

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 228

Credits: 3

Course Title: Promotion

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

Presents an overview of promotion activities, including advertising, visual merchandising, publicity, and sales promotion. Focuses on coordinating these activities into an effective campaign to promote sales for a particular product, business, institution, or industry. Emphasizes preparing budgets, selecting media, and analyzing the effectiveness of the campaign. Lecture 3 hours per week.

General Course Purpose

The present marketing venues and opportunities resulting from the strong presence of the internet, the proliferation of small entrepreneurial business startups, market diversity and the growing need for middle management staff by mass merchandisers, require more focused instructional experiences than traditional marketing programs.

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:

- a. Do a situational analysis of fashion marketing problems and opportunities which define objectives that can be attained through advertising and promotion.
- b. Develop planning and process skills utilized in developing marketing communications strategies for promoting institution and products at different market levels of the fashion industry.
- c. Develop methods and systems for doing critical analysis and evaluation of advertising, publicity, special events, and visual merchandising as a function of marketing.
- d. Provide realistic experience through simulated industry-derived assignments, designed to produce professional-level portfolio samples.

Major Topics to be Included

- a. The Role of Marketing Communications
- b. Fashion Advertising: Products and Images
- c. The Creative Elements: Copy, Art, Layout, and Production
- d. The Advertising and Promotion Team

Effective Date of Course Content Summary: August 29, 2008