This course is a study of the principles and practices of promotion for the business organization. Students will study the components and interrelationships of the promotional mix: personal selling, sales promotion, advertising, public relations and direct marketing. Topics include understanding the process and benefits of implementing an integrated marketing communication (IMC) strategy, analyzing the functional areas of the promotional mix, identifying how brand relationships are created and maintained, determining what impacts consumers and business buyer’s decisions and building relationships through data management.

DATE LAST REVISED (Month, year): February, 2014

OUTLINE OF MAJOR CONTENT AREAS:
1. Integrated Marketing Communications Promotional Process
2. Corporate Image and Brand Management
3. Functional Areas of the Promotional Mix
4. Relationships through Data Management
5. Internet and Alternative Marketing Programs to Integrate Promotional Strategies
6. Social, Ethical, and Legal Issues in Designing a Promotional Strategy
7. Management of the Promotional Plan

LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Explain and analyze a cohesive promotional plan.
2. Demonstrate effective strategies in designing corporate image and brand management to promote the desired image.
3. Describe the functional areas of promotional mix (advertising, personal selling, promotions, public relations, and direct marketing) and their interrelationship.
4. Demonstrate how to build relationships through data management.
5. Explain the impact of the Internet and alternative marketing as a promotional tool.
6. Translate ethical, social and legal concepts into responsible behavior in a marketing environment.
7. Assess the marketing manager’s role in the development of promotional plans and program implementation.

LEARNING OUTCOMES (MNTC): NA

METHODS FOR EVALUATION OF STUDENT LEARNING:
1. Exams
2. Group Projects
3. Assignments/Case Studies
4. PowerPoint Presentations

RCTC CORE OUTCOME(S) ADDRESSED:
- Communication
- Critical Thinking
- Global Awareness/Diversity
- Civic Responsibility
- Personal/Professional Accountability
- Aesthetic Response

SPECIAL INFORMATION (if any): None