Alexandria Technical and Community College

MKTG 1511: Advertising and Sales Promotion

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: *
OJT Hours/Week: *
Prerequisites: None
Corequisites: None
MnTC Goals: None

This is an introductory course in advertising and sales promotion that introduces the learner to advertising principles and practices that contribute to the success of an organization. The learner examines the elements of effective advertising and promotion and completes an advertising project for a hypothetical business. The learner uses knowledge of target marketing, effective advertising principles, and budgeting techniques to complete the plan.

B. COURSE EFFECTIVE DATES: 03/15/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Understand the world of Integrated Marketing Communications.
2. Explore the promotions industry.
3. Learn the evolution of advertising and how it has impacted society.
4. Understand the customer and brand communication process.
5. Discuss messaging and media strategies.
6. Understand the effectiveness of traditional media.
7. Understand the role that Direct Marketing, Sales Promotion, and Point of Purchase play in advertising.
8. Understand the use of sponsorship, social media, brand placement, and public relations play in promoting a brand.
9. Budget, schedule, and create an advertising campaign using traditional and non-traditional advertising methods.

D. LEARNING OUTCOMES (General)

1. The learner will understand effectiveness of various media and schedule appropriately.
2. The learner will develop appropriate advertising budget based on organization and objectives.
3. The learner will execute advertising plan through the development of various communication pieces.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted