

Syllabus: Technology Advertising and Marketing – ADV 332 (06820)

Day/Time: Thursday @ 4:00 – 7:00PM

Location: BMC 2.106

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

Assistants:

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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.

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 - 40%

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.

Entrepreneurship Modules - 10%

We will dedicate 2 class days to learning the basic tenants of entrepreneurialism with a hybrid online-live workshop. Satisfactory completion of the work generates a grade equal to your final attendance grade. If you have an A in attendance at semesters end – you will receive an additional A for 10% of your overall average. If you have a B in attendance, you will receive an additional B for 10% of your overall average, et

Tentative Exam Schedule: May 2nd.

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!