

Springfield Technical Community College
ACADEMIC AFFAIRS

Course Number: GAT 238

Department: Graphic Arts Technology

Course Title: Integrated Ad Campaign Development

Semester: _____

Objectives / Competencies

| Course Objective | Competencies |
|---|--|
| <p>1. Student will demonstrate an understanding of the importance of advertising in society and the social and technological advances that have influenced its growth. In addition, students will demonstrate an understanding of the importance of marketing strategies relative to the development of a successful integrated advertising campaign</p> | <p>1. Describe the origins of advertising the history of its development, purpose and various comtemporary media</p> <p>2. Explain the relationship of Integrated Advertising plan to the integrated marketing strategy</p> <p>3. Explain the 7-Cs of the Compass Model and the 4-C's related to the Advertising communication prsocess</p> |
| <p>2. Students will display a proficiency in tatical coordination of diverse communications including advertising promotion, direct response, public relations and special events, plus an increased scope of communication activities to encompass internal marketing groups, suppliers and other stakeholders as well as the use of information technology for monitoring of internal and external communication programs and evaluate financial data</p> | <p>1. Familiarization of the various stages in the Integrated Advertising development process model</p> <p>2. Explain the Tactical coordination, Redefining the scope of the market communication, Application of Information Technology, Financial Integration and the role each contributes to maximize the customer experience and vlaue</p> |
| <p>3. Students will illustrate an indepth understanding of the approach in developing and executing an integrated promotional campaign based on the evaluation of marketing data and achievement of the desired objectives of the advertising campaign</p> | <p>1. Describe the Integrated Campaign Approach, how the campaign strategy is derived from the marketing research in order reach the desired target audience</p> <p>2. Describe the importance of segmentation, target audience, positioning, and key message determination</p> <p>3. Explain the campaign process including concept development, execution timeline, and measurement against objectives</p> |

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| <p>4. The student will be able to analyze various media platforms and determine the best combination of media resources to use in order to generate the maximum exposure utilizing multiple channels to increase frequency and reach</p> | <ol style="list-style-type: none"> 1. Describe the best practices used in Integrated Advertising campaigns. to build awareness, recall, and brand credibility 2. Explain the benefits of aligning brand values with the promotional message in order to engage the customer 3. Explain the advantages of utilization of different platforms and the strengths of different channels to generate buzz, increase reach, build awareness |
| <p>5. Students will demonstrate the ability to evaluate and determine the media channels that will be most beneficial to achieve the desired objectives of an advertising campaign</p> | <ol style="list-style-type: none"> 1. Describe the promotional tools used to unify an advertising campaign across all communication channels 2. Explain the various media channels and benefits / drawbacks associated with each |
| <p>6. The student will demonstrate an indepth knowledge of Search Engine Marketing, quire request, page ranking, Google search principles and the relationship of keywords used in the search process as well as the advantage of incorporating keywords into a website</p> | <ol style="list-style-type: none"> 1. Explain the principles of Search Engine Marketing and Search Engine Optamization 2. Describe the benefits of Social Media and the relationship to public relations and customer relationship management |
| <p>7. Students will acquire an indepth understanding of the creative development, concept layout, and production of advertising elements used across multiple-media and the cost associated with the production</p> | <ol style="list-style-type: none"> 1. Explain the relationship of the creative process to an Integrated Advertising campaign 2. Describe the principles of the creative process, idea generation, brainstorming, layout, composition, and production |