

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 | LEARNING ACTIVITIES | EVALUATION METHODS |
|--|---------------------|--------------------|
| Upon successful completion of this course, the student will be able to: 1. Evaluate the role of advertising and promotion in a business organization including strategies and techniques for promoting products | | |

| 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

