



South Central College

SBMT 1320 Marketing Management

Course Outcome Summary

Course Information

Description In this class the business owner or manager will study the basics of planning an advertising schedule with a budget and designing advertisement for specific media. The student will construct an advertising plan and budget for the business

Total Credits 2

Total Hours 8

Types of Instruction

Instruction Type

Credits/Hours

Individualized

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. Decide the role of Advertising in Your Business

Learning Objectives

Be able to create an Advertising Plan

2. Create a budget for marketing

Learning Objectives

Be Able to create a Marketing Budgeting Plan

3. Create a list of market opportunities and rank them as to opportunity

Learning Objectives

Select the Best Media for Advertising Your Business

4. Create sales goals for the company

Learning Objectives

Be able to Create an Ad Design for Your Business

5. Create your advertising plan

6. Create an advertising budget

7. List the different Media Types and Options

8. List the strengths and weakness of each media for your company

9. Choose media for your target market based on your budget

10. Create an Yearly Ad Calendar

11. Create an Advertising Yearly Plan

12. Create ads for your first part of your Advertising Plan

SCC Accessibility Statement

South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: www.southcentral.edu/disability

This material can be made available in alternative formats by contacting the Academic Support Center at 507-389-7222.