

# Course Abstract

**Course ID and Name: MKT 203, Principles of Advertising**

**Department: Business and Computer Science**

Chairperson or Course Coordinator: Dr. Aslihan Cakmak

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**Prerequisites:** BUS-101

**Co-requisites:** None

**Course Description:**

The principles of advertising and the role of advertising in the field of business. The course traces advertising through its various steps from the initial need to its implementation in the marketplace.

**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. Describe the key elements of marketing and advertising.
2. Compare product-oriented rational appeals and consumer-oriented emotional appeals.
3. Explain advantages and disadvantages of print, broadcast, and web advertising.

**Course Content Areas:**

- Advertising's role in marketing and society: business-to-business and consumer audience
- Strategic planning and research necessary for the advertising media: print, broadcast, internet and nontraditional
- The message: creative, copy, design and production, sales promotion, events, and sponsorships
- Special campaigns
- Evaluation of effectiveness of your advertising