Administrative Unit: Business Administration Department

Course Prefix and Number: MKTG 335

Course Title: Advertising and Sales Promotion

Number of Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Catalog Description: Study of marketing activities that stimulate consumer purchasing and dealer effectiveness. Emphasis on elements and process of developing effective advertising programs using integrated marketing communications. Prerequisite: MKTG 310 or instructor's permission. Offered fall.

Prerequisite(s)/Corequisite(s): MKTG 310 or instructor's permission.

Text(s): Most current editions of the following:

- Wells, Burnett and Moriarity. *Advertising Principles and Practice*. Prentice Hall.

Course Objectives:

- To provide an overview of the various promotional mix and how they relate to the marketing program.
- To understand how firms organize for advertising.
- To examine the importance of market segmentation and position to the development of an advertising and promotion program.
- To analyze the development of advertising and promotion plans.
- To examine the various promotional mix elements that form the basis of the integrated marketing communications program.

Measurable Learning Outcomes:

- Explain the need for social responsibility and ethics in global advertising.
- Understand and appreciate the role advertising plays in global business organizations.
- Demonstrate the correct use of advertising vocabulary.
- Demonstrate a working knowledge of the role advertising plays in the marketing mix.
- Explain the need to use integrated marketing communications.
- Explain the “advertising planning process” and how organizations plan, implement, and control advertising programs.

Topical Outline (major areas of coverage):

Every Business Administration course includes a written and oral presentation component.
• Understanding advertising today
• The role of integrated marketing communications in
  the marketing process
• Consumer behavior
• Communication processes
• The create process
• Media choices
• International advertising
• Putting the campaign together

Recommended maximum class size for this course: 20

Library Resources: Online databases are available at
http://www.ccis.edu/offices/library/resources.asp. You may
access them from off-campus using your eServices login
and password when prompted.

Prepared by: Roberta Uhrig

Name ___________________________ Signature ___________________________

Date: April 3, 2006

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as
specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught
or where it is taught. Faculty members teaching this course for Columbia College are expected to
facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline.
However, instructors are also encouraged to cover additional topics of interest so long as those topics
are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also
allows for a diversity of individual approaches to course material.

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