

North Hennepin Community College

BUS 1620: Advertising and Sales Promotion

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course is a study of the principles and practices of promotion for the business organization. Students will study the components and the interrelationships of the promotional mix: advertising, sales promotion, personal selling, direct marketing, and public relations. Topics include: an integrated marketing communications strategy, creative techniques of advertising, media strategies, and the evaluation of promotional plans.

NOTE: Bus 1600 recommended

B. COURSE EFFECTIVE DATES: 11/03/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Integrated Marketing Communications
2. A brief history of advertising.
3. Advertising's major regulations and ethical concerns.
4. Advertising's connection to the marketing concept and consumer behavior.
5. The structure of the advertising industry
6. Segmentation and target audience selection
7. Push and pull promotional policy
8. Communication channels and types
9. Advertising planning and strategy
10. The advertising creative process and execution within traditional media
11. Promotional scheduling and appropriation approaches
12. The advertising production process within traditional media
13. Digital and interactive media
14. Building relationships through direct marketing, personal selling, and sales promotion

D. LEARNING OUTCOMES (General)

1. Define the role of promotion in the marketing process and identify the types of promotion, how they are integrated, the strengths and weaknesses of each
NHCC ELO 1 (knowledge)
2. Demonstrate the use of advertising strategy, the creative process, advertising selection, scheduling techniques, and advertising appropriation methods
NHCC ELO 2 (critical thinking, quantitative literacy)
3. Analyze marketing communication situations and develop promotional strategic solutions
NHCC ELO 2 (inquiry and analysis, critical thinking, written communication)
NHCC ELO 4 (applied learning)
4. Solve promotional cases collectively in diverse student teams
NHCC ELO 2 (teamwork and problem solving)
5. Define terminology and concepts related to the field of advertising and promotion
NHCC ELO 1 (knowledge)

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

1. Knowledge of Human Cultures and the Physical and Natural World --Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills - Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.
4. Integrative and Applied Learning - Including: Synthesis and advanced accomplishment across general education, liberal studies, specialized studies and activities in the broader campus community