

**MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE**

DEPT. SBM

COURSE NO. SBMT1521

NUMBER OF CREDITS: 3

COURSE TITLE: Advertising & Promotion

CATALOG DESCRIPTION: This course covers the basics of advertising and promotional activities for a small business. The student will examine advertising planning, budgeting, promotions, and publicity, along with advertising copy and layout. Advertising is the backbone of attracting customers. Successful business owners create an advertising blue print or plan. Without a plan, advertising dollars can be wasted along with the opportunity to attract new customers and retain existing customers.

AUDIENCE: Small Business Owners & Managers

FULFILLS MN TRANSFER CURRICULUM AREA(S): N/A

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE: Semester

THIS COURSE IS USUALLY OFFERED:

Every other year ☐ fall ☐ spring ☐ summer ☐ undetermined X

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT:

- a. Identify available media
- b. Identify advertising components
- c. Define advertising
- d. Define developing an advertising campaign
- e. Define advertising campaign planning tactics
- f. Define advertising campaign planning strategies
- g. Define sales promotions and public relations campaigns
- h. Define special purpose advertising
- i. Define the advertising budgeting process
- j. Examine print, mass media, and direct mail advertising

2) THINKING SKILLS:

- a. Create advertising budget
- b. Create list of advertising and promotions
- c. Prepare media plans, creative strategies, budgets, and promotions
- d. Prepare written advertising and promotions campaign calendar

3) COMMUNICATIONS SKILLS:

- a. Relate business promotions to the consumer

4) HUMAN DIVERSITY:

- a. Identify any ethnic market opportunities that are present

TOPICS TO BE COVERED:

- 1) Media, products, services, planning, budgeting, and promotions.

LIST OF EXPECTED COURSE OUTCOMES:

- 1) See above

LEARNING/TEACHING TECHNIQUES used in the course are:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Collaborative Learning | <input checked="" type="checkbox"/> Problem Solving |
| <input type="checkbox"/> Student Presentations | <input checked="" type="checkbox"/> Interactive Lectures |
| <input type="checkbox"/> Creative Projects | <input checked="" type="checkbox"/> Individual Coaching |
| <input type="checkbox"/> Lecture | <input type="checkbox"/> Films/Videos/Slides |
| <input checked="" type="checkbox"/> Demonstrations | <input type="checkbox"/> Other (describe below) |
| <input type="checkbox"/> Lab | |

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Reading | <input type="checkbox"/> Tests | <input checked="" type="checkbox"/> Individual Projects |
| <input type="checkbox"/> Oral Presentations | <input checked="" type="checkbox"/> Worksheets | <input checked="" type="checkbox"/> Collaborative Projects |
| <input checked="" type="checkbox"/> Textbook Problems | <input checked="" type="checkbox"/> Papers | <input type="checkbox"/> Portfolio |
| <input type="checkbox"/> Group Problems | <input type="checkbox"/> Term Paper | |
| <input type="checkbox"/> Other (describe below) | | |
| <input checked="" type="checkbox"/> Online discussions and chats | | |

EXPECTED STUDENT LEARNING OUTCOMES: Complete advertising and promotions calendar

The information in this course outline is subject to revision

Veteran Services: Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

This document is available in alternative formats to individuals with disabilities by contacting the

**Student Services Advisor or by calling 800-658-2330 or
Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.**

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