

**Fond du Lac Tribal and Community College
COURSE OUTLINE FORM**

01/21/16

Please return this form to the college vice president of academic affairs and the chairperson of the Academic Affairs and Standards Council (AASC)

1. Prepared by: _____

2. Date submitted: _____

3. Date approved: _____ Date revised 09/28/17

4. Department/discipline: Business

5. Department(s) endorsement(s): _____

(Signatures of the person(s) providing the endorsement are required.)

6. Course Title: Sales Promotion & Advertising

Abbreviated course title (25 characters or less): _____

7. Course Designator: MKTG

8. Course Level: 1035

9. Number of Credits: Lecture 3

Lab _____

10. Control Number (on site) 40

Control Number (online) _____

11. Catalog/Course description:

This course provides students an opportunity to gain an understanding of advertising and other mass communications marketing practices:
<http://www.auburn.edu/~rotfehj/helobird.html> common business activities and terminology, perspectives applied when taking the optimal approach to decisions, plus descriptions and rationales of common practices.

12. Course prerequisite(s) or co-requisite(s): Accuplacer scores/ Other courses

Prerequisite(s):

Co-requisite:

13. **Course Materials** (Recommended course materials and resources. List all that apply, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers).

To be decided by Program Chair and Faculty.

14. **Course Content** (Provide an outline of major topics covered in course)

- 1) Definitions, history & nature of business organizations
- 2) Basic Theories of Sales Promotion
- 3) Communication Goals/Objectives
- 4) Budget Setting
- 5) Creative Strategy & Tactics
- 6) Media Management: Strategy
- 7) Media Selection: Broadcast ("Electronic")
- 8) Media Selection: Print
- 9) Media Selection: Supplemental Media

- 10) Sales Promotion & Publicity (not PR)
- 11) Research testing of effectiveness
- 12) Regulation & self-regulation

15. Learning Goals, Outcomes, and Assessment

At FDLTCC we have 4 Competencies Across the Curriculum (CAC) areas. They are as follows:

- A. Information Literacy (the ability to use print and/or non-print tools effectively for the discovery, acquisition, and evaluation of information)
- B. Ability to Communicate (the ability to listen, read, comprehend, and/or deliver information in a variety of formats.)
- C. Problem Solving (the ability to conceptualize, apply, analyze, synthesize, and/or evaluate information to formulate and solve problems.)
- D. Culture (knowledge of Anishinaabe traditions and culture, knowledge of one's own traditions and culture, knowledge of others' traditions and cultures, culture of work, culture of academic disciplines and/or respect for global diversity.)

Course Learning Outcomes will fulfill the identified competencies.

Course Learning Outcomes.

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

- Articulate the role of advertising and explore how it differs from other types of marketing communication. (A, B, C, D)
- Identify some of the positive and negative effects that advertising has on contemporary society. (A, C)
- Analyze ethical issues that advertising poses for social institutions in a market economy. (A, D)
- Describe the regulatory bodies that impact the advertising industry. (A)

16. Minnesota Transfer Curriculum (MnTC): If this course fulfills an MnTC goal area, state the goal area and list the goals and outcomes below:

See www.mntransfer.org

Goal Area(s): _____

Does this course require additional material for specific program requirements?
If yes, please provide.

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