Minnesota State College Southeast

RESL 1214: Advertising

A. COURSE DESCRIPTION

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

This course covers the fundamentals of sales promotion, the types of promotional tools available, and effective use of those tools. This course also focuses on advertising including the various types of retail advertising options, the parts of the advertisement, and the creation of actual advertisements as a part of class work. (Prerequisite: None) (3 credit: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 04/27/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
D. LEARNING OUTCOMES (General)
   1. Explain public relations functions
   2. Explain sales promotion functions
   3. Explain advertising functions
   4. Identify public relations activities
   5. Identify sales promotion activities
   6. Identify advertising types
   7. Explain promotional advertising
   8. Explain advertising/target market relationship
   9. Identify advertising media
  10. List media selection factors
  11. Describe direct mail advertising
  12. Describe electronic advertising
  13. Describe outdoor/transit advertising
  14. Explain institutional advertising
  15. Explain sales promotion budget elements
  16. Prepare sales promotion budget
  17. Explain advertising budget elements
  18. Prepare advertising budget
  19. Prepare sales promotion goals
  20. Determine promotional target market
  21. Design sales promotion message
  22. Determine media message channels
  23. Prepare sales promotion timing schedule
  24. Assess sales promotion effectiveness
  25. Prepare advertising goals
  26. Define advertising audience
  27. Develop advertising theme
  28. Explain ad copy principles
  29. Produce ad copy
  30. Explain ad layout principles
  31. Produce advertisements
  32. Select advertising media
  33. Prepare advertisement time schedule
  34. Assess ad effectiveness
  35. Describe publicity importance
  36. Calculate print advertising costs

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus
G. SPECIAL INFORMATION

None noted