

Course # and Name as it appears in the catalog: MKTG 341 Advertising

Credit Hours: # 3

Scheduled hours per week

Lecture: # 3 hours/week; May be taught as e-course, blended, ADS, or traditional

Lab: # 0

Other: # 0

Catalog Course Description: An analysis of the principles and practices businesses adopt as part of their promotional mix options including advertising using social media, media selection and implementation, and sales promotion. Students will analyze and practice using social media and online advertising options. All forms of promotional communications will be explored from the perspective of the consumer, business, and macro-environment.

Pre-requisites: MKTG 230 or instructor's consent

Co-requisites: N/A

Course Learning Outcomes: By the end of the semester, students should be able to:

Upon completion of the course, the student will be familiar with all aspects of the "Promotion P" and the kinds of decisions made by companies and other agencies relating to the following issues:

- Strategic planning for promotional activities in various types of businesses including service- and product-oriented companies.
- Analysis of brand-related issues for organizations including the importance of branding, integrating the brand communications process, and planning and implementing the brand throughout all advertising and marketing communications.
- Understanding the overall Integrated Marketing Communications concept and how advertising, direct mail, sales promotions, and other promotional decisions fit into the strategic plan for IMC.
- Analysis of the various marketing communication functions: consumer packaging, channel marketing and trade promotions, personal selling, public relations, brand publicity, trade shows, and sponsorships.
- Understanding the big picture issues of IMC including social, legal, and ethical considerations in marketing communications.
- Understanding the importance of international marketing communications.
- Developing and implementing appropriate data collection, measurement, and effectiveness of advertising and IMC.

Topics to be studied:

- Consumer advertising and marketing communications strategy and implementation using direct mail, POP, sales promotions, public relations, and paid advertising.
- Creating and managing a company's brand.
- B2B advertising and sales promotion communications.
- Traditional media including TV, radio, newspapers, magazines, and other print media.
- Online advertising options, costs, Search Engine Optimization, and other analysis tool for determining the effectiveness of online advertising.
- Managing social media including Facebook, Twitter, YouTube, and other online media outlets that allow interaction with customers.

- Customer Relationship Marketing and Management (CRM) and how the advertising and promotion affect the customers’ perceptions about the company and its product.
- Creation, analysis, and implementation of a promotional strategic plan.
- Pricing, price reductions, and pricing strategies as related to promotions.
- International marketing strategies.

Relationship of Course to Program or Discipline Learning Outcomes:

Bachelors of Applied Science in Business Administration	
(BASBA) Program Outcomes	
<i>Management/Marketing concentration (M/M):</i>	
• Communicate effectively and professionally both orally and in writing including complex report generation.	X
• Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.	X
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.	X
• Apply best practices in human resource management, organizational structure, and leadership techniques to manage a team or department.	X
• Apply marketing concepts to conduct internal marketing research studies, create and deploy business-to-consumer advertising campaigns, and deploy business-to-business functions including sales force management and procurement processes.	X

Bachelors of Science in Business Administration	
(BSBA) Program Outcomes	
<i>General Business Specialization (GenBus):</i>	
• Communicate effectively and professionally both orally and in writing including complex report generation.	X
• Demonstrate the use of quantitative skills in analysis of complex business decisions with a global perspective.	X
• Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.	X
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.	X
• Demonstrate the ability to solve complex business and organizational problems using programmed and non-programmed decision techniques using logical reasoning for evaluating information and data.	X
• Apply best practices in management of functional areas including Human Resources, development and analysis of organizational design and structure, and leadership techniques to manage a team or department.	X
• Demonstrate an understanding of complex marketing concepts including developing and deploying research studies for data collection and analysis, creating and deploying both B2C and B2B functions including procurement, supply chain management, and other marketing analysis.	X
• Be admission-ready for a Master of Business Administration program if desired.	X

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X

Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	X
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	
5/3/2016	

Special requirements of the course: N/A

Additional information: N/A

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