academic dishonestly and academic integrity please see the following link:
<http://vpaa.unt.edu/academic-integrity.htm>

If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case will be referred to the Office of the Provost and Vice President for Academic Affairs for appropriate disciplinary action. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.

MKTG 3660.002 Calendar
Spring 2011

Week Beginning	Lecture Topics	Corresponding Text	Key Timing
1/17/2011	Intro to IMC Syllabus Discussion		
1/24/2011	IMC Brands	Ch. 1 & 2	Quiz 1 Open
1/31/2011	Buyer Behavior	Ch. 3	
2/7/2011	Consumer Behavior	Ch. 4	Quiz 2 Open Quiz 1 Close
2/14/2011	Situation Analysis / Project Teams Advertising Management	Ch. 5	DS 1 Open DS 1 Close
2/21/2011	Guest Lecture – Account Teams – 2/21 Theories & Frameworks	Ch. 6	Quiz 3 Open
2/28/2011	IMC Planning & Implementation Media & Media Buying	Ch. 7 & 8	Quiz 2 Close
3/7/2011	Situation Analysis Due Discussion Session 2	Ch. 9 & 10	Quiz 4 Open
3/14/2011	Spring Break – NO CLASS		Quiz 3 Close
3/21/2011	Goals & Audiences Positioning & Messaging; Database Mgmt	Ch. 11	Quiz 5 Open
3/28/2011	Goals & Audiences Due Strategies & Tactics; Alternative Marcom	Ch. 12	Quiz 4 Close
4/4/2011	Positioning & Key Messages Due Guest Lecture – Creative – 4/6		Quiz 6 Open
4/11/2011	Measurement & Evaluation; Public Relations Guest Lecture – Public Relations – 4/13	Ch. 13 & 15	Quiz 5 Close DS 3 Open
4/18/2011	Strategies & Tactics Due Crisis Management; Legal & Ethical Issues	Ch. 14	DS 3 Close
4/25/2011	Measurement & Evaluation Due Discussion Session 4		Quiz 6 Close
5/2/2011	IMC Plan Presentations IMC Plan Presentations		
5/9/2011	Final Exam – 5/9 – 10:30 a.m.-12:30 p.m.		Mon, May 9