

Dakota County Technical College

MKTC 2000: Advertising Practices and Procedures

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course studies advertising fundamentals. Students will explore the marketing communications plan, product and service positioning, consumer behavior theories, uses of various media, relationship advertising, and the process of developing creative strategies. Examination of advertising's relationship to other promotional elements of selling, sales promotion and publicity, and the functions and operation of an advertising agency.

Prerequisites: None

B. COURSE EFFECTIVE DATES: 06/03/2002 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. define agency compensation
2. discuss advertising an agency's decentralized system
3. discuss advertising in agency's centralized system
4. discuss marketing analysis
5. discuss the client's role in an advertising firm
6. discuss the important of IMC
7. discuss the marketing mix
8. discuss the marketing plan
9. discuss the role of IMC in the marketing process
10. explain ad agency commissions
11. explain integrated marketing communications (IMC)
12. explain marketing strategy theories
13. explain the ad agency's role
14. explain the targeting marketing process
15. explain the types of ad agencies
16. explain what marketing is
17. identify components to the marketing mix
18. identify how to create a marketing planning program
19. define collateral services - marketing research companies
20. define the communications process
21. discuss public relations firms
22. discuss sales promotion agencies
23. discuss the consumer behavior process
24. explain direct-response agencies
25. explain fee, cost, and incentive-based ad compensation systems
26. identify how to evaluate an ad agency
27. define how new technology is affecting advertising and promotions
28. define how to implement creative strategy
29. define media planning
30. define the importance of creativity in advertising
31. define the regulations affecting advertising
32. define the roles of broadcast media
33. define the roles of print media
34. define the roles of support media
35. define the value of advertising
36. determine advertising objectives
37. discuss how to identify target audiences
38. explain e-marketing strategies in relations to advertising
39. explain how to evaluate media plan objectives
40. explain how to measure the effectiveness of a promotional program
41. explain the benefits and disadvantages of direct marketing and sales promotion
42. explain the benefits and disadvantages of internet and interactive media
43. explain the benefits and disadvantages of public relations, publicity and corporate advertising
44. explain the creative process

45. explain the process of establishing an advertising budget
46. explain the process to establish and allocate advertising budgets
47. explain the roles of the communications source, message and channel factors
48. identify the role personal selling has in the IMC program

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted