TEXT: No text for this course. Students will be required to take class notes. Emphasis will be on designing promotional strategies based upon consumer trends and economic realities.

Theme of the Course: Every ad has a reason, someone designed it, someone placed it, and someone paid for it.

COURSE DESCRIPTION:
This course gives students a basic understanding of the promotions management industry and how to assess and meet client needs. Students will learn when, how, and why to use certain promotions media and develop, create ad strategies. The instructor is the owner of GT Marketing, a full service advertising agency, and will discuss and demonstrate current promotional strategies used by his company. Students will be involved in designing various advertising strategies for radio, newspaper, newsletters, TV/Cable, fliers, brochures, YouTube, Facebook, Twitter, etc. In addition students will be exposed to the current economy and its relationship to business advertising. Students will design and present various power point presentations. If you are going to miss two or more classes, do not sign up for the course.

Course Structure:
Class starts at 6:00 PM. If you are going to be late for class, inform the instructor. Time will be given in class to develop and present advertising promotional activities. We will be visiting a Lincoln business to understand the promotional strategies used by the company. No date has been set for this visit at this time.

COURSE OBJECTIVES:

Upon completion of this course, students will:
1. Know and understand various advertising terms and strategies.
2. Understand the positives and negatives of media available to advertisers and how to choose the appropriate media to assure a successful advertising campaign;
3. Understand current and emerging advertising trends. (Facebook, YouTube, Twitter, Apps, Blogs etc)
4. Understand the ethical issues in advertising and develop an awareness of social responsibility, Self-regulation, and government regulation;
5. Understand social, cultural, and psychological influences on consumers and the impact of those influences on consumer behavior.
6. Understand the cost associated with media strategies and how the economy affects promotional business decisions.
Course Activities to meet objectives: Students will:

1. visit Gateway/Westfield mall to discern the promotional strategies of a small, medium and large store. They will be sent out in groups of two and return to class to type report and give oral presentation.
2. design a one page flier promoting the advantages of Doane College for the non-traditional student.
3. give a power point presentation on the topic of “Who Am I”
4. visit and give a written and oral report on the promotional strategies used by a local Lincoln business. In additional students will design an ad for TV/cable, radio, YouTube, Facebook, or Twitter based upon the needs of the visited Lincoln business. No date has been scheduled at this time.
5. each week, bring an ad from a magazine, web, newspaper etc. and type a summary of the ad’s target audience, emotion used, trend and placement decision.

Grading: A, B, C, D, F (+ may be added to grade)
Attendance 20%
Class participation 20%
Personal folder 20%
Test(s) 20%
Power Point and other class projects 20%

Integrity Policy for the Course:

Students are required to put into their own words answers to written assignments and test questions. It is ok for students to help one another but answers must be in their own words.