

# NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE

## **COURSE SYLLABUS**

**Course Title:** Advertising and Promotion

**Course #:** BMK\* 230

**Course Description:** This class covers in depth the advertising environment, process, media planning and brand promotion. Advertising is a study in anthropology as the advertiser's intent is to convey an image of the product that includes origins, rituals, physical characteristics, environments, social relationships and beliefs to a society over time. In other words, over time the advertised product/service takes on cultural attributes. It is no longer a product/service but a way of life, an attitude, a set of values, a look, and idea that evokes an emotional response.  
Three (3) semester hours.

**Prerequisite:** BMK\* 201 with a grade of C- or better.

**Goals:** To develop an understanding of the advertising and sales promotion environment, processes and concepts.

To recognize that what companies produce are not necessarily tangible things, but rather powerful images manufactured through the advertising and branding processes.

**Outcomes:** Upon successful completion of the course, students should be able to:

- Discuss the promotion model
- Recognize that customers do not see a huge difference between products, which is why brands must establish emotional ties with the customer
- Differentiate between advertising and branding
- Identify why in the ad game that perception is reality
- Discuss the promotional branding of everything, i.e. "superbranding"
- Discuss the importance of client relationships
- Interpret the intense pressure and competitiveness of producing and pitching an advertising campaign.

### **College Policies**

**Plagiarism:** Plagiarism and Academic Dishonesty are not tolerated at Northwestern Connecticut Community College. Violators of this policy will be subject to sanctions ranging from failure of the assignment (receiving a zero), failing the course, being removed/expelled from the program and/or the College. Please refer to your "Student Handbook" under "Policy on Student Rights," the Section entitled "Student Discipline," or the College catalog for additional information.

**Americans with Disabilities Act (ADA):** The College will make reasonable accommodations for persons with documented learning, physical, or psychiatric disabilities. Students should notify Dr. Christine Woodcock, the Counselor for Students with Disabilities. She is located at Green Woods Hall, in the Center for Student Development. Her phone number is 860-738-6318 and her email is [cwoodcock@nwcc.edu](mailto:cwoodcock@nwcc.edu).

**School Cancellations:** If snowy or icy driving conditions cause the postponement or cancellation of classes, announcements will be made on local radio and television stations and posted on the College's website at [www.nwcc.edu](http://www.nwcc.edu). Students may also call the College directly at **(860) 738-6464** to hear a recorded message concerning any inclement weather closings. Students are urged to exercise their own judgment if road conditions in their localities are hazardous.

**Use of Electronic Devices:** Some course content as presented in Blackboard Learn is not fully supported on mobile devices at this time. While mobile devices provide convenient access to check in and read information about your courses, they should not be used to perform work such as taking tests, quizzes, completing assignments, or submitting substantive discussion posts.

**Sexual Assault and Intimate Partner Violence Resource Team:** NCCC is committed to creating a community that is safe and supportive of people of all gender and sexual identities. This pertains to the entire campus community, whether on ground or virtual, students, faculty, or staff.

Sexual assault and intimate partner violence is an affront to our national conscience, and one we cannot ignore. It is our hope that no one within our campus community will become a victim of these crimes. However, if it occurs, NCCC has created the SART Team - Sexual Assault and Intimate Partner Violence Resource Team - to meet the victim's needs.

SART is a campus and community based team that is fully trained to provide trauma-informed compassionate service and referrals for comprehensive care. The team works in partnership with The Susan B. Anthony Project to extend services 24 hours a day, 7 days a week throughout the year.

The NCCC team members are:

Ruth Gonzalez, Ph.D.	860-738-6315	Greenwoods Hall Room 207
Susan Berg	860-738-6342	Greenwoods Hall Room 223
Kathleen Chapman	860-738-6344	Greenwoods Hall Room 110
Michael Emanuel	860-738-6389	Founders Hall Annex Room 308
Seth Kershner	860-738-6481	Library
Jane O'Grady	860-738-6393	Founders Hall Annex Room 212
Robin Orloski	860-738-6416	Business Office Room 201
Patricia Bouffard, Ex-Officio	860-738-6319	Founders Hall Room 103
Savannah Schmitt, Jacob Wujcik		Student Representatives

At NCCC we care about our students, staff, and faculty and their well-being. It is our intention to facilitate the resources needed to help achieve both physical and emotional health.