

**RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE**

MRKT-231 ADVERTISING

I. Basic Course Information

- A. Course Number and Title: MRKT-231 Advertising
- B. New or Modified Course: Modified
- C. Date of Proposal: Semester: Spring Year: 2017
- D. Effective Term: Fall 2017
- E. Sponsoring Department: Business and Public Service
- F. Semester Credit Hours: 3
- G. Weekly Contact Hours: 3 Lecture: 3
 Laboratory: 0
 Out of class student work per week: 6
- H. Prerequisites: MRKT 101-Principles of Marketing or permission of instructor.
- I. Laboratory Fees: none
- J. Name and Telephone Number or E-Mail Address of Department Chair: Anne Marie Anderson, annemarie.anderson@raritanval.edu

II. Catalog Description

Prerequisites: MRKT 101 - Principles of Marketing or permission of instructor. This course provides an overview of advertising and integrated marketing communications tools including: sales promotion, direct response, public relations, personal selling, and new media. All aspects of the communication process, from planning, positioning, campaign development, and budgeting to evaluation and measurement will be covered. Advertising in a social, cultural, ethical and legal/regulatory context will be discussed.

III. Statement of Course Need

- A. Advertising is a major element of the marketing mix and is utilized by profit and non-profit organizations to communicate their offerings to the public. This course will demonstrate the importance of advertising in the promotion of products, services, and/or ideas and discuss advertising and promotion as essential strategic elements of marketing management.
- B. This course has no lab component.
- C. This course generally transfers as a marketing program elective.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course serves as a Marketing Elective or Business Elective in the Business Administration A.S. and Business Management A.A.S. programs.
- C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. Role of advertising in society
- B. The Evolution of Advertising
- C. Advertising and Consumer Behavior
- D. Ethics and social responsibility
- E. Economic and Regulatory Aspects of Advertising
- F. Advertising and the marketing mix
- G. Planning and Strategy
- H. Advertising research
- I. Media strategy in print, broadcast, out-of-home, and interactive media
- J. Creative Strategy and the Creative Process
- K. Creative aspects of advertising in print, broadcast, out-of-home, and interactive media
- L. Direct Marketing, Personal Selling, and Sales Promotion
- M. Public Relations, Sponsorship, and Corporate Advertising Promotions
- N. Digital Interactive Media and Social Media
- O. Developing an integrated advertising campaign

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes

At the completion of the course, students will be able to:

1. analyze advertising and marketing communications. (GE - #1)
2. discuss advertising in a social, ethical and legal context. (GE - ER)

B. Course Learning Outcomes

At the completion of the course, students will be able to:

1. define basic advertising terminology.
2. explain the application of advertising principles as they relate to the marketing of goods and services.
3. produce a comprehensive advertising campaign.
4. analyze ads for their underlying meaning, including social and cultural influences.
5. discuss ethical issues in advertising communications.

C. Assessment Instruments

1. tests (required)
2. small-group work
3. case analysis
4. student presentations
5. term projects

VII. Grade Determinants

- A. written examinations (required)
- B. homework assignments
- C. class participation
- D. development of an advertising plan

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course include:

- A. lecture/discussion
- B. small-group work
- C. student oral presentations
- D. student collaboration

VIII. Texts and Materials

Textbook: Author(s): William F. Arens
Title: Contemporary Advertising
Publisher: McGraw Hill
Edition: latest

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

In addition to a CATT classroom, this course will require the use of the library.