

COURSE TITLE AND NUMBER: ADVERTISING FOR THE ENTREPRENEUR ENT 145

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# **North Central** **Michigan College**

NCMC MASTER COURSE SYLLABUS

Last Date Revised Feb 28, 2005

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DIVISION/AREA: Business and Technology

DEPARTMENT:

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DIVISION DIRECTOR: Robert J. Marsh, Ph.D.

ORIGINATOR:

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DEAN OF INSTRUCTION: Timothy Dykstra, Ph.D.

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TOTAL HOURS OF INSTRUCTION: LECTURE: 1 LAB: 0 TOTAL CONTACT HOURS: 17.60

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COURSE NUMBER: ENT 145

CREDIT HOURS: 1.0

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COURSE TITLE: Advertising for the Entrepreneur

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TRANSFERABLE YES: NO: X TO:

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PREREQUISITE(S)/COREQUISITE(S)/ADVISORY: None

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#### CATALOG DESCRIPTION:

An introduction to advertising methods and techniques for the entrepreneur, with an emphasis on cost effective ways to build awareness of a firm and its products and services. Topics include the four Ps (product, price, place, promotion), various advertising media and their advantages, basic copywriting and layout, dealing with the media and designing an effective advertising campaign.

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#### GENERAL EDUCATION OUTCOMES:

- Think critically and analytically
  - Write and speak effectively
  - Independently acquire knowledge
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#### COURSE OBJECTIVES & OUTCOMES:

Specific understanding will be gained in the following areas:

- Cost evaluation of various advertising media and methods
  - Common mistakes in advertising
  - What is a campaign, versus a series of ads
  - Building brand awareness
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#### METHODS OF INSTRUCTION:

Lecture and in class discussion, guest speakers.

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METHODS OF EVALUATION: In class exams, project/presentations, in class discussions and panels, quizzes.

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REQUIRED TEXTS:  
TBD by instructor

OPTIONAL SUPPLEMENTARY MATERIALS:

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Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Learning Support Services office (LSS) at (231) 348-6682 to arrange services for this course.

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TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:

<b>Module</b>	<b>Topic</b>
1	Evolution of advertising in small business
2	Technology in advertising- what can the entrepreneur do him/herself
3	Which medium is best for you?
4	Costs/benefits of advertising
5	Designing an effective campaign

APPROVED FOR ADOPTION BY THE CRD/AP COMMITTEE ON **3/21/05**