

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: MKT240 Department: Business Administration

Course Title: Advertising and Promotion Semester: Spring Year: 2019

Objectives/Competencies

Course Objective	Competencies
1. Develop the elements of an advertising and sales promotion campaign. 2. Comprehend the fundamentals of advertising and sales promotion and impact both have on the communication process.	1. Use demographic and psychographic data to develop a range of advertising and sales promotion strategies. 2. Demonstrate an understanding of the integration of various promotion tools: direct marketing, sales promotion, public relations and advertising. 1. Understand the communication functions of advertising, direct marketing, sales promotion, public relations, and personal selling. 2. Integrate the communication functions through practical examples and case studies. 3. Focus attention on important issues and ethical considerations.