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](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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