



## **EFFECTIVE: SEPTEMBER 2004**

### **CURRICULUM GUIDELINES**

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

**B.** Department /  
Program Area: **Commerce & Business Admin.**  
**Marketing Management** Revision  New Course

If Revision, Section(s) **C, H, I, J**

Revised:

Date of Previous Revision:

Date of Curr

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