

North Central **Michigan College**

NCMC CURRICULUM/COURSE OUTLINE FOR YEARS: 2001-2003

DIVISION/AREA: Business and Technology

DEPARTMENT: Business

AREA DEAN: Timothy Dykstra, Ph.D.

ORIGINATOR: Chet Jessick

TOTAL HOURS OF INSTRUCTION: Lecture: 3 Lab: Total Contact Hours:

COURSE NUMBER: M 202

CREDIT HOURS: 3

COURSE TITLE: FUNDAMENTALS OF ADVERTISING

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

CATALOG DESCRIPTION: M 202 is an introductory course for those who plan to continue in the marketing sequence and those desiring a general knowledge of the field of advertising. This course provides a foundation for further study in advertising, gives an understanding of advertising as a business tool and as a socioeconomic force, and introduces you to the theory and techniques of marketing communication.

GENERAL EDUCATION OUTCOMES OR OCCUPATIONAL PROGRAM OUTCOMES

Refer to College catalog or specific occupational program outcomes and describe how this course meets those outcomes.

COURSE OBJECTIVES & OUTCOMES: To successfully complete M 202 you must be able to demonstrate your ability to:

- explain the role and types of promotion, and the concept of the promotional mix.
- demonstrate marketing research skills by application to the promotion process.
- explain the importance of consumer buying behavior to the promotion process.
- demonstrate fluency in the uses of the promotional media.
- develop a promotional campaign and a media plan for a client.
- explain the nature of a promotional plan and how to evaluate its effectiveness.

METHODS OF INSTRUCTION: Lecture and Discussion

COURSE TITLE AND NUMBER: FUNDAMENTALS OF ADVERTISING M 202

METHODS OF EVALUATION: Assignments, Class Participation, Agency Campaign

REQUIRED TEXTS: (Representative List) Contemporary Advertising: Arens, William F., Eighth Edition, 2002, McGraw-Hill, New York, NY

Optional supplementary Materials: The Wall Street Journal Advertising Age—available at our library_____

Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Education Opportunity Program (EOP) at (231) 348-6687 to arrange services for this course.

TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:

Week 1	Introduction Channel 2: The Economic, Social, and Regulatory Aspects of Advertising
Week 2	Chapter 3: The Scope of Advertising: From Local to Global. Chapter 4: Marketing and Consumer Behavior: The Foundations of Advertising Intro to Agency Work.
Week 3	Chapter 4: Marketing and Consumer Behavior: The Foundations of Advertising Chapter 5: Market Segmentation and the Marketing Mix: Determinants of Advertising Strategy. Agency Work.
Week 4	Chapter 6: Information Gathering Chapter 7: Marketing and Advertising Planning and IMC. Agency Work.
Week 5	Chapter 8: Planning Media Strategy: Finding Links to the Market. Chapter 9: Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion. Agency Work.
Week 6	Chapter 10: Integrating Advertising with Other Elements of the Communication Mix Chapter 11: Creative Strategy and the Creative Process. Agency Work.
Week 7	Chapter 12: Creative Execution: Art and Copy. Chapter 13: Producing Ads for print, Electronic, and Digital Media. Agency Work.
Week 8	Chapter 14: Using Print Media Chapter 15: Using Electronic Media: Television and Radio
Week 9	Chapter 16: Using Digital Interactive and Direct Mail. Chapter 17: Using Out-of-Home, Exhibitivite, and Supplementary Media. Agency Work.
Week 10-14	Agency Work.
Week 15	Final Draft and Presentation of Agency Progress Report
Week 16	Client Presentation.

APPROVED FOR ADOPTION BY THE CRD/AP COMMITTEE ON _____