

Faculty Senate Curriculum Committee

Approval Form

0577 310

Proposal Title: NEW COURSE "MANAGEMENT OF ADVERTISING AND PROMOTION"

Sponsor(s): BRUCE BRADWAY Dept.: SCHOOL OF BUSINESS ADMINISTRATION

Check one: Course Specialization Concentration Achievement Certificate
 Certification Program Major Program Minor Change _____
(please name: deletion or credit/title/catalog change)

Undergraduate Graduate Credit Hours

Step 1 (Department)
 Approved 11/14/85
 Not Approved
 Reviewed _____
[Signature]
Dept. CC Chairperson
[Signature]
Chairperson, Dept.

Step 2 (Receipt)
SCC# 85-86-43
Proposal Received 11/15/85
[Signature]
Chairperson, SCC

Step 3 (School CC)
Reviewed 11/14/85
 Approved
 Not Approved
Comments:
[Signature]
Chairperson, School Curr. Comm.

Step 4 (Academic Dean) **Comments:**
Reviewed _____
Date _____
[Signature]
Signature, Dean of School

Step 5 (SCC)
Open Hearing 12/5/85 Approved by Senate Curriculum Committee 12/5/85
 Returned to sponsor(s) for the following reasons:
Pass with catalog desc. change

Step 6 (Faculty Senate)
Presented to Faculty Senate : _____
Date _____ Approved Not Approved
Notification to Vice-President Academic Affairs 02/07/86
Date _____ [Signature]
Signature, SCC Chairperson

Step 7 (Vice-President for Academic Affairs)

Received 2/13/86
Date

Approved Yes No

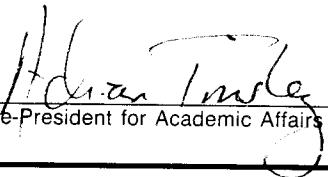
If no, reasons are as follows:

Student credit hours 3

Faculty load hours 3

Equalized credit hours 3

Official copy and approval sheet filed _____
Date

Signature 
Vice-President for Academic Affairs

Registrar

Approved course description received _____
Date

Hegis Taxonomy and Course Number assigned _____

Signature _____
Registrar Date

Notification forwarded: Senate Curriculum Committee Chairperson, Department Chairperson(s), Academic Dean(s), Registrar, Sponsor(s).

TRANSMITTAL 4/15/86

School of Business Administration

New Course Proposal

Details

Course Title: Management of Advertising and Promotion
Sponsor: Bruce Bradway
Level: Undergraduate 3800
Curriculum Effect: Marketing Specialization Requirement
Prerequisite: Principles of Marketing
Time of Implementation: Fall, 1986

Adequacy of Present Staff/Resource: Course can be contained within present staffing, no additional resources required.

Rationale

The addition of the course is in conformity with the recommendation of the external consultants as to curriculum modifications necessary to achieve accreditation for the School of Business Administration. They have specifically recommended that all students with a marketing specialization have this as a required course.

Essence of the Course

- A. Outcomes: Students who complete this course will be able to:
1. Understand the distinctly separate roles advertising and promotion play in marketing.
 2. Create campaigns to effectively segment markets and position products within the framework of managerial objectives and budgetary constraints.
 3. Efficiently manage and evaluate the relationship between advertising or promotion agencies and marketing management in the firm.
 4. Understand the regulatory environment surrounding advertising and promotion as well as the currents of thought on their social and economic costs.

Topical Outline: (General)

- A. The Relationship of Advertising and Promotion to Marketing
Information
Persuasion
Reminding

- B. Advertising Management
 - Objectives
 - Positioning
 - Market Segmentation
 - Measurement Techniques
 - Media Strategy and Planning
 - Budget Establishment
 - Budget Management

- C. Promotion Management
 - Expenditure Allocation
 - Consumer and Trade Promotion vs. Advertising
 - Performance Evaluation Considerations
 - Consumer Promotions
 - Alternative Approaches
 - Cooperative Opportunities and Challenges
 - Social Criticisms
 - Trade Promotions
 - Alternative Approaches
 - Substitution and Brand Loyalty Considerations

- D. Selection of the Advertising Agency
 - Agency Resources
 - Agency Financial Capacity
 - Evaluation of Professional Competence
 - Working Relationship Factors

- E. Selection of a Sales Promotion Agency

- F. Selection of a Sales Incentive Agency

- G. The In-House vs. Outside Agency Decision

- H. Social and Economic Effects of Advertising and Promotion
 - Public Criticism and Response Behavior
 - The Regulatory Environment

Consultations

Mr. Frank Grazian, Advertising Coordinator, Communications Dept., and Mr. Richard Ambacher, Chair, Communications. Both see no problem or conflict.

Catalog Description

The student will study advertising and promotion from a management decision-making viewpoint. This includes an examination of objectives, performance measurement, positioning and market segmentation factors, expenditure allocation, budget management, media strategy and promotion planning for trade and consumer events, advertising agency selection considerations, as well as a review of social and economic contributions and criticisms.

Prerequisite: Principles of Marketing