



South Central College

# MKT 1840 Principles of Advertising

## Course Outcome Summary

### Course Information

**Description** This course introduces the student to the dynamic field of advertising. This course is a comprehensive study of traditional advertising and sales promotion principles and concepts. The major emphasis will include the history, target marketing, advertising budgets, and media planning.

**Total Credits** 3

### Types of Instruction

#### Instruction Type

Classroom Presentation

#### Credits/Hours

### Pre/Corequisites

none

### Institutional Core Competencies

**Civic Engagement and Social Responsibility** - Students will be able to demonstrate the ability to engage in the social responsibilities expected of a community member.

**Communication** - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

**Critical and Creative Thinking** - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

**Cultural Competence** - Students will be able to demonstrate an attitude of personal curiosity, a rising knowledge of cultures, and an evolving range of skills for living and working among others with other worldviews and ways of life.

### Course Competencies

#### 1. Identify advertising today and how we got here

##### Learning Objectives

Define advertising and differentiate it from other forms of marketing communications

Explain the role advertising plays in business and marketing

Explain the importance of advertising in a free market economy

Discuss how advertising evolved with the history of commerce

Explore the impact of advertising on society yesterday, today, and tomorrow

## **2. Define the economic, social, and regulatory aspects of advertising**

### **Learning Objectives**

Discuss the impact of advertising on the economy

Debate the validity of the various social criticisms of advertising

Explain the difference between social responsibility and ethics in advertising

Describe how government agencies regulate advertising to protect both consumers and competitors

Discuss the activities of nongovernment organizations in fighting fraudulent advertising

## **3. Describe segmentation, targeting, and the marketing mix**

### **Learning Objectives**

Describe the role of marketing in creating satisfying exchanges

Explain the role of advertising in communicating a product's utility

Identify the various methods advertisers use to segment consumer and business markets

Discuss how target marketing affects the firm's advertising strategy

Describe the elements of the marketing mix and the role of advertising in the mix

Explain the purpose and importance of branding

## **4. Devise marketing and advertising plans**

### **Learning Objectives**

Explain the role and importance of the marketing plan

Explain the difference between objectives, strategies, and tactics in marketing and advertising plans

Describe how marketing and advertising plans are related

Explain how to establish specific, realistic, and measurable advertising objectives

Explain how advertising budgets are determined

## **5. Identify creative strategy and the creative process**

### **Learning Objectives**

Discuss the meaning and the importance of creativity

Identify the members of the creative team and their primary responsibilities

Explain the role of the creative strategy and its principle elements

Explain the purpose of the message strategy

Describe the two basic styles of thinking

Define the four roles people play at different stages of the creative process

## **6. Identify print advertising**

### **Learning Objectives**

Explain the advantages and disadvantages of magazine advertising

Discuss the various ways to analyze a magazine's circulation

describe how newspapers are categorized

Define the major types of newspaper advertising

Explain the advantages and disadvantages of newspaper advertising

Discuss how rates are determined for print media

Describe the alternatives for print advertising in foreign markets

## **7. Identify electronic media: television and radio**

### **Learning Objectives**

Describe the advantages and drawbacks of broadcast television as an advertising medium

Discuss the advantages and drawbacks of cable television as an advertising medium

Explain the process of buying cable and broadcast time

Evaluate the different types of television advertising available

Describe the process of television audience measurement

Analyze the pros and cons of using radio in the media mix

## **8. Identify digital interactive media and direct mail**

### **Learning Objectives**

Discuss the various opportunities and challenges presented by digital media

Explain the evolution of interactive media

Debate the pros and cons of the internet as an advertising medium  
Define the various kinds of internet advertising  
explain how internet advertising is sold and how much it costs  
Detail the various costs associated with direct mail advertising  
Assess which kinds of mailing lists are best

**9. Identify out of home media, trade shows, and supplementary media**

**Learning Objectives**

Discuss the pros and cons of outdoor advertising  
Explain how to measure exposure to outdoor media  
Describe the types of standard outdoor advertising structures  
Detail the various options available in transit advertising  
Identify the influences on the cost of transit and other out of home media  
Discuss the importance of trade shows in a company's marketing mix  
Identify several types of supplementary media

**SCC Accessibility Statement**

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Additional information and forms can be found at: [www.southcentral.edu/disability](http://www.southcentral.edu/disability)

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