

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