

11/29/2022 DATE

REQUIRED COURSE  
 ELECTIVE COURSE

Business DIVISION  
 NEW COURSE  
 REVISION

## Lake Land College

### Course Information Form

<b>COURSE NUMBER:</b>		BUS-091		<b>TITLE: (30 Characters Max)</b>		Principles of Advertising													
<b>SEM CR HRS:</b>		3		<b>Lecture:</b>		3		<b>Lab:</b>		0		<b>ECH:</b>		3					
<b>Course Level:</b>		<input type="checkbox"/> Gen Ed / IAI <input type="checkbox"/> Baccalaureate /Non-IAI		<input checked="" type="checkbox"/> Career/Technical <input type="checkbox"/> Dev Ed/ Not in Degree Audit		<b>Clinical Practicum:</b>		0		<b>Work-based Learning</b>		0		<b>WBL ECH:</b>		0			
<b>COURSE PCS #</b>		12		<b>IAI Code</b>						<b>Contact Hours (Minutes Per Week)</b>									
<b>Repeatable (Y/N):</b>				<b>Pass/Fail (Y/N):</b>				<b>Variable Credit (Y/N):</b>		N		<b>Min:</b>				<b>Max:</b>			
<b>Prerequisites:</b>																			
<b>Catalog Description: (40 Word Limit)</b>		Provides an overview of integrated marketing communications, promotional strategy, research, creativity, the role of an advertising agency and other support organizations, media selection and assessment, ethical and regulatory considerations, and budgetary allocations.																	

List the Major Course Segments (Units)					Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
1	Integrated Marketing Communications				4			
2	Developing Promotional Strategy and Plans				6			
3	Using Creativity as a Promotional Tool				8			
4	The Role of the Advertising Agency and other Support Organizations				9			
5	Assessing Media Options: Advantages and Disadvantages				9			
6	Ethical and Regulatory Considerations Impacting Promotion				4			
7	Promotion Budgeting Considerations				5			
<b>TOTAL</b>					<b>45</b>	<b>0</b>	<b>0</b>	<b>0</b>

EVALUATION			
<b>QUIZZES</b>	<input checked="" type="checkbox"/>	<b>EXAMS</b>	<input checked="" type="checkbox"/>
<b>LAB WORK</b>	<input type="checkbox"/>	<b>PROJECTS</b>	<input checked="" type="checkbox"/>
		<b>ORAL PRES</b>	<input type="checkbox"/>
		<b>COMP FINAL</b>	<input type="checkbox"/>
		<b>PAPERS</b>	<input type="checkbox"/>
		<b>OTHER</b>	<input type="checkbox"/>

COURSE MATERIALS	
<b>TITLE:</b>	None – Instructor provided resources included in LMS.
<b>AUTHOR:</b>	
<b>PUBLISHER:</b>	
<b>VOLUME/EDITION/URL:</b>	
<b>COPYRIGHT DATE:</b>	

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		<i>The student will be able to:</i>
Integrated Marketing Communications	4	Explain the concept of integrated brand promotion and strategies organizations use to achieve widespread brand exposure.
Developing Promotional Strategy and Plans	6	Describe the environmental factors that influence an organization's promotional plans and the tools utilized to develop an effective strategy.
Using Creativity as a Promotional Tool	8	Analyze how effectively an organization employed creativity to develop effective promotional campaigns.
The Role of the Advertising Agency and other Support Organizations	9	Identify the services offered by an advertising agency as well as those provided by other media experts and creative boutiques.
Assessing Media Options: Advantages and Disadvantages	9	Detail the various media options available to advertisers and understand their advantages and disadvantages.

Ethical and Regulatory Considerations Impacting Promotion	4	Describe the laws, regulations, and pressure groups that influence promotional efforts.
Promotion Budgeting Considerations	5	Explain the factors influencing the size of the organization's promotion budget as well as the various types of budgeting techniques.
Insert New Line Above this Line		
	45	

<b>COURSE OUTCOMES*</b>	<b>At the successful completion of this course, students will be able to:</b>
	<ul style="list-style-type: none"> <li>• Understand the concept of integrated marketing communications.</li> </ul>
	<ul style="list-style-type: none"> <li>• Analyze how effectively an organization employed creativity to develop effective promotional campaigns.</li> </ul>
	<ul style="list-style-type: none"> <li>• Detail the various media options available to advertisers and understand their advantages and disadvantages.</li> </ul>
	<ul style="list-style-type: none"> <li>• Describe the laws, regulations, and pressure groups that influence promotional efforts.</li> </ul>

\* Course Outcomes will be used in the Assessment Software for Outcomes Assessment. Limit to 3 - 5.