

Syllabus: Technology Advertising and Marketing – ADV (05880) PR (06380)

Day/Time: Thursday @ 3:30 – 6:30PM

Location: UTC 2.112A

Professor: Mark Bunting -- Office (hours: upon request)

Assistants:

- Edna Diaz. EdnaDiaz@UTexas.edu EGD493
- Greg Song. YWSong@UTexas.edu YS22457

ALL QUESTIONS REGARDING ATTENDANCE, GRADING, ET MUST GO THRU ASSISTANTS FIRST PLEASE.

Enrollment: Course is designed as an elective for students in the schools of Business, Engineering and Communications.

Facebook: UT AdTech <https://www.facebook.com/UtAdTech>

The Course: One of the biggest challenges we face in the technology & consumer electronic industry is that the bright minds that develop circuit boards and highly complex technologies *generally* are less qualified at marketing and communication skills. Likewise, those gifted with great communication acumen, rarely possess the technical understanding of the products they must market. Every discipline within the high tech industry is ultimately dependent on engineers augmenting their developments to make them more marketable, and marketing experts need to grasp the challenges of taking new (and sometimes rarely understood) new technologies to the consumer and B-to-B market. By exploring actual case histories, interviews with leading technology advertising and marketing executives and a review of some of the more topical trends in technology communications – we will bring real-life experience/exposure for those who hope to enter this important arena.

In addition, we will explore the latest trends in digital advertising from mobile to social and its impact across marketing segments and industries. Entrepreneurialism in new media will also be covered, as will the exploration of career opportunities involving all of the aforementioned. We will also spend 3 weeks with online modules regarding Entrepreneurship as we work thru case studies.

Summary:

Extensive Look at Advertising and Marketing Within the Technology Industry.

Review Newer Technologies in Communication (Social/Mobile).

Entrepreneurialism across “Technology” and “Media.”

Career Opportunities in Social/Mobile/Tech Client Side & PR/ADV/MKT

Taking a cue from *Inside the Actors Studio*, this weekly 3-hour class will include guest speakers from some of the industry’s biggest names. We will explore a myriad of topics involving the marketing and advertising of technology products and services. Professor Mark Bunting is the former television host of many popular computer programs from CNBC, The Discovery Channel and The Learning Channel, <https://www.linkedin.com/in/markbunting/> As a serial entrepreneur in both technology and media, Mark will expose students to a broad spectrum of topics within the technology advertising/marketing arena. A few of the topics will include

*Marketing Technology to Consumers*Agency and Client Relationship*Social Networking and The Changing Media Landscape *Entrepreneurialism*Print Advertising (Trade and Consumer)*PR’s Role in the Communication Mix*Marketing’s Influence in the Product Development Cycle Out of

Guest Speakers have included a number of key executives from leading technology and media enterprises. They will share their experiences throughout the semester. Students will also have an opportunity to meet each guest and “network” with these highly influential leaders.

Due to the fact that the speakers for this class are not yet confirmed, a tentative schedule of speakers will be posted on Canvas by the 2nd week of class.

Materials: (must be purchased by week 2 of class)

4 Online Lessons on Entrepreneurialism by G51 at \$75

<http://g51edu.com/courses/technology-marketing-and-advertising/>

Grading Policy

Attendance - 65%

Students are allowed ONE excused and one unexcused absence for the semester without penalty. If for some reason you are unable to attend class, the student is expected to inform the TA assigned to the class via email **prior** to class. Being absent for class may result in a reduction of your grade for the course. If a student misses a class for any reason, it is the student’s responsibility to be informed of the materials covered during the class. **2 class misses will likely keep a student from**

achieving an A, 3 or more missed classes will automatically exclude ANY student from achieving anything higher than a B.

Final Test -35%

There will be a FINAL EXAM (closed book). The exams will be completed on a laptop through Canvas and will consist of true/false and/or multiple-choice questions and/or short answer questions based on course material covered prior to the exam date.

Grading Schema: A = 90-100%, B = 80-89%, C = 70-79%, D = 60-69 %, F = below 60%. Fractions of points will be rounded: .50 or higher upwards, .49 or lower downwards. Plus/minus will not be assigned to the letter grades.

Tentative Exam Schedule: TBD

Course Procedures:

1. **Canvas (<http://courses.utexas.edu>):** Canvas and classroom announcements will serve as communication vehicles for this course. Please check Canvas or the Facebook page below for PowerPoint slides for a class session, as well as for other session-related materials. In order to ensure that you receive all information sent out through Canvas, please update your email address on UTDirect (www.utdirect.utexas.edu). *Tests will also be administered via Canvas, so please bring laptops/tablets/smart device to class on test days.*
2. **Facebook:** Please like the UT ADTECH Facebook Page: www.facebook.com/UtAdTech. This source will list additional information such as blog posts, articles and other content which may be relevant to in-class discussion. Video content from class lectures as well as PowerPoint slides will also be posted on this site.
3. **In Class Conduct:** Use of laptop computers, cell phones, mobile tablets and other electronic devices during class session is prohibited. NOISE DURING LECTURES AND SPEAKERS IS HIGHLY DISRUPTIVE. Quiet is required!
4. **Academic Dishonesty:** All students are expected to act within and uphold the UT Honor Code fully. You may access the General Information Catalog to review specific University policies on scholastic dishonesty or refer to the Student Judicial Services website at <http://deanofstudents.utexas.edu/sjs/>.

A notice that students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement,

Services for Students with Disabilities, 512-471-6259,
<http://www.utexas.edu/diversity/ddce/ssd/>