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

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## 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