

SYLLABUS

DIVISION: Business and Engineering Technology

REVISED: Spring 2014

CURRICULA IN WHICH COURSE IS TAUGHT: Marketing

COURSE NUMBER AND TITLE: MKT 228, Promotion

CREDIT HOURS: 3 HOURS/WK

LEC: 3 HOURS/WK

LAB: 0

LEC/LAB COMB: 3

- I. CATALOG DESCRIPTION:** Presents an overview of integrated marketing communications through advertising, public relations, personal selling and sales promotion. Focuses on coordinating these activities into an effective campaign to promote sales for a particular product, business, institution or industry.
- II. RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES:**
MKT 228 addresses the following Marketing program outcomes: DCC Marketing graduates will:
- understand the role and practice of marketing within an organization, including theoretical and applied aspects of the marketing discipline;
 - demonstrate competency in presentation skills including organization, eye-contact, volume, pacing, and visual aids (i.e., PowerPoint);
 - apply a wide variety of computer software skills to business communication media such as written reports and business plans using word processing software and business presentations using presentation software;
 - create marketing strategies and plans that utilize elements of the marketing mix, product mix, and/or media mix;
 - analyze marketing problems and issues facing companies and organizations and conceptualize possible alternative solution action plans;
 - understand the basic concepts associated with business ethics and the importance of developing and adhering to a strong set of generally-accepted ethical principles;
 - demonstrate basic principles of human relationship skills which can be used to successfully interrelate with customers, associates, employees, and superiors in a business setting;
 - apply the strategic principles of selling to consumer buying behavior and marketing decisions as it relates to the marketing goals and objectives.
- III. REQUIRED BACKGROUND/PREREQUISITIES:** This course has no general required course prerequisites. MKT 100 is a recommended prerequisite. If students have developmental studies requirements MTE 1 and MTE 2 must be completed prior to enrollment.
- IV. COURSE CONTENT:**
- Introduction to Advertising
 - Economic, Social, and Regulatory Aspects of Advertising
 - Marketing Mix and the Target Audience
 - Communication and Consumer Behavior
 - Account Planning and Research
 - Marketing and Advertising Planning
 - Creative Strategy and Creative Processes
 - Creative Execution
 - Print Advertising
 - Electronic (Television and Radio) Advertising
 - Digital Interactive Advertising
 - Out-Of-Home Advertising
 - Media Planning and Buying
 - Production of Print, Electronic, and Digital Advertising
 - Public Relations

V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE

(Place X by all that apply)

- ☒ Communication
☒ Critical Thinking
☒ Cultural and Social Understanding
☐ Information Literacy
☒ Personal Development
☒ Quantitative Reasoning
☐ Scientific Reasoning

VI. LEARNER OUTCOMES

VII. EVALUATION

Advertising and Promotion Introduction <ul style="list-style-type: none"> Comprehend and recapitulate the sales promotion functions, including advertising, display, publicity, and public relations and their impact on consumer consumption. 	Evaluation method <ul style="list-style-type: none"> Group case study discussions Digital quiz Written exam
Elements of Promotions <ul style="list-style-type: none"> Comprehend and recapitulate the development of modern advertising, message creation, strategy target audience, and media buying and their impact on consumer buying motives and habits. 	Evaluation method <ul style="list-style-type: none"> Group case study discussions Digital quiz Written exam
Promotion Goal and Objective Strategies <ul style="list-style-type: none"> Comprehend and recapitulate the methods in which advertisers develop and apply strategic goals, objectives, policies, and procedures. 	Evaluation method <ul style="list-style-type: none"> Group case study discussions Digital quiz Written exam
Media Options, Strategies, and Evaluation <ul style="list-style-type: none"> Understanding of brainstorming approaches to creation of communication strategies for a target audience. Comprehend and recapitulate the mixture of advertising media options, strengths and weaknesses, and the evaluation of their importance in various media strategies. 	Evaluation method <ul style="list-style-type: none"> Group case study discussions Digital quiz Written exam Promotional Presentation
Personnel Responsibilities in Promotional Creation and Development <ul style="list-style-type: none"> Comprehend and recapitulate the processes by which advertising agencies operate as well as their operating/policy functions with clients. 	Evaluation method <ul style="list-style-type: none"> Group case study discussions Digital quiz Written exam Promotional Presentation