

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: MKT 220

Credits: 3

Course Title: Principles of Advertising

Course Description: Emphasizes the role of advertising in the marketing of goods, services, and ideas. Discusses the different uses of advertising; types of media; how advertising is created; agency functions; and legal, social, and economic aspects of the industry. Introduces advertising display, copy and artwork preparation, printing, and selection of media. Lecture 3 hours per week.

General Course Purpose: The principles learned in this course will allow the student to understand better the role advertising plays in society and how to utilize advertising to achieve marketing objectives. The principles are relevant to any type of organization that markets its product or service.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Recognize and evaluate the differences and similarities of sales promotion, advertising, and public relations;
- b. Describe the various forms of advertising including primary, secondary, and institutional advertising;
- c. Draft advertising objectives for various types of advertising campaigns;
- d. Evaluate the various types of advertising media that are available and be able to recommend particular types depending on the strategy of the individual advertising program;
- e. Evaluate the various methods of establishing advertising budgets;
- f. Explain the various ethical, legal, and/or governmental restrictions that affect advertisers;
- g. Evaluate the costs associated with various media through which advertising can be placed; additionally, the student will be able to determine which media represents the best "buy" for each particular strategy implemented;
- h. Describe the various functions and types of advertising agencies;
- i. Evaluate the results of an advertising campaign to determine whether the program was a success or failure; and
- j. Present an advertising campaign for a real or imagined good or service.

Major Topics to Be Included:

- a. Advertising foundation and environment
- b. Advertising and society: ethics, regulations, and social responsibility
- c. Advertising and the marketing process
- d. Advertising planning and strategy
- e. How advertising works
- f. Media planning and buying
- g. The creative side of advertising
- h. Broadcast and interactive online media
- i. Copywriting
- j. Design and production
- k. Public relations
- l. Sales promotion
- m. International advertising

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