



BMGT 1480

Division: Business and Technology

Department: Business Management

Course: BMGT 1480

Title: Advertising and Promotion

Catalog Description:

This is a general introduction to advertising and promotion. The course will expose the students to the technical background and management skills needed to plan and execute an advertising or sales promotion plan. Emphasis will be placed on the elements of the promotion mix. Development of an advertising or sales promotion plan for a business will be required.

General Education Requirements: N/A

Semesters Offered: Fall

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: Yes

Prerequisites: None

Corequisites: None

Justification:

This course exists for several reasons. First, in order for students to be able to operate their own small business they must understand how to develop and execute a promotion plan. Second, those working for someone else must understand the importance of promotion and how to execute a promotion program if given that assignment. Third, it provides comprehensive understanding of business as it relates to the AAS Business Management degree. Finally, this course was approved by the BMGT Advisory Committee.

Student Learning Outcomes:

Students will demonstrate competence in the following areas as they relate to advertising and promotion:

- Develop advertising and promotional objectives
- Develop a target market profile for a promotional campaign
- Develop a creative strategy
- Develop a media strategy
- Develop a media schedule
- Develop a budget for a promotional program
- Determine how best to evaluate the success of a campaign
- Develop print ads, broadcast ads and other appropriate ads for the stated objectives of the campaign

- Deliver an oral presentation of the promotional campaign
- Produce a written advertising/promotional prospectus.

Content:

The following subjects will be covered in the class:

- Advertising and promotion in today's business environment
- Advertising and promotion as part of the marketing mix
- Advertising agencies and how they operate
- The legal environment of advertising and promotion
- Developing advertising and promotion objectives
- Segmenting markets and developing target market profiles
- Developing and implementing a creative strategy
- Understanding various types of media and selecting the most appropriate media for promotional objectives
- Understanding each element of the promotion mix and determining which elements are appropriate for the advertising/promotional campaign
- Creating effective publicity and public relations
- Using direct marketing in a promotional campaign
- Involving sales personnel in a promotional campaign
- Developing a promotion budget
- Creating an effective media schedule
- Evaluating the effectiveness of a promotional campaign
- Design and produce several advertisements for various forms of media; e.g., print, broadcast, out-of-home
- Develop oral presentation skills.

General Education Outcomes:

2) Write clearly, informatively, and persuasively.

Students will be required to write a ten-page advertising/promotional prospectus that must persuade a prospective client to adopt the proposed campaign.

3) Speak effectively in a variety of contexts.

Students will be required to present a fifteen-minute persuasive oral presentation to a panel of experts explaining the important points of the proposed advertising/promotional campaign; e.g., objectives, target markets, promotion schedule, budget, creative strategy and evaluation of the campaign. Students must also defend their positions and answer questions posed by the panel.

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Students must document their advertising/promotion prospectus with actual facts from selected media. This information must be compiled in the form of budgets and presented in a persuasive manner to a potential client

6) Apply computational skills to a variety of contexts.

Students must apply computational skills to determine a variety of mathematical relationships including but not limited to cost per thousand (CPM), gross rating points (GRP), index numbers, reach, frequency, program ratings, share points, market share, and projected budgets.

9) Respond with informed sensitivity to an artistic work or experience.

Students must recognize effective advertising presentations in several media; e.g., print, broadcast, and electronic. Students learn to appreciate balance, contrast, layout and other artistic factors used in printed advertising. Students will be able to recognize and appreciate the mix of music, movement and words used in effective broadcast and electronic media.

Key Performance Indicators:

Each objective listed will be evaluated by tests, exercises, oral presentations and a project.

- Reading comprehension quizzes (10%) will be given for each assigned chapter of reading in the text book.
- Tests (25%) will be given to determine students retention of the material studied.
- Exercises (15%) which emphasize the key points in each chapter will be given during the semester.
- A project (45%) which requires students to complete all of the other listed objectives will be submitted in sections and as a final project.
- Students will be evaluated on a final oral presentation (5%) of their project which requires them not only to present the project but to defend their thinking.

Students are encouraged to participate in the state and national Delta Epsilon Chi advertising and sales promotion competition. Results from these events will give valuable feedback.

Representative Text and/or Supplies:

Belch, George E. and Belch, Michael A., *Advertising and Promotion: An Integrated Marketing Communications Perspective*, Current Edition, Irwin McGraw-Hill, Boston, Mass.

Optimum Class Size: 20

Maximum Class Size: 30

Signatures:

I hereby submit this course syllabus:

Doug Dyreng, MS, Associate Professor

I hereby find this course consistent with the goals and resources of the Business Management Department:

Russ Johnson, MIM, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)