

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, or permission of the Instructor.

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.