

Piedmont Technical College Course Syllabus

COURSE INFORMATION

Course Prefix/Number: MKT240

Title: Advertising

Responsible Division: Business, Information Technologies, and Public Service

Last Day to Withdraw from this Course: For the last date to withdraw from this course, consult the current *Student Calendar*.

Course Description:

For course, credit hour, pre-requisite(s) and co-requisite(s) information, visit the Detailed Course Information page: www.ptc.edu/courses/MKT240.

Textbook and Other Materials:

For textbook information and additional required and/or supplemental materials, visit the [college bookstore](http://www.ptc.edu/bookstore) (www.ptc.edu/bookstore).

Proctored Examinations:

Proctored examinations for distance learning courses taken at non-PTC campuses may require a proctoring fee for each exam taken.

COURSE POLICIES

Course policies are available online through the *Academic Catalog* and *Student Handbook*. Visit the [Course Policies page](http://www.ptc.edu/syllabus/policies) (www.ptc.edu/syllabus/policies) for a detailed list of important policies and more information.

GRADE POLICY

Detailed grading policy information can be found on the [Grading Policy webpage](http://www.ptc.edu/grading-policy) (http://www.ptc.edu/grading-policy). Final grade appeal information is available in the [Academic Catalog](http://www.ptc.edu/catalog/) (http://www.ptc.edu/catalog/).

ACCOMMODATIONS

Accommodations for ADA:

Information is available on the [Student Disability Services webpage](http://www.ptc.edu/ada) (<http://www.ptc.edu/ada>).

TITLE IX HARASSMENT AND SEXUAL ASSAULT INFORMATION

In accordance with Title IX of the Education Amendments of 1972, Piedmont Technical College does not discriminate on the basis of sex in its education programs or activities. Title IX protects students, employees, and applicants from sex discrimination in admissions and employment to include discrimination based on gender identity or failure to conform to stereotypical notions of masculinity or femininity. More information regarding Title IX, including contact information for the Title IX coordinators, is available at [Title IX Harassment and Sexual Assault Information](https://www.ptc.edu/about/legal-disclosures/title-ix-harassment-and-sexual-assault-information) (<https://www.ptc.edu/about/legal-disclosures/title-ix-harassment-and-sexual-assault-information>).

RATIONALE

Why do I need this course?

Advertising provides a new perspective on options that go beyond traditional marketing concepts. This includes sales promotions, sponsorship, point-of-purchase, the internet, brand identity, and public relations. The techniques used in developing and producing ads for all forms of media are an important concern.

PROGRAM INFORMATION

For program information including required courses, program learning outcomes, gainful employment information and advisement information, refer to the Academic Program webpage. Go to [Academics](http://www.ptc.edu/academics) (<http://www.ptc.edu/academics>), select your program, and then select Credentials Offered.

COURSE STUDENT LEARNING OUTCOMES

Upon successful completion of this course and/or clinical, each student will be able to:

- Apply simple marketing skills for:
 - Strategies for promotion
 - Pricing
 - Distribution
 - Market identification
- Evaluate advertising as it is today and the historical development of the industry.
- Evaluate the component parts of advertising.
- Evaluate the major trends in print advertising.
- Create ads in each of the media areas.
- Use the Internet to compare advertising campaigns of major companies.

GENERAL EDUCATION COMPETENCIES

Piedmont Technical College General Education Competencies for All Graduates:

This course may address one or more of the following General Education Competencies (assessment will be stated when applicable):

Communicate effectively.

Assessment:

Students will employ effective writing skills when interacting with the instructor and other students through discussion questions and email.

Apply mathematical skills appropriate to an occupation.

Assessment:

N/A.

Employ effective processes for resolving problems and making decisions.

Assessment:

Through assignments, tests and quizzes, students will the marketing knowledge they have gained to make decisions regarding various business marketing scenarios.

Demonstrate the basic computer skills necessary to function in a technological world.

Assessment:

Students must complete all assignments electronically, including navigating the online learning management system and any third party system used for the course.

To validate proficiency in the general education competencies, students in some programs will be tested using Work Keys.