

**El Paso Community College**  
**Syllabus**  
**Part II**  
**Official Course Description**

<b>SUBJECT AREA</b>	<u>Business Management</u>
<b>COURSE RUBRIC AND NUMBER</b>	<u>MRKG 2349</u>
<b>COURSE TITLE</b>	<u>Advertising and Sales Promotion</u>
<b>COURSE CREDIT HOURS</b>	<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. 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 (Americans 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.

**VII. Title IX and Sex Discrimination**

Title 9 (20 U.S.C. 1681 & 34 C.F.R. Part 106) states the following "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance." The Violence Against Women Act (VAWA) prohibits stalking, date violence, sexual violence, and domestic violence for all students, employees and visitors (male and female). If you have any concerns related to discrimination, harassment, or assault (of any type) you can contact the Assistant to the Vice President for Student and Enrollment Services at 915-831-2655. Employees can call the Manager of Employee Relations at 915-831-6458. Reports of sexual assault/violence may also be reported to EPCC Police at 915-831-2200.