

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: MRKT 311 Department: Business Administration

Course Title: Advertising and Promotion Semester: Spring Year: 2011

Objectives/Competencies

Course Objective	Competencies
<p>1. Develop the elements of an advertising and sales promotion campaign.</p> <p>2. Comprehend the fundamentals of advertising and sales promotion and its' impact on the communication process.</p>	<p>1. To use demographic and psychographic data to develop a range of advertising and sales promotion strategies.</p> <p>2. To design a process for improving the teamwork approach and brainstorming for creating innovative ideas and solutions.</p> <p>3. To unify the logical progression of the various stages for planning and implementing the campaign.</p> <p>1. To understand the communication functions of advertising, direct marketing, sales promotion, public relations, and personal selling.</p> <p>2. To integrate the communication functions through practical examples and case studies.</p> <p>3. To focus attention on important issues and ethical considerations.</p>