

Monroe Community College
Business Administration and Economics Department
Course Syllabus

MAR 204 ADVERTISING

Course Description: Effective use of advertising media, integration of promotion plans and sales techniques with advertising.

Note: Most sections of MAR204 are writing-intensive and service learning. Typically this means that students will prepare an advertising plan, complete with strategy, media, and message development along with creative executions for a real-world client. Often, the client is a department of the college or a non-profit organization. This class will utilize a combination of lecture, group discussion, small group work, and guest speakers. Active student participation is encouraged at all times. The course will conclude with a real-life advertising campaign.

Credit Hours: 3

Course Prerequisite: MAR 200 with a grade of C. Principles of Marketing courses with other designations may be accepted. Please check with the instructor.

Course Learning Outcomes:

1. Demonstrate the development of analysis, planning and problem-solving skills that lead to effective decision making in an advertising context.
2. Demonstrate an understanding of the role and importance of advertising in contemporary marketing, both for profit and nonprofit organizations.
3. Identify the ethical issues associated with advertising
4. Analyze the competitive marketing environment as well as the technology and media that are used to transmit the advertising message.
5. Demonstrate and be able to apply an understanding of the important terms, principles, and concepts involved in advertising.
6. Demonstrate the development of effective team playing skills in an advertising/marketing context.

Current text/supplemental materials:

Advertising: Principles and Practice by Moriarty, Mitchell, Wells, Pearson/ Prentice-Hall, 8th edition. Please note that the 9th edition will be available in the 2011/2012 academic year. Check with the bookstore for the exact edition being used.

Please be certain to consult with the assigned course instructor or Department to verify current required course textbook(s) and other materials. All syllabi are updated annually and are intended to be a generic representation of the course requirements. Individual instructor requirements may vary.

Offered: Please check the catalog for limitations on course offerings.

___x___ fall ___x___ spring _____ summer _____ on-line

Course Outline by Order of Coverage

TOPICS	EMPHASIS				APPROX. TIME PERIOD
	STRONG/	MED/	SKIM/	OPT	
Basic concepts and advertising's role in marketing	x				2
Evolution of advertising			x		1/2
Advertising and society. Includes ethics and law	x				2
How Advertising works	x				3
The consumer audience		x			2
Strategic advertising research	x				2
Strategic planning for advertising	x				3
Print and out of home media	x				2
Broadcast media	x				2
Interactive and alternative media	x				2
Media planning and buying		x			2
Creative and message strategy	x				4
copywriting		x			3
Design and production		x			3
Direct response		x			2
Sales promotion, events, sponsorships			x		1
Special advertising situations			x		1
Evaluation of advertising effectiveness		x			2

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April 2011**