Faculty Senate Curriculum Committee

Approval Form

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

☑ Reviewed

Date

Chairperson, Dept.

Step 2 (Receipt)

SSC# 85-86-43

Proposal Received 11/15/85

Date

Brenda A. Boley
Chairperson, SCC

Step 3 (School CC)

☑ Approved 11/14/85

☑ Reviewed

Date

Step 4 (Academic Dean)

Comments:

Reviewed

Date

Signature, Dean of School

Step 5 (SCC)

Open Hearing 12/15/85

☑ Approved by Senate Curriculum Committee 12/15/85

Date

☑ Returned to sponsor(s) for the following reasons:

"Pass with catalog change"

Step 6 (Faculty Senate)

Presented to Faculty Senate: Date

☑ Approved □ Not Approved

Notification to Vice-President Academic Affairs 9/27/85

Date

Signature, SCC Chairperson

Rev: 5/82
Step 7 (Vice-President for Academic Affairs)

Received 2/3/86

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

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
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

Consultants

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