

# Syllabus

## Principles of Marketing, Advertising, and Sales Promotion

### Course Overview

This one-semester elective course is intended as a practical, hands-on guide to help you understand the role of marketing, advertising, and sales promotion in business.

The course is structured into lessons and course activities as follows:

- The first three lessons provide an introduction to the functions within a typical business firm—finance, operations, marketing, and human resources. The emphasis is on marketing and finance functions, both of which are important for students to gain a fuller understanding of the concepts discussed in subsequent lessons.
- The next four lessons focus on the marketing function. Students will learn about product development, consumer behavior, pricing methodologies, product positioning, and related marketing concepts.
- The next four lessons are about the advertising industry. Students will learn about advertising operations (how advertising is created); integrated marketing communication (including events and sales promotion); tracking (the process used by agencies and clients to evaluate advertising campaigns); and marketing intelligence (which involves systematic gathering of market data.)
- The next lesson explains how organizations make buying decisions. This lesson provides a foundation for the next lesson, which is about selling skills. Students are expected to know and apply their understanding of organizational buying and selling strategies in the context of selling media space.
- The last two lessons in this course teach soft skills required for a career in marketing and advertising. These skills relate to leadership, team management, teamwork, time management, and work ethics.

You will submit the Course Activity documents to your teacher, and you will grade your work in the Lesson Activities by comparing them with sample responses. Each lesson also has a multiple-choice mastery test. A multiple-choice end-of-semester test completes the course.

The Course Activities (submitted to the teacher) and the Lesson Activities (self-checked) are major components of this course. They will guide your learning as you work through this course. In particular, the last of the seven activities will help you identify possible career paths and key skills required for a career in finance.

## Course Goals

This course will help you meet the following goals:

- Understand how the marketing function operates within the context of other functions in a business firm
- Learn product planning, pricing, and positioning strategies.
- Understand how advertising and integrated marketing communication campaigns are ideated, created, and tracked across different media.
- Learn sales management and selling techniques used for selling to media houses.
- Understand the basics and importance of support functions such as market research and econometrics (forecasting techniques)
- Learn soft skills required for a career in marketing and advertising, including leadership, time management, work ethic, and teamwork.

## Prerequisite Skills

Marketing, Advertising and Sales Promotion is a high-level elective course. The Principles of Business, Marketing and Finance course is a recommended prerequisite.

In addition, these skills and interests will be helpful:

- curiosity about how people think, behave, and buy
- imagination and ideation skills
- a basic interest in and aptitude for numbers
- general familiarity with the writing process

## General Skills

To participate in this course, you should be able to do the following:

- Complete basic operations with word processing software, such as Microsoft Word and with spreadsheets, such as Microsoft Excel.
- Perform online research using various search engines and library databases.
- Communicate through email and participate in discussion boards.

*For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Plato Student Orientation document, found at the beginning of this course.*

## Credit Value

'Marketing, Advertising and Sales Promotion' is a 0.5 credit course.

## Course Materials

- Notebook
- Presentation software

- Computer with Internet connection and speakers or headphones
- Microsoft Word or equivalent
- Microsoft Excel or equivalent

## Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course instructor may modify the schedule to meet the specific needs of your class.

Day	Activity / Objective	Type
1 day: 1	<b>Course Orientation</b> <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Orientation
4 days: 2-5	<b>Business Functions</b> <i>Explain the structure of a business firm.</i>	Lesson
4 days: 6-9	<b>Marketing and Advertising Fundamentals</b> <i>Discuss the scope of various marketing functions and their impact on advertising.</i>	Lesson
1 day: 10	<b>Game</b>	Game
4 days: 11-14	<b>Finance and Budgeting</b> <i>Explain the role and structure of financial statements.</i>	Lesson
4 days: 15-18	<b>Product Planning</b> <i>Explain the design and evolution of products and its effect on advertising.</i>	Lesson
1 day: 19	<b>Game</b>	Game
4 days: 20-23	<b>Pricing</b> <i>Describe the working of price mechanisms and their relevance to advertising.</i>	Lesson
3 days: 24-26	<b>Brand Portfolio Management</b>	Course Activity
1 day: 27	<b>What's in a Brand Name?</b>	Course Discussion

4 days: 28-31	<b>Segmentation and Positioning</b>	Lesson
4 days: 32-35	<b>The How and Why of Buying</b> <i>Explain the key drivers and motivations that make consumers buy.</i>	Lesson
1 day: 36	<b>Game</b>	Game
3 days: 37-39	<b>The Advertising Industry</b>	Lesson
3 days: 40-42	<b>Positioning and Importance of Advertising</b>	Course Activity
1 day 43	<b>With New-Age Media, Advertising Can Go Far Beyond Mere Communication</b>	Course Discussion
4 days: 44-47	<b>Advertising Operations</b> <i>Describe how advertising campaigns are created and tracked across various media.</i>	Lesson
4 days: 48-51	<b>Integrated Marketing Campaigns</b> <i>Explain the process by which integrated campaigns are formulated and tracked across media.</i>	Lesson
3 days: 52-54	<b>Media, Advertising and Promotional Mix</b>	Course Activity
1 day: 55	<b>An Efficient Marketing Information System Is a Must for Effective Sales Forecasting</b>	Course Discussion
3 days 56-58	<b>Careers in Marketing, Advertising ,and Media</b>	Course Activity
1 day: 59	<b>The 4 Ps Reduce Marketing to Mere Implementation Issues</b>	Course Discussion
4 days: 60-63	<b>Marketing Intelligence</b> <i>Discuss the importance of marketing research and quantitative methods in marketing and advertising.</i>	Lesson
3 days: 64-66	<b>Organizational Buying</b> <i>Explain how organizations buy.</i>	Lesson
3 days: 67-69	<b>Market Research, Forecasting and Organizational Buying</b> <i>Apply processes, forms, and financial entities to track one's personal financial history.</i>	Course Activity

1 day: 70	<b>Consumer Behavior: A Riddle, a Theorem Without Proof</b>	Course Discussion
3 days: 71-73	<b>Selling Skills</b> <i>Describe the process of selling in advertising and retail.</i>	Lesson
3 days: 74-76	<b>Teamwork and Time Management Skills</b> <i>Describe the working of, and influencing factors within global trade.</i>	Lesson
1 day: 77-79	<b>Leadership and Team Management Skills</b>	Lesson
3 days: 80-82	<b>Leadership and Business Ethics</b>	Course Activity
1 day: 83	<b>One for the Team</b>	Course Discussion
3 days: 84-86	<b>Making a Presentation</b>	Course Activity
1 day: 87	<b>Speaking and Listening</b>	Course Discussion
1 day: 88	<b>Game</b>	Game
1 day: 89	<b>Course Review</b>	Course Review
3 days: 90	<b>End of Course Assessment</b>	Assessment