

Springfield Technical Community College
ACADEMIC AFFAIRS

Course Number: GAT-135

Department: Graphic Arts technology

Course Title: Advertising Agency Management

Semester: _____

Objectives / Competencies

Course Objective	Competencies
<p>1. Student will demonstrate an understanding of the purpose, functions, and benefits of an Advertising Agency as well as the various positions within the agency and the role each performs</p> <p>2. Student will demonstrate an understanding of the 4-Ps of marketing and their relationship to the advertising process; the selection of media channels necessary for the creation of an integrated advertising communication program, including a knowledge of the various media used to create an integrated advertising message.</p>	<p>1. Explore the relationship of marketing to Advertising and its influence on promotional decision making</p> <p>2. Identify the structure of the advertising agency on the basis of various functions; copy-writing, media buying, research, account management, and creative services</p> <p>3. Describe the five major types of advertising agencies, their purpose, and areas of expertise</p> <p>1. Describe marketing communications, advertising, and the relationship of the marketing mix to advertising promotion</p> <p>2. Explain the marketing communication process and how it influences selection of media channels and investment for maximum benefit</p> <p>3. Explain the principles of an Integrated Communication Program and how it dictates the advertising message through different media.</p> <p>4. Describe the various classifications of advertising media that are part of the integrated communications strategy</p>

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<p>3. The student will demonstrate the able to evaluate marketing data and develop an Integrated Advertising strategy by incorporating various advertising media, sales promotion, public relations, and social media to increase brand awareness</p>	<p>1. Describe the Integrated Marketing Communications relationship to product Brand</p> <p>2. Explain the Brand Initiative used to build awareness, increase credibility, and yield revenue</p> <p>3. Explain the seven components of the Integrated Communication process and their benefit to an advertising strategy</p>
<p>4. Students will demonstrate an in-depth understanding of the tools necessary to develop an effective advertising strategy and the benefits of Public Relations and Social Media</p>	<p>1. Examine the Integrated Advertising Communication Tools and their use to effectively promote brand across all media channels</p> <p>2. Describe the purpose of Public Relations and the new Social Media channels used for building customer relationships</p>
<p>5. The student will demonstrate the ability to evaluate cost analysis and develop a promotional budget based on various product and market conditions including existing competition, product life cycle, market share, and advertising frequency</p>	<p>1. Explain the process for developing an advertising budget and the factors that influence fund allocation</p> <p>2. Explain the four principal methods used by companies for setting advertising budgets and exceptions to the rules</p>
<p>6. Students will demonstrate the ability to create a media plan using primary and secondary data to target specific prospects using information provided by various media promotional kits.</p>	<p>1. Demonstrate the strategy involved in selecting the proper media for the advertising message and the benefit of targeting an audience</p> <p>2. Explain the use of demographic, media statistics, and the media kit</p> <p>3. Explain the process used in order to manage a media buy</p>

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<p>7. The student will demonstrate the ability necessary to develop a proforma cost analysis for the operation of an advertising agency. In addition, students will be able to execute a proposal for services in response to request for proposals; and the ability to contract with third party resources and preserve intellectual ownership under current laws.</p>	<ol style="list-style-type: none">1. Explain the financial operations of an adverting agency and the cost associated with day-to-day operations2. Demonstrate the process used in the preparation of a formal proposal for advertising services and determining cost associated with various services3. Explain the procedure and accepted practices for contracting with third party supplies and freelance resources4. Explain the principles of Intellectual Property, right of ownership, and copyright laws relative to the Advertising Association of America
<p>8. Students will demonstrate the ability to analyze, develop, and manage social media campaigns and create budgets based on the cost associated with public relation campaigns and social media.</p>	<ol style="list-style-type: none">1. Explain the relevance of social media, public relations, and customer relationship management2. Describe how Social Media campaigns are created and the variety of channels available3. Explain the process for determining budgets for creation, execution and management of social media campaigns.