

**NORTHEASTERN TECHNICAL COLLEGE
COURSE OUTLINE**

COURSE:	PREFIX NO.	EFFECTIVE DATE	NEXT REVIEW DATE		
MKT	240	Spring 2011	Summer 2012		
TITLE:		CREDITS	CONTACTS		
			CLASS	- LAB	- TOTAL
ADVERTISING		3	3	0	3

PREREQUISITES: NONE

DESCRIPTION: **LEVEL I:** This course is a study of the role of advertising in the marketing of goods and service, including types of advertising media, how advertising is created, agency functions, and regulatory aspects of advertising.

LEVEL II: Introduce students to exciting changes in marketing, advertising, and media emphasizing the important concept of advertising and promotion and discuss these in an environment that places these functions in a matrix of the total business functions.

TEXTBOOK(S) OR ALTERNATIVE: PROMO BY O'Guinn 2011 Edition

MATERIALS (specifying those to be purchased by student): None

COLLATERAL READING:

Retail and classified ads in newspapers and magazines

CLASS MANAGEMENT ACTIVITIES (Attendance, tardies, testing, etc.):

ACADEMIC DISHONESTY: Students are expected to do their own work. Please refer to the NETC Student Code and Grievance Procedure for a definition of academic dishonesty and an outline of the disciplinary action that may result therefrom.

ATTENDANCE: Students are expected to attend all scheduled classes, however, twenty percent are allowed for unavoidable hardships such as illness or car trouble. A student missing more than twenty percent of class for any reason will be dropped from the course for excessive absences. If the instructor drops a student for excessive absences at any time during the semester, a grade of "F" will be assigned. If the student withdraws from the course a grade of "W" or "WF" will be assigned as outlined on page 26 of the College catalog.

TARDIES: A student is considered tardy if he/she arrives for class

after the roll has been taken. Three tardies equals one absence.

CLASSROOM ETIQUETTE: An integral part of an education is developing a sense of integrity and responsibility not only toward ourselves but also toward others. In the classroom, as on the job or in your home, exhibiting appropriate behavior reflects on your maturity. Arriving late to class, being unprepared, inappropriate talking while class is in session, etc. negatively reflect on you and your fellow students. Please be considerate.

STUDENT ID: It is mandatory that every student wear his or her student ID at all times while on the Cheraw campus.

During the first week of classes, the instructor will issue a reminder to wear the ID. This reminder is a warning.

Then instructors are required to dismiss students without ID from class. The student may get his/her ID (or a new one from Student Services for \$3.00) and return to class before the midpoint of the class. If the student cannot get an ID and return to class by the midpoint, the instructor will record the absence.

DISABILITIES STATEMENT: Students with disabilities are encouraged to contact the Vice President for Student Services to discuss needs or concerns as they pursue an academic program and participate in campus life. The Vice President for Student Services will provide guidance regarding official documentation of disabilities and/or accommodation of needs. (See College *Catalog*)

RESOURCES (A-V, persons, tools/equipment):

- Success Center
- Library
- Video cassettes

COURSE TOPICAL OUTLINE (List topics and sub-topics of course) and Calendar or approximate length of time devoted to topic.

1. The process of Brand Promotion in Marketing
2. Understanding the Market and Environment For Brand Promotions

3. The tools of Brand Promotion
4. The Internet and Direct Marketing
5. Public Relations
6. Personal Selling and Sales Management

OBJECTIVES OF COURSE: To provide a useful learning experience of fundamental advertising procedures.

1. Advertising yesterday, today and tomorrow
2. Understanding the target audience
3. The Planning Process
4. The Creative Process
5. Reaching the target audience through marketing communications

INSTRUCTIONAL METHODS TO COMPLETE OBJECTIVES:

1. Lecture
2. Videos
3. Individual projects
4. Role playing

EVALUATIVE METHODS TO APPRAISE OBJECTIVES:

The student will come up with a product that is not on the market and use different marketing tools and strategies to market it through the life cycle of the product. The life cycle is as follows:

1. The Introductory Stage (Estimated time in this stage)
2. The Growth Stage (Estimated time in this stage)
3. The Mature Stage (Estimated time in this stage)
4. The Decline Stage (Estimated time in this stage)

The project must be doubled spaced with twelve font.

GRADING SCALE:

A = 100 - 90
B = 89 - 80
C = 79 - 70
D = 69 - 60
F = 59 AND BELOW