

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	<u>Business Management</u>
COURSE RUBRIC AND NUMBER	<u>MRKG 2349</u>
COURSE TITLE	<u>Advertising and Sales Promotion</u>
COURSE CREDIT HOURS	<u>3 3 : 0</u>
	Credits Lec Lab

I. Catalog Description

Introduces integrated marketing communications. Includes advertising principles and practices. Emphasizes multi-media of persuasive communication including buyer behavior, budgeting, and regulatory constraints. **(3:0)**.

II. Course Objectives

Upon satisfactory completion of the course, the student will be able to:

- A. Apply the general techniques of advertising, sales promotion, and public relations in business.
- B. Be able to ask pertinent questions of industry representatives.
- C. Develop a basic advertising and/or sales promotion plan for implementation in a business.
- D. Describe the characteristics of target groups to advertising clients as a part of a campaign.
- E. Display the ability to work and solve problems in a group setting.
- F. Outline the principles, practices, and multi-media of persuasive communication and create a multi-media campaign based on research for a specific product or service.
- G. Establish promotional strategies, goals, and objectives within budget constraints and regulatory agencies.

III. THECB Learning Outcomes (WECM)

- 1. Discuss the principles, practices, and use of multi-media in persuasive communication.
- 2. Establish promotional strategies, goals, and objectives within budget constraints and regulatory agencies.
- 3. Create a multi-media campaign based on research for a specific product or service.

IV. Evaluation

The semester grade will be determined by averaging the tests, attendance/participation, assignments, and projects per the following point value:

Grade scale for this course:

- A=630-700 pts.
- B=560-629 pts.
- C=490-559 pts.
- D=420-489 pts.
- F= 0 -419 pts.

V. Disability Statement (American with/Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024)

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.