

## **MKT 220 ADVERTISING**

### **COURSE DESCRIPTION:**

Prerequisites: None

Corequisites: None

This course covers the elements of advertising and sales promotion in the business environment. Topics include advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness. Upon completion, students should be able to demonstrate an understanding of the concepts covered through application. Course Hours Per Week: Class, 3. Semester Hours Credit, 3.

### **COURSE OBJECTIVES:**

- a. To better qualify students to recognize good ads in all media.
- b. To develop a limited selection technique regarding the media.
- c. To better understand media advertising.

### **OUTLINE OF INSTRUCTION:**

- I. History of advertising
  - A. Early historical developments
  - B. Origins of newspaper advertising
  - C. Late nineteenth century advertising
  - D. Growth of advertising during the early twentieth century
- II. Roles of advertising
  - A. Environmental aspects of advertising
  - B. Conditions affecting the usefulness of advertising
  - C. Advertising and the marketing process
  - D. Advertising in service industries
- III. Target marketing
  - A. Segmenting the market
  - B. Product definition
  - C. Defining markets
  - D. Defining sub-markets
  - E. Defining competition
  - F. Product positioning

- IV. The advertising agency
  - A. Functions of an advertising agency
  - B. Full service agencies
  - C. Organizational structure of an agency
  - D. Agency compensation
  
- V. Television
  - A. Television as an advertising medium
  - B. Advantages of television
  - C. Disadvantages of television
  - D. Types of television media
  - E. Rating commercials
  
- VI. Radio
  - A. Radio as an advertising medium
  - B. Advantages of radio
  - C. Disadvantages of radio
  - D. Types of radio media
  - E. Rating commercials
  - F. Technical aspects of the radio medium
  
- VII. Newspapers
  - A. Newspapers as advertising media
  - B. Newspaper marketing services
  - C. Advantages of newspapers
  - D. Disadvantages of newspapers
  - E. Weekly newspapers
  
- VIII. Magazines
  - A. Advantages of magazines
  - B. Disadvantages of magazines
  - C. Advertisers' relationships to magazines
  - D. Selling magazine space
  - E. Split-run advertising
  
- IX. Outdoor and transit advertising
  - A. Advantages of outdoor advertising
  - B. Disadvantages of outdoor advertising
  - C. Current problems facing the outdoor medium
  - D. Current image of outdoor advertising
  - E. Selecting outdoor locations
  - F. Transit advertising
  
- X. Direct response and direct mail advertising
  - A. Growth of direct response marketing
  - B. Criteria for good direct response products

- C. Direct mail advertising
  
- XI. Sales Promotion
  - A. Forms of sales promotion
  - B. Point of purchase advertising
  - C. Premiums
  - D. Specialty advertising
  - E. Cooperative advertising
  
- XII. Creating copy
  - A. Use of appeals
  - B. Structure of an advertisement
  - C. Copy style
  
- XIII. Retail advertising
  - A. Current changes in retail markets
  - B. National advertising
  - C. Local retail advertising
  - D. Cooperative advertising

**REQUIRED TEXTBOOK AND MATERIALS:**

Tellis. Advertising and Sales Promotion Strategy. Addison-Wesley, 1998.

**SUGGESTED REFERENCES, PERIODICALS AND VISUAL AIDS:**

References: none

Periodicals: "Advertising Age"

Visual Aids: Cleo Awards - CBS network

**STATEMENT FOR STUDENTS WITH DISABILITIES:**

Students who require academic accommodations due to any physical, psychological, or learning disability are encouraged to request assistance from a disability services counselor within the first two weeks of class. Likewise, students who potentially require emergency medical attention due to any chronic health condition are encouraged to disclose this information to a disability services counselor within the first two weeks of class. Counselors can be contacted by calling 686-3652 or by visiting the Student Development Office in the Phail Wynn Jr. Student Services Center, room 1309.