

**J. Sargeant Reynolds Community College**  
**Course Content Summary**

**Course Prefix and Number: MKT 220**

**Credits: 3**

**Course Title:** Principles of Advertising

**Course Description (including lecture hours, lab hours, total contacts)**

Emphasizes the role of advertising in the marketing of goods, services, and ideas. Discusses the different uses of advertising; types of media; how advertising is created; agency functions; and legal, social, and economic aspects of the industry. Introduces advertising display, copy and art work preparation, printing, and selection of media. Lecture 3 hours per week.

**General Course Purpose**

The principles learned in this course will allow the student to better understand the role advertising plays in society and how to utilize advertising to achieve marketing objectives. The principles are relevant to any type of organization which markets its product or service.

**Course Prerequisites/Corequisites** (*Entry-level competencies **required** for enrollment*)

None

**Course Objectives** (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

1. Recognize and evaluate the differences and similarities of sales promotion, advertising and public relations.
2. Describe the various forms of advertising including primary, secondary and institutional advertising.
3. Draft advertising objectives for various types of advertising campaigns.
4. Evaluate the various types of advertising media that are available and be able to recommend particular types depending on the strategy of the individual advertising program.
5. Evaluate the various methods of establishing advertising budgets including "follow the leader," percentage of past sales, etc.
6. Explain the various legal and/or governmental restrictions that affect advertisers.
7. Evaluate the costs associated with various media through which advertising can be placed. Additionally, the student will be able to determine which media represents the best "buy" for each particular strategy implemented.
8. Describe the various functions and types of advertising agencies.
9. Evaluate the results of an advertising campaign to determine whether the program was a success or failure.
10. Present an advertising campaign for a real or imagined good or service.

## **Major Topics to be Included**

Advertising Foundation and Environment  
Advertising and Society: Ethics, Regulations, and Social Responsibility  
Advertising and the Marketing Process  
Advertising Planning and Strategy  
How Advertising Works  
Media Planning and Buying  
The Creative Side of Advertising  
Broadcast and Interactive Online Media  
Copywriting  
Design and Production  
Public Relations  
Sales Promotion  
International Advertising

**Effective Date of Course Content Summary:** August 28, 2008