

ADVERTISING MANAGEMENT

This course is 100% online-asynchronous– see all tasks in the official course schedule & review all due dates, times

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Office Hours: By appointment through Zoom anytime Monday to Friday between 9:00 and 5:30, unless in class.

*The syllabus is adopted from Dr. Tina Mims.

TEXTBOOK: TEXTBOOK required (students afforded 2 weeks to obtain textbook before 1st due date requiring this text) Title: Integrated Advertising, Promotion, & Marketing Communications By : Clow & Baack Edition: 9e Publisher: Pearson ISBN depends upon hardback, paperback, eBook via different providers

STUDENTS DO NOT NEED PEARSON REVEL/ PEARSON SUPPLEMENT

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

COURSE LEARNING OBJECTIVES

Upon successful completion of this course, 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 of 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.

HOW WE WILL COVER THE MATERIAL

This 100% online asynchronous course blends 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, learning checks, 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.

****This course does not teach the use of Canvas, technology applications, the APA Style Guide, or library resources.** Students receive guidance on where to obtain technical support for required tools. Review the Course Learning Objectives for topics covered this semester and the skills expected for success. Students who cannot meet the official schedule, demonstrate the listed skills, or secure the required materials and hardware need to drop immediately to receive a refund.

HARDWARE required: (Course instruction does not include how to use these requirements-See Help area in Syllabus) A computer with a Webcam (Please research support services at UNT if you need to check out a laptop)

SOFTWARE required: (Course instruction does not include how to use these requirements-See Help area in Syllabus) MSOffice Word, Excel, PowerPoint, Adobe

APPS required: NO PEARSON SUPPLEMENT! Respondus – Lockdown Browser using MONITOR with Webcam- this is located on the left side in the COURSE menu

HOW TO SUCCEED IN THIS COURSE:

While these are not included in course-level learning objectives, students are expected to begin the course with these listed skills already in place. These skills are essential for reducing stress, supporting your learning, and maximizing your success in this undergraduate face-to-face course. Students who possess these abilities are better equipped to manage course expectations, engage with materials, and demonstrate their knowledge effectively.

Academic Skills:

- Undergraduate Freshman College-level reading, writing, and math (add, subtract, multiply, divide)
- Effective study habits and exam preparation skills
- Use of APA in-text citation and reference formatting when asked

Technology & Research:

- Proficiency using Canvas, including understanding technical requirements or knowing where to turn for help
- Ability to conduct research using UNT Library databases and credible sources or ask a librarian for help
- Proficiency in using Respondus Lockdown Browser with Monitor or contacting the university helpdesk
- Proficiency in using MS Word, MS PowerPoint, Adobe, MS Excel
- Expectation is that students have or know how to download free 'readers' for reading/using MSOffice2007/2010 applications or PDF file formats. Contact Help Desk at <https://it.unt.edu/helpdeskfaq> for any assistance. The instructor for the course uses MSOffice 2013, Office 365, Adobe XPro and Adobe XIPro.

Self-Management:

- Time management and personal accountability
- Ability to use grading rubrics and make full use of course materials
- Regular participation inside this Course – access the course 3 (three) times each week
- Demonstrate understanding and application of course content by satisfying performance expectations
- Engage inside Canvas at least 3 times per week Announcements are posted when Modules are opened. This course never meets but there are due dates. Your success depends on staying active each week, managing your time, and meeting the deadlines in the Official Course Schedule. Do not rely on Canvas tools like the To-Do list or Calendar—these are not substitutes for the official schedule. Modules open on specific dates and must be completed in order. You may work ahead once a module opens, but you may not fall behind. Once a module closes, submissions are accepted in accordance with the LATE POLICY in this syllabus, with the exceptions as noted. Also, late work is considered an absence. After two missed deadlines I report on the absences to the Dean of Students for follow-up to support student health and well-being. Read the absence policy and late policy carefully. This course requires self-discipline and consistent progress

GRADING-HOW PERFORMANCE IS EVALUATED

Each module has its own unique combination of requirements. Students can expect grading to take place after the module closes. Students will earn grades based on the accuracy of their work, achievement of learning objectives, contributions to the course, adherence to the syllabus, rubrics, and assignment requirements, as well as results from peer assessments. Grades are not rounded up on individual tasks. However, final total course points are rounded up to the nearest whole number at the end of the semester (e.g., an 89.2% becomes 90%). To earn an A, students must achieve 90% of the total graded points; for a B, 80%; and for a C, 70%. All students are expected to track their own points throughout the semester. This is important because, in my view, 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.

If any of the following 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. **Midterm and Final Exams** require the use of Respondus LockDown Browser with a functioning webcam. Students are allowed to use four (4) 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 the Official Course Schedule to make plans for required equipment because Exam dates are provided for planning. **Certificate assignments** may 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. The Canvas Syllabus feature provides the ability to view examples of what certificates may look like once all requirements are met. Instructions for these assignments are provided under COMPLETE. Please open and read every link. **Written assignments** include a detailed grading rubric. A rubric gives specific performance expectations and point allocations. Students are expected to expand and read all sections of the rubric before 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. Questions on meeting formal, active writing and APA citation and reference style (not a paper style) must be directed to the UNT Writing Center

Attendance Policy

Students are expected to attend class meetings regularly (both face-to-face and zoom) and to abide by the attendance policy established for the course. It is important that you communicate with me prior to being absent, so we can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform me if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

If you are experiencing any symptoms of COVID-19 please seek medical attention from the Student Health and Wellness Center (940-565-2333 or ask SHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

Remote Instruction Requirements

Full-time remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone to participate in the fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

Face Coverings

UNT encourages everyone to wear a face covering when indoors, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions. I am fully vaccinated and boosted and will be using a face covering during all face-to-face sessions and strongly encourage everyone in the class to do so. Thank you!

Department and University General Policies:

Academic Misconduct

All work performed in this class must be your own. Violation of this policy will result in a grade of "F" for the course and notification of appropriate university officials for disciplinary action.

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable.

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale "cutting and pasting" from other sources, even if properly footnoted, is not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor will specify what materials, if any, may be used on the tests and exams. Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual's exam is academic dishonesty and will result in a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Expectations for Success in This Course

This 100% online course is organized into sequential modules; each module contains a unique set of tasks and deadlines. Meeting these expectations keeps you on track, reduces last-minute stress, and helps you master the material.

1. Start Strong
2. Know Your Time Zone – All deadlines follow Central Time (USA).
3. Meet Every (Graded Task) Deadline – Any graded requirement submitted after its due date and time in the Official Course Schedule is late (see Late Policy). All deadlines close at 11:59:00 p.m. Central Time.
4. Engage Weekly – Complete requirements each week to stay current, lower stress, and fully absorb the content.
5. Follow Module Requirements – Each module contains unique activities due by that module's deadline.
6. Work in Sequence – Modules unlock one at a time. Complete all requirements in the current module before accessing the next.
7. Manage Timed Tests – All Canvas tests have a forced time limit and must be completed in one attempt.
8. Give Your Best Effort – Each test attempt must reflect your best performance.
9. Use Unlimited Quiz Attempts – Chapter quizzes allow unlimited attempts; the highest score is recorded.
10. Prepare for Proctored Exams – Lockdown Browser with Monitor exams allow three attempts. You may use notes as specified but must stay in camera view for proctoring. No calculators, cell phones, texting, or secondary devices are allowed. See where to get help if you need help.
11. Handle Technical Issues Promptly – Tests and exams are never reset. Contact the UNT Help Desk before making another attempt if a technical problem occurs.
12. Upload on Time – Assignments requiring uploads allow unlimited submissions until the posted due date/time in the Official Course Schedule.

SUMMARY OF ACTIVITIES

Major assessments are exams deployed in Canvas. For the Midterm and Final exam, students must have a webcam and must know how to use the Respondus Lockdown Browser with Monitor. Often, students have trouble with the Respondus Lockdown Browser with Monitor because they need to update their browser or clear their browser cache. There are over 20 different browsers used by Mac/Apple/PC/Android people, none of which the instructor can help you answer your questions if there is trouble. Contact UNT Helpdesk, the Lockdown Browser settings are verified by the instructor.

Assignments, as described in How your Performance is Evaluated includes certificate assignments and / or a writing assignment that may require secondary research skills that exceed using search engines alone. Details provided inside CANVAS are listed in the items under COMPLETE within each week/Module.

Chapter quizzes are just that, quizzes that contain questions on all the course materials provided for the chapter. All. Students do not need any publisher supplement – only the materials listed in the required materials.

ATTENDANCE POLICY 100% ONLINE

Review the university policy 06.039 Student Attendance and Authorized Absences

Because this course is delivered 100% online in an asynchronous format, attendance is defined as the timely completion of assigned activities and assessments. Students are expected to engage consistently with course materials, discussions, and assignments by published deadlines. Failure to participate or submit required work constitutes non-attendance under university policy.

Accessing Canvas 3 (three) times each week is highly recommended as a healthy attendance indicator.

The number of times and what is accessed in Canvas is monitored as attendance behavior.

	Type	Points	% of Course
3	EXAMS	275	31%
7	ASSIGNMENTS	325	36%
14	Chapter Quizzes	300	33%
	Total Points	900	

Module	What to do	How Many attempts?	Points Possible	Available from	Due Date	% of Total grade
Module 1. 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						
1	Syllabus Exam in CANVAS	Unlimited	100	12 Jan	18 Jan	%11
	Ch. 1 Integrated Mktg Comm Part 1	Unlimited	20	19 Jan	25 Jan	%2
	Ch. 2 Brand Management	Unlimited	20	19 Jan	25 Jan	%2
Module 2. 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						
2	Ch. 3 Buyer Behaviors	Unlimited	20	19 Jan	8 Feb	%2
	Certificate Assignment for Chap 3	Unlimited	25	19 Jan	8 Feb	%3
	Ch. 4 IMC Planning Process	Unlimited	20	19 Jan	8 Feb	%2
	Certificate Assignment for Chap 4	Unlimited	50	19 Jan	8 Feb	%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						
3	Ch. 5 Advert. Campaign Mgmt Part 1	Unlimited	20	1 Feb	22 Feb	%2
	Ch. 6 Advert Design	Unlimited	20	1 Feb	22 Feb	%2
	Certificate Assignment for Chap 5 & 6	Unlimited	50	1 Feb	22 Feb	%6
Module 4. Course Learning Objectives (CLOs) 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.						
4	Ch. 7 Traditional Media Channels	Unlimited	20	1 Feb	1 March	%2
	Midterm prep guide provided					
	Ch. 8 Digital & Mobile Marketing	Unlimited	20	1 Feb	1 March	%2
	MID-TERM EXAM opens Thur. @8am	3 Attempts	75	Feb 4	8 March No Late Acceptance	%8

Module	What to do	How Many attempts?	Points Possible	Available from	Due Date	Late Submission	% of Total grade
Module 5. Course Learning Objectives (CLO's) 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.							
5	Ch. 9 Social Media	Unlimited	20	9 March	22 March		%2
	Certificate Assignment Chap 9	Unlimited	50	9 March	22 March		%6
	Discussion Assignment	Unlimited	50	9 March	22 March		%6
	Ch. 10 Alternative Marketing	Unlimited	20	9 March	22 March		2%
Module 6. Course Learning Objectives (CLO's) To tie-in public relations, sponsorships, and sales promotions programs with the messages transmitted via other venues							
6	Ch. 11 Database & Direct Mktg & Pers. Selling	Unlimited	20	9 March	5 April		%2
	Certificate Assignment Chap 11	Unlimited	50	9 March	5 April		%6
	Ch. 12 Sales Promotions	Unlimited	20	9 March	5 April		%2
Module 7. Course Learning Objectives (CLOs) To tie in public relations, sponsorships, and sales promotion 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 and integrate marketing communications programs							
7	Ch. 13 Public Relat.& Sponsoship & Ch. 14 Regulations/Ethical Concerns	Unlimited	40	1 April	19 April		%4
	Certificate Assignment Chap 13, 14 OR 15	Unlimited	50	1 April	19 April		%6
	Cha. 15 Evaluating Integrated Mktg Program	Unlimited	20	1 April	19 April		%2
Module 8. Course Learning Objectives (CLOs) To understand the nature of marketing in terms of brand management, buyer behaviors, and the elements involved in developing an integrated communications plan.							
8	Final Exam pre guide provided						
	FINAL EXAM opens @8am Sat. Dec 6th	3 ATTEMPTS	100		4 May No Late Acceptance		11%
		Total	900				100%

LATE POLICY and how "LATE" is defined, LATE is time-stamped by CANVAS.

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.
- A 50% penalty per day is applied to late work to ensure fairness for on-time submissions.

Exceptions – No Late Submissions Accepted

- Assignments marked "no late points" in the Official Course Schedule.
- Midterm Exam.
- Final Exam.
- These items receive a zero if late. Plan ahead to reduce stress and increase success.

Important Notes

- Opening any quiz, test, or exam after the due date/time results in a late penalty.
- Do not open closed activities to avoid unintentional penalties.
- Detailed examples of this policy are available in Canvas under the Syllabus menu.

Attendance Policy

Respectfully, it is clear that many students face challenges in balancing coursework with personal and family responsibilities. To support effective planning, therefore, the goal is to provide at least two weeks of course material in advance after the 1st Module closes.

- Definition of Absence – Missing any graded requirement after its due date and time in the Official Course Schedule (see Late Policy) counts as an absence
- Consequences – After two absences, I will notify the Dean of Students regarding your attendance.
- Serious Circumstances – Contact Dr. Mims and the Dean of Students if you will be absent due to illness, bereavement, or other significant life challenges.
- Planning for Success – Do not rely on the Canvas To-Do List or Calendar. Record all graded activity due dates in a personal calendar to stay organized in this condensed semester format.
- Grading Clarification – How your Performance is evaluated is explained in detail in the Syllabus feature in Canvas, and when necessary, grading rubrics are provided.

Review the university policy 06.039 Student Attendance and Authorized Absences

This course is a '100% online asynchronous' class with due dates that must be met.

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University

Instructor's practice in this course is: All required assignments in this course may be checked for plagiarism using Turnitin.com, Dustball or other plagiarism checking tools. There is a zero tolerance for plagiarism. If plagiarism is found during the semester, the instructor may report the student to the Dean of Students for a violation of academic integrity investigation.

UNT Honor Code

"I commit myself to honor, integrity, and responsibility as a student representing the University of North Texas community. I understand and pledge to uphold academic integrity as set forth by UNT Student Academic Integrity Policy, 06.003. I affirm that the work I submit will always be my own, and the support I provide and receive will always be honorable."

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 (DOC) holders. Full-time status for F-1 Visa students is 12 hours for undergraduates and 9 hours for graduate students.

Changes to Syllabus

I reserve the right to make changes to this syllabus at any time.

ADA accommodation statement:

Per UNT Policy 16.001, every UNT course syllabus must have this syllabus statement:

The University of North Texas makes reasonable accommodation for students with disabilities. Students needing reasonable academic accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the student will request their letter of accommodation. ODA will provide faculty with a reasonable accommodation letter via email to begin a private discussion regarding a student's specific needs in a course. Students 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 meet with faculty regarding their accommodation during 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 website. For additional information, refer to the Office of Disability Access website (<http://www.unt.edu/oda>). You may also contact ODA by phone at (940) 565-4323.

EAGLE ALERT FOR CAMPUS CLOSURE NOTICES

Students are notified by Eagle Alert 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>).

EAGLE SUPPORT

UNT strives to offer a high-quality education in a supportive environment where students can learn, grow, and thrive. As a faculty member, I am committed to supporting you, and this is a gentle reminder that UNT offers a range of mental health and wellness services to help maintain balance and well-being. Utilizing these resources is a proactive way to support your own academic and personal success. To explore campus resources designed to support your situation, check out mental health services (<https://clear.unt.edu/student-support-services-policies>), visit unt.edu/success, and explore unt.edu/wellness. To get all your enrollment and financial-related questions answered, go to scrappysays.unt.edu.

GENERATIVE ARTIFICIAL INTELLIGENCE (GenAI)

In this course, you are encouraged to use Generative AI (GenAI) tools such as ChatGPT to support your learning and develop skills for a GenAI-oriented workforce. This use will help us stay technically proficient and ethically grounded. However, GenAI can only complement, not replace, our course materials. If something seems unclear, feel free to ask. As your instruction, GenAI may be used to analyze performance, but every day there are errors within GenAI sources for APA citation, formal writing style, language choice to meet active language requirements. Disclosure of how or when GenAI is used is posted or referenced and the same is expected from every student. Please see UNT Honor Code listed above because relying on GenAI to complete assignments violates academic integrity, is easy to spot or verify, and is handled in accordance with Academic Integrity policies.

For help outside the Course Learning Objectives (CLO's), here is where help is provided that students are paying for to support their successful experience:

Main Switch Board- Denton 940-565-2000

Business Librarian, 940-565-2013

Tech Help Desk: Student Help Desk site <http://www.unt.edu/helpdesk/index.htm>

Email: helpdesk@unt.edu

Phone: 940-565-2324

Laptop Checkout

In Person: Sage Hall, Room 130

Walk-In Availability- Check Help Desk Website for Hours!

Help with Canvas, visit Canvas Technical Help <https://community.canvaslms.com/t5/Student-Guide/tkb-p/student>

Help with Respondus, visit <https://aits.unt.edu/support/lockdown-browser.html>

Help with Writing & APA citation/reference style: <https://writingcenter.unt.edu/index.html>

Help with Disability Support, email Testing.ODA@unt.edu, or disability@unt.edu, or 940-565-4323