

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

Course Prefix and Number: MKT 228

Credits: 3

Course Title: Promotion

Course Description: Presents an overview of integrated marketing communications through advertising, public relations, personal selling and sales promotion. Focuses on coordinating these activities into an effective campaign to promote sales for a particular product, business, institution or industry. Lecture 3 hours per week.

General Course Purpose: The present marketing opportunities resulting from the strong presence of the Internet, the proliferation of small entrepreneurial business startups, and market diversity, require a more focused look into the promotion mix. This includes advertising, personal selling, sales promotion and public relations

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Prepare a situational analysis of marketing problems and opportunities that can be addressed through promotion;
- b. Develop methods and systems for doing critical analysis and evaluation of advertising, publicity, special events, and visual merchandising as a function of marketing; and
- c. 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. Advertising: selling, publicity packaging and processes as part of the promotion mix
- c. The creative elements: copy, art, layout, and production
- d. The advertising and promotion team

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