

MKT 220 Advertising and Sales Promotion

COURSE DESCRIPTION:

Prerequisites: ENG 090 and RED 090 or DRE 098; or satisfactory score on placement test

Corequisites: None

Course description. If applicable: This course covers the elements of advertising and sales promotion in the business environment. Topics include advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness. Upon completion, students should be able to demonstrate an understanding of the concepts covered through application. Course Hours per Week: Class, 3. Semester Hours Credit, 3.

LEARNING OUTCOMES:

Upon completing requirements for this course, the student will be able to:

1. Explain use of advertising and sales promotion as a marketing tool.
2. Describe advertising and sales promotional appeals.
3. Explain appropriate selection of media.
4. Discuss means of testing effectiveness of advertising and sales promotion.

OUTLINE OF INSTRUCTION:

- I. An Introduction to Integrated Marketing Communications
 - A. The history & growth of integrated marketing communications
 - B. Elements & explanation of the promotional mix for integrated marketing communications
 - C. The integrated marketing communication planning process
- II. Integrated Marketing Communication in the Marketing Process
 - A. Marketing strategy & analysis
 - B. The target marketing process & positioning
 - C. Developing the marketing planning program & advertising & promotion
 - D. Establishing objectives and budgeting for the promotional program
- III. Understanding Consumer Behavior
 - A. Consumer behavior defined
 - B. The consumer decision-making process & factors that affect the process
- IV. The Communication Process
 - A. The basis of communication
 - B. The elements of the communication model

C. Selecting the appropriate source, message & channel

V. Evaluation & Testing of Different Media & Sales Promotion Strategies

A. Print advertising

B. Television advertising

C. Radio advertising

D. Digital & social media advertising

E. Consumer-oriented sales promotion techniques

F. Trade-oriented sales promotion techniques

REQUIRED TEXTBOOK AND MATERIAL:

The textbook: Advertising and Integrated Brand Promotion, with MindTap Access by O'Guinn, Allen, Close Scheinbaum, Semenik, 8th edition Cengage Learning.