

Course Abstract

Course ID and Name: FMR 207, Retail Advertising, Sales Promotion, and Display

Department: Business and Computer Science

Chairperson or Course Coordinator: Dr. Aslihan Cakmak

Office Location: ED 123

E-mail Address: ACakmak@middlesexcc.edu

Telephone: 732.906.2594

Prerequisites: None

Co-requisites: None

Course Description:

Techniques of advertising, sales promotion, and display to promote sales. Topics include: policies and procedures used in planning and preparing advertisements, evaluation, and selection of media, planning, and coordinating advertising, sales promotion, and display. Within the laboratory component of the class, students will work in teams to apply advertising and promotion concepts to create window displays and computer-generated signs.

Credits: 3

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Evaluate areas of visual merchandising and the display work environment
2. Analyze retail and fashion displays based on the elements and principles of design
3. Demonstrate display techniques with mannequins, props, lighting, and computer generated signage in developing display themes.
4. Develop retail advertising: theme, budget, source information, and ads.

Course Content Areas:

- **Evaluating Visual Merchandising and Display Work Environments**
Review of criteria and procedures to evaluate visual displays and work areas to assess proper use of elements and principles of design, display techniques in developing theme, messaging, and cleanliness of work area
- **Elements and Principles of Design**
Teaches and practices display techniques in the five principles of design – balance, emphasis, proportion, rhythm, and harmony. Create guides to plan and implement displays
- **Display Techniques in Developing Display Themes**
Influence of color, lighting, signage, and sound on merchandising presentations and how to achieve desired merchandising messages and themes. How to work with props and materials to develop effective merchandise displays
- **Developing Retail Advertising**
Plan, budget and allocate resources for retail advertising. Develop advertising timelines and themes. How to research advertising media and costs
- **The Role of the Internet**
What is the evolving role of the Internet in retail marketing and retail advertising? Evaluate effectiveness of retail advertisements. Assess retail store internet sites for likenesses/differences to their retail store brand/image