

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 or BMK* 214.

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: By the end of the course the student 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
- Understand 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 sanction. Please refer to the "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 Roseann Dennerlein, the Counselor for Students with Disabilities. Her office is located at Green Woods Hall, in the Center for Student Development. Her phone number is 860-738-6307 (V/TTY) and her E-mail address is rdennerlein@nwcc.commnet.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. Students may also call the College directly at **(860) 738-6464** to hear a recorded message concerning any inclement weather closings.

VR
Fall 2008