



**TRINITY VALLEY COMMUNITY COLLEGE
ADMINISTRATIVE-MASTER SYLLABUS**

Course Title:

Advertising and Sales Promotion

Course Prefix and Number:

MRKG 2349

Department – Division:

Business and Computer Science Division

Course Type – select from one of the following categories.

- Academic General Education Course (from ACGM – but not in TVCC Core)
- Academic TVCC Core Course
- WECM Courses

Semester Credit Hours: Lecture Hours: Lab/other hours

Semester Credit Hours	Lecture Hours	Lab/Other* Hours
3	3	0

Other hours include practicum, clinical or other types of non-lecture instruction. *If other, please specify: _____

Course Catalog Description

A course designed to provide the student with the opportunity to examine the advertising field not only as a consumer but also as a potential advertiser. It enables the student to become acquainted with the basic elements of advertising and sales promotion and to relate sales promotion to the total economy. In addition it provides the student with an understanding of the accepted tools, plans, and procedures in advertising.

Prerequisites/co requisites

None

Topical Outline

- 1. Introduction to Advertising**
- 2. Segmentation, Targeting, and the Marketing Mix**
- 3. Communication and Consumer Behavior**
- 4. Account Planning and Research**
- 5. Developing Marketing and Advertising Plans**
- 6. Creative Execution: Art and Copy**
- 7. Producing Ads for Print, Electronic, and Digital Media**
- 8. Reaching the Target Audience with Print Advertising**
- 9. Reaching the Target Audience with Television and Radio**
- 10. Reaching the Target Audience with Digital Interactive Media and Direct Mail, Out-of-Home and Trade Shows**
- 11. Integrating Marketing Communications Elements: Media Planning and Buying**
- 12. Relationship Building: Direct Marketing, Personal Selling, Sales Promotion, Public Relations and Sponsorship**

<h2>Course Learning Outcomes</h2>
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- 1. To understand how to utilize advertising in a chosen career area.**
- 2. To develop an understanding of the advertising task encountered on the retail or local level as well as on the national level.**
- 3. To acquire an understanding of advertising and its function, to determine when advertising is a valid aid in accomplishing marketing tasks, and when it is not.**
- 4. To develop an understanding of the various types of advertising media and the advantages and limitations of each.**
- 5. Discuss the principles, practices, and use of multi-media in persuasive communication.**
- 6. Establish promotional strategies, goals, and objectives within budget constraints and regulatory agencies.**
- 7. Create a multi-media campaign based on research for a specific product or service.**

Relationship to General Education Outcomes – In addition to the core competencies, Trinity Valley Community College has established ten general education goals which specify knowledge and skills that students should gain from completing courses in the various component areas of the core curriculum. Information regarding curriculum and assessment as a means for the improvement of student learning through the general education component. (Select all that apply.)

Mark with an "X"	General Education Outcome
X	A. To communicate clearly and effectively in both oral and written English.
	B. To improve reading skills focused on comprehending, analyzing, interpreting, and evaluating printed materials.
	C. To understand mathematical information and utilize mathematical skills.
	D. To demonstrate qualitative and quantitative critical thinking skills.
X	E. To understand and appreciate cultural and ethnic diversity.
	F. To utilize computer based technology in accessing information, solving problems, and communicating.
	G. To recognize and evaluate artistic achievements in the visual and performing arts.
	H. To improve basic understanding of political, economic, and social systems.
	I. To demonstrate knowledge of the physical universe and living systems.
X	J. To develop skills and strategies to become an engaged learner.

Required Text(s)

Arens, William F. and David H. Schaefer, 1st Edition, McGraw-Hill/Irwin, New York, N.Y. 2007. ISBN: 0-07-313666-2

Optional Text(s)

none

Material/Technology to be supplied by the student.

Internet tools will be utilized in the completion of this course.

Course Requirements/Grading System – describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course; not intended to restrict the individual nature by which each faculty member who teaches the course determines course requirements and final student performance, but should offer consistency within reason for all sections taught for those departments without a standardized format.

METHODS OF INSTRUCTION: Instruction will be by lecture/computer application/demonstration/discussion, with emphasis on student- teacher interaction.

METHODS OF EVALUATION:

The tests and projects constitute seventy percent (70%) of the grade, the final exam project will account for twenty percent (20%), and class attendance and participation will constitute the remaining ten percent (10%).

Approvals – the contents of this document have been reviewed and are found to be accurate.

Prepared by	Signature	Date
Department Head	Signature	Date
Division Chair	Signature	Date
Vice President	Signature	Date