

COURSE OUTLINE

BMGT 230

Principles of Advertising

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

Students in this course will apply the principles of advertising. Given current business situations, students will be able to create an effective marketing campaign as conducted by company-operated advertising departments as well as advertising agencies. Students will be able to evaluate the appropriateness of on and off line marketing strategies, which include print, multi-media, and Internet marketing initiatives. Included in this course will be such subjects as target marketing, media strategy, ad construction, and laws affecting advertisers. Prerequisite: BMGT-100 (3 hours weekly)

Course Objectives

Upon successful completion of this course, the student will be able to:

1. Evaluate the differences and similarities of sales promotion, advertising and public relations
2. Describe the various forms of advertising including primary, secondary and institutional advertising.
3. Draft advertising objectives for various types of advertising campaigns.
4. Evaluate the various types of advertising media that are available and be able to recommend particular types depending on the strategy of the individual advertising program.
5. Evaluate the various methods of establishing advertising budgets including “follow the leader”, percentage of past sales, etc.
6. Describe the various legal and/or governmental restrictions that affect advertisers.
7. Evaluate the costs and effectiveness associated with various advertising media placements.
8. Describe the various functions and types of advertising agencies.
9. Evaluate the results of an advertising campaign to determine whether the program was a success or failure.
10. Present an advertising campaign for a real or imagined good or service.

Major Topics

- I. Role of Advertising
- II. Targeting a Market
- III. The Operation of Advertising
- IV. Basic Media Strategy (TV, radio, internet, print)
- V. Sales Promotion
- VI. Research in Advertising
- VII. Creating the Advertisement
- VIII. Role of Trademarks and Packaging
- IX. The Complete Ad Campaign

Course Requirements

Specific assignments will be determined by the instructor, and may include: lecture, class participation, group collaboration, and student involvement in projects.

Writing: Each student is required to develop and submit an advertising campaign for a real or imagined product.

Oral Presentations: All students will be required to report orally on some aspect of their market strategy analysis.

Other Course Information

This course is a business elective.