

Montgomery County Community College
MKT 131
Advertising and Promotion
3-3-0

COURSE DESCRIPTION:

Students learn the theory and practice of advertising and marketing promotions, including advertising principles and practices plus the integration of other types of marketing promotions. Focus is on the process of advertising, promotions and media working together for strategic and effective Marketing Communications. Emphasis is placed on understanding, identifying, evaluating, selecting and planning the various types of promotions.

REQUISITES:

Previous Course Requirements

None

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Evaluate the role of advertising and promotion in a business organization including strategies and techniques for promoting products, services, and organizations.	Lectures Reading Discussion Small Group Assignments Multimedia Materials	Exam Written Assignments
2. Create an integrated marketing communications plan including target market and promotional strategies.	Lectures Reading Discussion Small Group Assignments Multimedia Materials Projects	Written Assignment - Promotional Plan Exams
3. Compare the relationship between different types of promotional activities and determine the strengths and weaknesses of each.	Lectures Reading Discussion Small Group Assignments Multimedia Materials Projects	Exam Written Assignments

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Determine the factors involved in media decision making.	Lectures Reading Discussion Small Group Assignments Multimedia Materials Projects	Exams Homework Assignment

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Integrated Marketing Communications
2. The Role of IMC
3. Ad Agencies and Other Marketing Communication Organizations
4. Consumer Behavior
5. Communications Process
6. Communication Channels
7. Promotional Budgeting
8. Creative Message Strategies
9. Implementation and Evaluation
10. Media Planning and Strategy
11. Television and Radio
12. Magazines and Newspapers
13. Support Media
14. Direct Marketing
15. The Internet
16. Sales Promotion
17. Public Relations
18. Measurement and Evaluation
19. International Advertising and Promotion
20. Regulation
21. Social, Ethical and Economic Aspects
22. Personal Selling

LEARNING MATERIALS:

Belch, George and Belch, Michael. (2018). *Advertising and Promotions - An Integrated Marketing Communications Perspective* (11th ed.). McGraw-Hill Irwin.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Eileen M. Kearney	Date: 9/2006
Revised by: Eileen M. Kearney	Date: 3/2009
VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr.	Date: 9/11/2009
Revised by: Eileen Kearney and Ayisha Sereni	Date: 3/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 3/29/2013
Revised by: Eileen Kearney	Date: 11/15/2017
VPAA/Provost or designee Compliance Verification:	Date: 11/15/2017



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.