ADVERTISING PRACTICES AND PROCEDURES — MKTC 2000

A. Course Description
   ○ Credits: 3.00
   ○ Lecture Hours/Week: 3.00
   ○ Lab Hours/Week: 0.00
   ○ OJT Hours/Week: 0
   ○ Prerequisites: None
   ○ Corequisites: None
   ○ MnTC Goals: None

This course studies advertising fundamentals. Students will explore the marketing communications plan, product and service positioning, consumer behavior theories, uses of various media, relationship advertising, and the process of developing creative strategies. Examination of advertising's relationship to other promotional elements of selling, sales promotion and publicity, and the functions and operation of an advertising agency.

Prerequisites: None

B. Course Effective Dates: 6/3/02 – Present

C. Outline of Major Content Areas
   As noted on course syllabus

D. Learning Outcomes
   1. define agency compensation
   2. define collateral services - marketing research companies
   3. define how new technology is affecting advertising and promotions
   4. define how to implement creative strategy
   5. define media planning
   6. define the communications process
   7. define the importance of creativity in advertising
   8. define the regulations affecting advertising
   9. define the roles of broadcast media
   10. define the roles of print media
   11. define the roles of support media
   12. define the value of advertising
   13. determine advertising objectives
14. discuss advertising an agency's decentralized system
15. discuss advertising in agency's centralized system
16. discuss how to identify target audiences
17. discuss marketing analysis
18. discuss public relations firms
19. discuss sales promotion agencies
20. discuss the client's role in an advertising firm
21. discuss the consumer behavior process
22. discuss the important of IMC
23. discuss the marketing mix
24. discuss the marketing plan
25. discuss the role of IMC in the marketing process
26. explain ad agency commissions
27. explain direct-response agencies
28. explain e-marketing strategies in relation to advertising
29. explain fee, cost, and incentive-based ad compensation systems
30. explain how to evaluate media plan objectives
31. explain how to measure the effectiveness of a promotional program
32. explain integrated marketing communications (IMC)
33. explain marketing strategy theories
34. explain the ad agency's role
35. explain the benefits and disadvantages of direct marketing and sales promotion
36. explain the benefits and disadvantages of internet and interactive media
37. explain the benefits and disadvantages of public relations, publicity and corporate advertising
38. explain the creative process
39. explain the process of establishing an advertising budget
40. explain the process to establish and allocate advertising budgets
41. explain the roles of the communications source, message and channel factors
42. explain the targeting marketing process
43. explain the types of ad agencies
44. explain what marketing is
45. identify components to the marketing mix
46. identify how to create a marketing planning program
47. identify how to evaluate an ad agency
48. identify the role personal selling has in the IMC program

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment
As noted on course syllabus

G. **Special Information**
   
   None noted