Sinclair Community College
444 E. Third St.
Dayton, OH 45402

Master Syllabus

MRK 2102 - Principles of Advertising

Division: Business and Public Services

Department: Management

Credit Hour Total: 3.0 **Lecture Hrs:** 3.0

Date Revised: June 2014

Course Description:

This course focuses on integrated marketing communications (IMC). The concepts of IMC enhance the equity of brands and show how advertising, promotion, packaging and branding strategies, point-of-purchase communications, public relations, event and cause-oriented sponsorships can affect the marketing of products, goods, services or ideas.

General Education Outcomes:

- Oral Communication
- Written Communication
- Critical Thinking/Problem Solving
- Information Literacy
- Values/Citizenship/Community
- Computer Literacy

Course Outcomes:

Communication and media strategies
Develop communication and media strategies that address specific organizational objectives and target audience characteristics.

Assessment Method: Simulations
Performance Criteria: Student must achieve 70% or better on cases and projects

Media Outlets
Describe the nature of various media outlets and how they are used to achieve organizational objectives.

Assessment Method: Locally developed exams
Performance Criteria: Student will achieve 70% or better on exam

Assessment Method: Simulations
Performance Criteria: Student will achieve 70% or better on cases and projects

Advertising Plan
Develop an advertising plan that incorporates information from other business core courses and is unified with other marketing activities.

Assessment Method: Simulations
Performance Criteria: Student will achieve 70% or better on project

Advertising strategy
Describe how producers interact with the advertising profession in order to effectively use advertising to achieve organizational goals.

Assessment Method: Locally developed exams
Performance Criteria: Students must achieve a 70% or better on exam

Assessment Method: Simulations
Performance Criteria: Students must achieve a 70% or better on cases and final project

Outline:

Role of advertising in the marketing process Advertising production and techniques Social and ethical implications of advertising Elements of print and electronic media Advertising agency structure and function Advertising’s economic relationship to the media Advertising’s relationship to direct marketing Advertising and sales promotion Advertising regulation Future of advertising Career opportunities in advertising