

## **ADVERTISING AND PROMOTION**

<b>Course No</b>	:	<b>BUS 272</b>
<b>Course Title</b>	:	<b>ADVERTISING AND PROMOTION</b>
<b>Prerequisites</b>	:	<b>BUS 154</b>
<b>Course Type</b>	:	<b>Major – Elective</b>
<b>Faculty Member</b>	:	<b>Dr.       ; Room #       ; Telephone       ; e-mail</b> <b>;</b>
<b>Office Hours</b>	:	
<b>Class Time</b>	:	
<b>Lecture Class</b>	:	

### **Course Objectives:**

This course provides students with an understanding of basic marketing principles and training for entry-level job positions in the exciting, constantly changing service fields of advertising and display. It provides an understanding of the concept of market identification and creativity in the promotional industry. Students understand both the social and ethical aspects of advertising. In addition, students investigate how to use sales promotion to bring about behavioral change in the contexts of consumer and trade promotion. Further, they learn how to generate and manage publicity. Students also evaluate the legal and ethical issues surrounding these marketing communication efforts.

### **Course Description:**

This course examines the role of advertising and promotion in marketing, the legal and social environment in which it operates and the process by which it is created and managed. The Course presents advertising and sales promotion objectives, functions, strategies, communications, segmentation and positioning. Topics discuss ethical viewpoints, marketing and consumer behavior, advertising strategy, research, creative strategies, media selection and evaluation, and advertising utilizing the web.

### **Course Outline:**

The topics covered include:

1. Advertising purposes, principles and procedures
2. Setting advertising and promotion objectives and budgets,
3. Components of advertising messages,

4. Types of advertising
  - 4.1 Television
  - 4.2 Radio
  - 4.3 Newspaper
  - 4.4 Magazines
  - 4.5 Cable
  - 4.6 Internet
  - 4.7 Outdoor
  - 4.8 Direct mail
5. Creativity and creative strategy,
6. Media costs, selection and strategy,
7. Promotion and Promotional Mix
8. Types of Promotion and Promotional Media
9. Use of sales promotion tools,
10. Agency-client-media relations
11. Evaluating advertising effectiveness, and
12. Advertising regulation, ethics, and cultural impact.

### **Learning Outcomes:**

After completing this course the student will be able to:

1. Discuss the social and economic values of advertising.
2. Explain how advertising, as a form of communication, aids in the marketing of goods and services.
3. Plan an advertising campaign strategy which would interpret the want-satisfying qualities of a product in terms of consumer wants.
4. Properly utilize the various market research techniques by identifying a target market and determining what type of appeal to make in advertising a particular product to them.
5. Demonstrate an understanding of the proper use of color, space, type and product concept by preparing a single advertisement for a product of his/her choice.

### **Method of Instruction:**

Electronic presentation, Use of Spreadsheet templates, and CD-ROM for action learning.

Use of the Internet for up-to-date global information.

- Lectures
- Class Discussion
- Case Studies
- Videos
- Guest Speakers

## Skills to be developed:

This course helps students in developing the following skills:

1. **Communication** (Oral & written) **Through Assignments, Case Study discussions and Examinations**
2. **Analytical** **Through Case studies and examinations**
3. **Team Work** **Through Case studies**
4. **Creative Thinking** **Through Case studies, assignments, classroom discussions**
5. **Adaptability to Change** **Through Case studies, and examinations**
6. **Ethics** **Through lectures and assignments**
7. **Use of Information Technology** **Through use of PCs, Internet, CD-ROM, Statistical data base in the library**
8. **International issues** **Through Case studies, assignments, classroom discussions, and examinations**

## Evaluating Student Performance:

Class participation and attendance	10%
Individual assignments /or/ Tests (two)	40%
Mid-term examination	20%
Project Presentation (Final)	30%

Assignment	LO1	LO2	LO3	LO4	LO5
Class participation	X	X			
Assignments/tests		X			X
Mid-term exam	X	X			
Project			X	X	

## Grading:

Percentage Score	Letter Grade	GPA Points	Percentage Score	Letter Grade	GPA Points
90 - 100	A	4.0	70 - 74	C	2.0
85 - 89	B+	3.5	65 - 69	D+	1.5
80 - 84	B	3.0	60 - 64	D	1.0
75 - 79	C+	2.5	< 60	F	0.0

### Educational Resources:

<i>Educational Resources</i>	Description	Comments
Textbooks Required	<b>Advertising: Principles and Practice, 6th ed.,</b> by Wells, Burnett and Moriarty	
References	<b>Advertising and Promotion: An Integrated Marketing Communications Perspective, 3<sup>rd</sup> ed.(1995),</b> By Belch and Belch, Irwin Publishers <a href="#">Advertising and Integrated Brand Promotion</a> <a href="#">Richard J. Semenik, Chris Allen, Thomas O'Guinn</a> by	
Readings	<b>Do-It-Yourself Advertising &amp; Promotion: How to Produce Great Ads, Brochures, Catalogs, Direct Mail, and Much More (Wiley Small Business Edition)</b> <a href="#">Kenneth G. Mangun, Fred E. Hahn</a> by	
Websites Journals Computers	Internet searches for obtaining info on Advertising and Promotion	
CD - ROM :	(CD-ROM) data base in the library + Action learning through CD	
Other Resources:	Library resources, Internet search of periodicals	

### Course Schedule & Outline:

Sixteen Week Semester, 3 hrs/Wk

Date	Week	Outline Syllabus	Learning Outcomes	Homework Assignments, Due dates
February 12/2-16/2	1		LO1	
February 19/2-23/2	2		LO2	
May 28/5- 31/5		<b>General Review</b>		