

Course Abstract

Course ID and Name: SBM 210, Advertising and Promotion for Small Business

Department: Business and Computer Science

Chairperson or Course Coordinator: Dr. Aslihan Cakmak

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Prerequisites: None

Co-requisites: None

Course Description:

Techniques of advertising and sales promotion to increase sales. Topics include: policies and procedures used in planning and preparing advertisements, evaluation, and selection of media, planning and coordinating advertising, sales promotion and facility layout for small business.

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 on marketing and advertising of small businesses.
2. Compare product-oriented rational appeals and consumer-oriented emotional appeals with respect to small businesses.
3. Explain advantages and disadvantages of print and broadcast advertising.

Course Content Areas:

- Objective
Examination of advertising theories and their application specifically for the purpose of implementation in a small business environment

- **Communication Process**
How messages are designed and transmitted through the media to an intended audience. Encoding, transmitting, decoding and feedback of information for the purpose of advertising and promotion
- **Message Strategy**
The use of copy, illustration, and captions to convey information to stimulate the target audience towards a purchase of goods and services.
- **Media Strategy**
The selection of various media to effectively and efficiently transmit information to a selected target
- **Promotion**
Development of promotional tactics necessary to stimulate buying behavior