



EFFECTIVE: SEPTEMBER 2004

CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **September 2004**

B. Department / **Commerce & Business Admin.** Revision New Course
Program Area: **Marketing Management** If Revision, Section(s) **C, H, I, J**
Revised:
Date of Previous Revision:
Date of Curr

M: Course Objectives / Learning Outcomes
At the end of the course, the successful student should be able to: <ol style="list-style-type: none">1. demonstrate an understanding of the nature and process of communications;2. evaluate various promotional techniques and how they integrate with one another;3. set promotional objectives and plan and budget a promotional campaign.
N: Course Content:
<ol style="list-style-type: none">1. The concept of integrated marketing communications.2. How advertising, sales promotions, public relations and personal selling inter-relate, and how each functions.3. The consumer, both individual and organizational, in the marketing communications concept.4. How the communications process works.5. Establishing communications objectives, plans and budgets.6. Creative strategy, planning and development.7. Evaluation of the various media forms, and identifications of their use.8. Direct marketing and Internet considerations, as well as other media and communication vehicles.9. Monitoring, evaluating and measuring effectiveness of the promotional program.10. Global communications considerations and issues.11. Social, ethical and economic issues and aspects of communications planning.
O: Methods of Instruction
The course will involve a blend of lectures, discussions, videos, on-line activities, and seminars. Presentations by students are an integral part of the course.
P: Textbooks and Materials to be Purchased by Students
Belch, G.E. and M.A. Belch. <u>Advertising and Promotion</u> , Latest Ed. McGraw Hill
Q: Means of Assessment