



BUS 60 - Advertising and Promotion

Catalog Description

Transfer Status: CSU

Unit(s): 3.00

Lecture: 51.00 Contact hours/102.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

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Course Description: This course introduces students to the function of promotion in relation to business and society. It looks at promotion as a social and economic institution. Emphasis is placed on integrating marketing communications across multiple platforms including social media and other online spaces to achieve the organizations objective.

Objectives

Upon successful completion of this course, the student should be able to:

- 1. Discuss the economic, regulatory and global aspects of the use of promotion to achieve business objectives
2. Evaluate market research techniques and application in promotional strategy and message development
3. Examine consumer behavior and the role promotion plays in motivation
4. Define the components and the process of developing a promotional plan and budget
5. Compare the strengths and weaknesses of the various platforms for promotion including sales promotion, direct marketing, advertising, public relations and personal selling.
6. Discuss the various options for both online and offline promotional tactics and how creativity factors into promotional success
7. Apply evaluation techniques for promotional plans
8. Define the complete suite of promotional tools and the advantages of an integrated marketing communications strategy

Course Content

Topic Titles / Suggested Time Topic

Lecture

Table with 2 columns: Topics and Lec Hrs. Topics include Introduction and review role of promotion in the marketing mix, Effects of the marketing environment on promotion, Market research, segmentation and review of consumer behavior, etc. Lec Hrs range from 3.00 to 4.00. Total Hours: 51.00

Methods of Instruction

- A. Discussion
B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
C. Instructor Demonstrations
D. Lecture
E. Problem-Solving Sessions
F. Cumulative advertising campaign project

Methods of Evaluation

- A. Exams/Tests
- B. Oral Presentation
- C. Projects
- D. Homework
- E. Class participation
- F. Written Assignments

Examples of Assignments

Reading Assignments

1. Read the chapter on "Using Print Media." Based on the principles in this chapter, collect three excellent examples of print advertising. Be prepared to share the ads with the class and explain how they demonstrate effective advertising.
2. Read the chapters on economic, regulatory and global aspects of advertising. Research and identify two articles that exemplify the types of issues created by these aspects of advertising. Write a 1-2 paragraph summary of the article and your thoughts. Be prepared to share your article summary with the class.

Writing Assignments

1. Research "Blog Promotions" on the internet. Read at least three articles outlining what it takes to successfully promote a blog. Write a 1-page business email from you to your boss summarizing your findings of successful blog promotion and your recommendation for next steps.
2. Write a 8-10 page research plan for the following hypothetical new product launch. Product: ecofriendly reusable lunch box. Complete your research, summarize the potential for three target audiences. Include what advertising strategy you recommend and which of the marketing tools you would employ to achieve the business objective.

Out-of-Class Assignments

1. Write an 8-10 page report and create an executive summary of the input you would provide to a graphic design or multimedia agency with which your firm will be working on a new product launch. Give a 20-minute presentation on your project to the class during the last two weeks of the semester. You may also be asked to submit in-progress updates.
2. Become a student of advertising in your environment this week. Collect at least two samples of the four major types of advertising: TV, radio, print and online. Collect these samples and arrange them into a powerpoint. Emphasize on each slide, the key message of the ad, advertising style used and inferred or direct call to action. Be prepared to present and submit your slides in class this week.

Recommended Materials of Instruction

Arends, W.F. (2023). Contemporary Advertising. *McGraw-Hill/Irwin*, 17th. 9781266854835.

Belch and Belch. (2023). Advertising & Promotion. *McGraw Hill*, 13th. 9781266854668.

Zero Cost Textbook

Launch! Advertising and Promotion in Real Time

Book by Michael Solomon (2009)

Minimum Qualifications

Business (Masters Required)

Marketing (Masters Required)

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